

# Auto**D**ata

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# Eco for foreigners



Ford

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A high standard of finishing, connectivity, and efficient engine configuration are the main new features of the EcoSport 2018 version, which was presented in Brazil, but will attempt to conquer customers in 158 countries by the end of the year.

The fact is that everyone has gone after the winning recipe from Ford, which remained

alone in the market with its EcoSport for almost ten decades. Today, the compact SUV segment is one of the most sought after in the Brazilian market, with new significant competitors such as the Honda HR-V, Jeep Renegade, Hyundai Creta, Nissan Kicks, Chevrolet Tracker, and the Renault Captur and Duster - all currently being sold in other countries. However, in the global game,

in addition to the formula of an urban and compact SUV that fit into the taste of the consumer, other highly sought after attributes are, exactly: the high standard of finishing, connectivity and sufficient energy configuration.

Currently sold in 140 countries, the model's global production footprint had to expand to meet demand from almost all of the major markets. In addition to Camaçari, in the state of Bahia, which basically supplies South America, the company's unit in Chennai, India, has been chosen to produce for delivery to the US market, while the unit in Chongqing, China should deliver to Asia, Cheney, in Russia, should supply the local market, and Valencia, in Venezuela, assembles CKD kits, and the plant in Craiova, Romania, will begin producing the EcoSport for the European Union.

Approximately 700 professionals throughout the world, led by the engineering center in Brazil, participated in the complete overhaul of the EcoSport. New technologies for setting up the body, used only by Ford in the production of the Mustang, refined interior finishing, and more intelligent solutions for cabin space usage, a number of equipment in high demand by the most connected

consumer, a more powerful and fuel efficient three-cylinder 1.5-liter engine, in addition to the design - which did not change much but is aligned with the company's other global products, are some of the predicates of this **WE** urban SUV.

Rogelio Golfarb, vice president for South America, says the EcoSport global program is one of the biggest ever conducted by Ford:

"We are very proud because it has been led by Brazil since the beginning, in conjunction with engineering centers in North America, Europe, and Asia."

Despite the lack of a radical change in appearance - the spare tire is still located on the rear door and the current grid only received an upgrade that is standard to other Ford SUVs - the EcoSport 2018, presented on Monday night, 24, at Reserva do Paiva, in the state of Pernambuco, does indeed appear to be a vehicle that belongs to a superior category, starting with the interior, which has been completely modified in order to meet the rigid comfort standards of the rest of the world. The seats are bigger and more comfortable, and the instruments are more intuitive and aesthetically pleasant. The air-conditioning has been recalibrated to refresh

with greater efficiency people in India, which generally experience 50°C weather, as well as in Teresina, in the state of Piauí, according to Ford specialists.

Klaus Mello, vehicle engineering manager, says the glass received a film that significantly reduces noises and external vibrations: "We also have material that absorbs these two items of discomfort in a number of other components of the EcoSport."

Connectivity is another feature that deserves praise in the interior of the vehicle: the Sync 3 technology, the most advanced solution available at the manufacturer's shelves, is compatible with Android and Apple devices and is displayed in a touch screen that can vary in size between 6.5 and 8 inches, depending on the version. No other competitor offers such a solution. The file system promises to please customers that value high quality. The Titanium version is equipped with Sony's Premium Sound System, with nine speakers. Even what appears to be silly, has not been forgotten: Ford designed a space in the central panel to place the smart phone, located next to the two illuminated USB ports.

The powertrain was also significantly modified. The first initiative was to remove the

double-clutch Powershift from the portfolio, replacing it with a 6-speed conventional transmission, with a torque converter.

The engines are also new: the top-of-the-line versions are equipped with the Duratec 2.0 Direct Flex 176-hp direct injection engine, the most powerful in the category, according to Ford. The entry-level and intermediary versions are equipped with the modern 3-cylinder 1.5 TiVCT Flex 137-hp engine. These engines will be supplied to a large portion of the markets in which the EcoSport will be sold.

Domestic market - All of the new features are designed to meet demand from the global market, since Ford believes this vehicle will gain the preference not only of emerging markets, but also more traditional markets such as the United States. Sales in that country should begin in 2019.

In addition, the company did not shift its attention away from the Eco's backyard, the Brazilian market. Despite recognizing that there is a tough competition, since all of the compact SUVs are being sold here - some models, such as the HR-V, for example, compete in the United States, while others do not -, Ford executives believe that the current recipe of the EcoSport contains everything to



please the Brazilian consumer. Antônio Baltar Jr., marketing, sales, and services director, says no competitor is equipped as much as the EcoSport.

Perhaps this will not translate into becoming the sales leader, but the expectation calls for maintaining the market share:

“We lost positions in the ranking to the other SUVs, however, total sales in the domestic market showed that the EcoSport has had a 1.5% average market share since its launch in 2002. We would like to maintain this performance and, as much as possible, expand it a bit.”

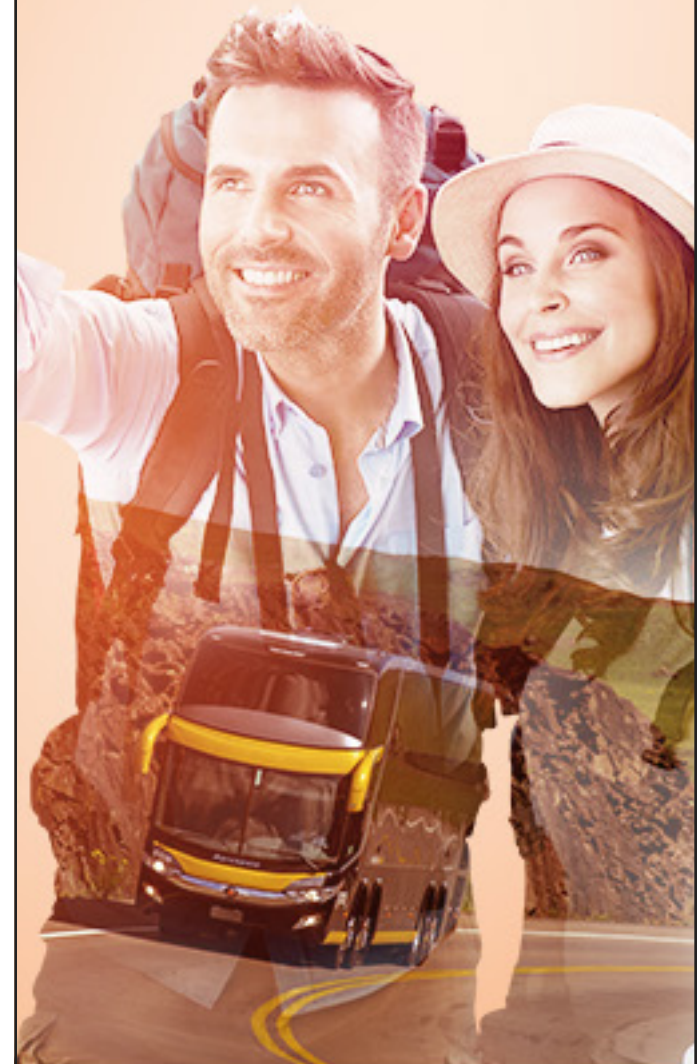
Here, the strategy has been to value the customer that already possesses an EcoSport by offering zero interest-rate financing for a new model and a free first revision: “We will also work strongly with our dealers to offer good trade-in values to Eco owners.”

The EcoSport 2018 starts at R\$ 73,990 in the SE manual version, and R\$ 78,990 in the automatic transmission version. The FreeStyle option, which should account for more than 30% of sales, is priced at R\$ 81,490, with a manual shift, and R\$ 86,490 with the automatic transmission. The Titanium version is priced at R\$ 93,990.

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Peugeot

# Peugeot 208 is the most fuel-efficient car in Brazil

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**T**he Peugeot 208 is Brazil's most fuel-efficient car, according to the PBE, Brazilian Labeling Program, conducted by Inmetro. With 1 liter of gasoline, the car drives 14.8 km in the city and 15.8 km on the road. Its energy consumption is 1.39 MJ per kilometer. According to Inmetro, this is the index that reveals vehicle energy efficiency and emissions of pollutant gases.

The Volkswagen up! TSI placed 2nd in the ranking, with an energy efficiency ratio of 1.4 MJ per kilometer and a range of 14.3 km on one liter of gasoline in the city, and 16.3 km/liter on the road. It was followed by the Citroën C3, with an energy efficiency ratio of 1.42 MJ/kilometer, and one liter of gasoline allows it to be driven for 14.3 km in the city, and 15.6 km on the road.

As part of the Inovar-Auto Program, manufacturers agreed to increase the energy efficiency

levels of their cars to at least 13% and, as a result, lower pollutant emissions. Nissan, Audi, and Ford achieved the targets that were set in 2012, in the beginning of the program, which should terminate in December. Attended the program, according to Alexandre Novgorodcev, coordinator of the PBE, a final report will be issued:

“Some vehicle manufacturers are racing to fulfill the Inovar-Auto program’s targets. Renault will launch the Kwid, a very fuel-efficient car, on one liter of gasoline it can run for 15.5 km on the road and 10.7 km in the city. The Captur is another example. It is equipped with a 1.6 L engine and a CVT transmission. It can drive 10.7 km on the road and 7.34 km on the city, with one liter of gasoline.”

At the other extreme of the ranking, the vehicles that consumed the most fuel, the super-sports cars, can be found. The Mercedes-Benz AMG G 63 has the energy consumption of 4.42 MJ per kilometer and rides 4.8 km with one liter of gasoline in the city, and 5.5 km on the road. It is followed by the Ferrari F12tdf, with an energy efficiency of 4.31 MJ/kilometer and a fuel consumption of 4.9 km/liter in the city, and 5.8 km/liter on the road. The Ferrari F12 Berlinetta has an efficiency of 4.24 MJ/kilometer and rides 4.7 km on one liter of gasoline on the streets, and 6.5 km/liter on the road.

**Hybrids** - Hybrid vehicles dominate the podium of the most fuel efficient vehicles, as they combine combustion engines and electric motors, according to Inmetro. At the top of the ranking, the Toyota Prius, with an energy efficiency of 1.15 MJ/kilometer, and a driving range of 18.9 km on one liter of gasoline in the city, and 17 km on the road. It is followed by the Ford Fusion, with an energy efficiency of 1.31 MJ/kilometer, and the Volvo XC 90 T8, with 1.36 MJ/kilometer.

Novgorodcev says that electric cars scheduled to arrive in Brazil by December have already been tested:

“We have already tested the Nissan and the Renault Twizy and Roen. In terms of energy efficiency, they are the best.”

The Inmetro ranking evaluates fuel consumption and pollutant emissions of 983 models of vehicles from 35 brands.

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# The agreement with Colombia is implemented, at last.

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**T**he governments of Brazil and Colombia signed, on Friday, 21, the complementary economic agreement that will benefit the foreign trade of both countries, principally in vehicles and automotive parts. An old Anfavea demand, the agreement could enable increased shipments to the Colombian market, one of the increasingly growing markets in Latin America.

According to the MDIC, the Brazilian Ministry of Development industry, and Foreign Trade, the



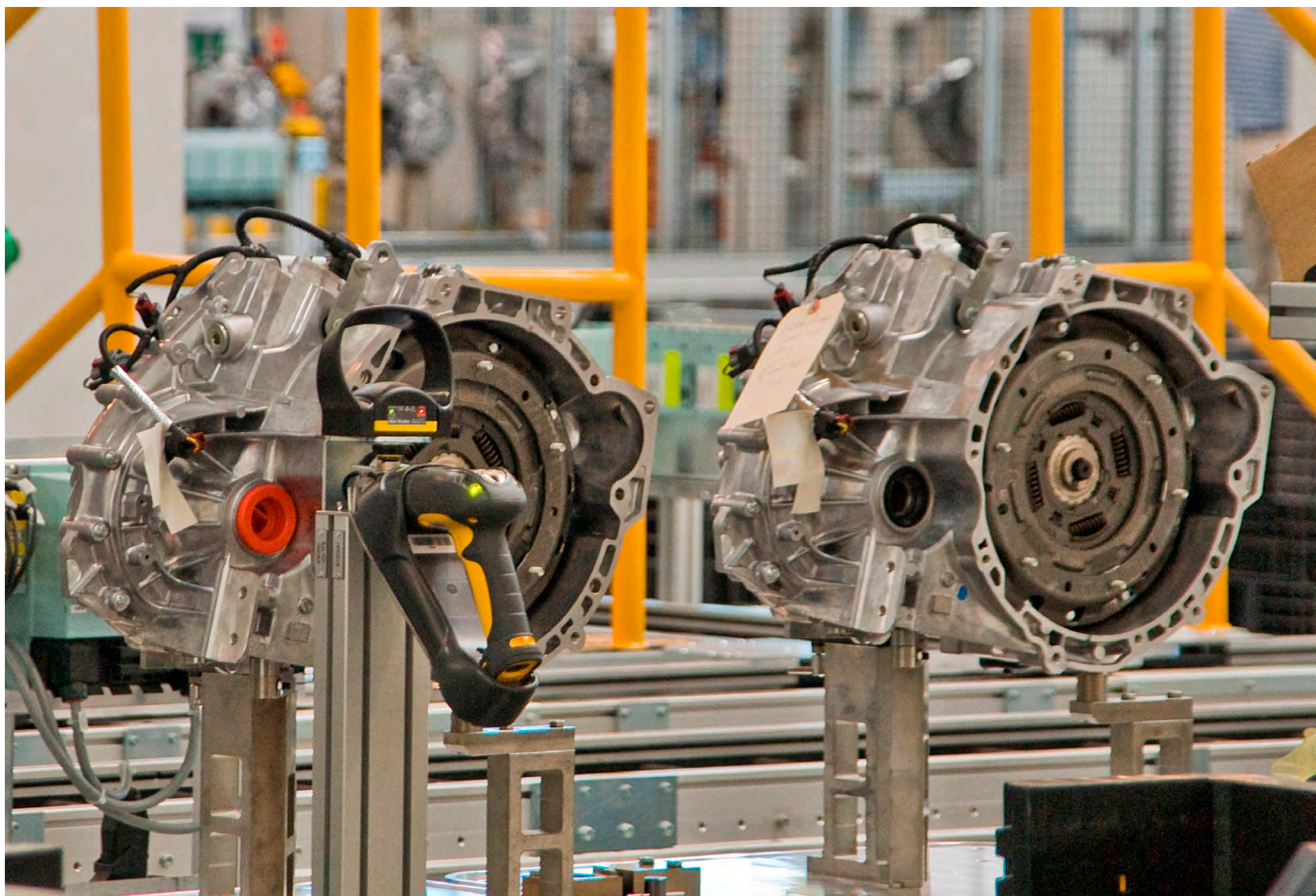
agreement will expand the preferences that have been negotiated between the textile and steel sectors from both countries, enabling complete import tax exemption for these products, which should soon enable the effective implementation of the automotive agreement signed in 2015.

According to the Minister of industry, foreign trade, and services, the automotive agreement with Colombia is highly significant to the Brazilian industry: "Colombia is an excellent market for vehicles manufactured in Brazil due to the geographic proximity. All of the companies established here, in the biggest automotive industrial park in South America - and one of the biggest in the world - should benefit from this agreement."

The minister added that the agreement will also offer greater agility for decision-making and collaborate to the creation of a new scenario for the economic and commercial relations within Latin America.

In 2016, Brazilian exports to Colombia increased 5.7% when compared to the previous year, growing from US\$ 2.115 billion to US\$ 2.235 billion. During the same period, Brazilian imports from Colombia dropped 23.7%. As a result, the foreign trade balance with Colombia resulted in a surplus of US\$ 1.327 billion in favor of Brazil, in 2016. The previous year registered a surplus of US\$ 926 million.

Last year, manufactured products accounted for 88% of Brazilian exports to Colombia. The major Brazilian product shipped to Colombia in 2016 were automobiles, 5.5%, petroleum oil products, 5.5%, ethylene, polypropylene and styrene polymers, 4.9%, tires, 4.5%, preparations for the production of beverages, 3.6%, laminated products from steel or iron, 3.5%, cargo vehicles, 2.7%, veterinary and human medicine, 2.7%, automotive vehicles and tractor parts, 2.2%, automotive vehicle engines, 2.3%, engines for automotive vehicles, and parts, 2.1%. [WE](#)



Ford

# Powershift days soon over.

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Ever since 2016 Ford has been facing the wrath of its customers who acquired vehicles equipped with the 6-speed double clutch automated transmission, known as the Powershift. The case ended up in the consumer protection agency, Procon, which notified the company, which, took measures to replace the component. Such measures have been intensified during the past months.

What did Antônio Baltar Jr., marketing, sales, and services director at Ford, say?



"We are substituting between 4 thousand and 4.5 thousand transmissions per month that equip the EcoSport, Fiesta and Focus models. We have also extended the warranty from 3 to 5 years, or 160,000 km. This policy will continue until we have all of our customers satisfied."

The issue is a global defect. Ford suffered lawsuits from consumers in Australia and the United States, dissatisfied from the uncommon trepidation and many other problems, same issues as the ones reported in Brazil. Ford guarantees that it has enough units of the component available for a global substitution campaign. Within this scenario, the Powershift begins to say goodbye.

The new EcoSport, launched first in Brazil, has already retired the double clutch transmission. A new conventional automatic transmission has become the option. This should happen with the other two models, the Focus and the Fiesta.

Sales of the Eco - Antônio Baltar believes the page has been turned, at least when the issue relates to the EcoSport. He says that the recipe for the new product, which is more equipped, with a 3-cylinder engine and a conventional transmission, in addition to prices that did not suffer any significant changes, should surprise the consumer:

"When compared to its competitors, the EcoSport is more equipped. When taking into consideration the level of this equipment in comparison to the other SUVs, the price difference in favor of the Eco increases by more than R\$ 5 thousand.

The dealers will begin receiving the new SUV while it still attempts to sell the last 1000 units of the EcoSport 2017: "Inventories should return to normal when we have 4 thousand vehicles at the dealers. This should happen by early August, when we expect to deliver the first units to the customers."

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