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MDIC: Rota 2030 will be approved this month

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In an event done last week, in São Paulo, João Manoel Pinho de Mello, chief of the special advisory of microeconomic reforms of the Department of Treasury, made strong statements about Rota 2030, saying that the sectorial policy would not bring benefits to society and the industry does not need incentives to develop itself. The MDIC rebuked informing, also through a released statement that “the isolated protests about the conclusion schedule of the program do not reflect the official

positioning and the commitment of the federal government with the elaboration of a new policy for the sector”.

Partners of the department, heard off the record by AutoData, reaffirmed that despite the apparent antagonism, both departments work in a partnership regime and that the promise that Rota 2030 will be a reality in 2018 is kept for this December. The MDIC informed “it keeps working to conclude the technical discussions about Rota 2030 still this month so that the new policy for the automotive sector comes into force in January of 2018”.

Our team reached out to the Treasury Department people but they stated they don’t have a spokesperson for this issue and the official source is the MDI that, for a whole week, continued the shuffling and looked for spokespeople to clarify the situation where Rota 2030 is right now.

Still according to the MDCI the approval of the new policy is not conditioned to the opening of the market to the European block, which seemed to be the intention of the President. Both processes – the signing of the deal with the EU and the approval of Rota 2030 – run different paths and do not depend on an interconnection: “The negotiations run in both fronts at the same time in distinct processes. The expectation is that the Brazilian industry is ready for the complete commercial opening predicted by the agreement. The Mercosul-European Union agreement predicts a tributary relief deadline of fifteen years that coincides with the end of three cycles of Rota 2030”.

Technicians of both departments would be struggling over the formatting of the IPI aliquot that will affect the vehicle manufacturers that do not comply with the goals of energetic efficiency, for example. They seek, according to the MDIC, the “most adequate way to balance commitments and incentives to the sector related to goals of energetic efficiency, investments in research and development, security and vehicle labeling”, predicted in the program.

By Inovar-Auto, that is valid until December 31st, the manufacturers need to reach specific goals to have the benefit of reducing 30 IPI points. With the Rota 2030 proposal this benefit would drop to 10 to 15 percentage points. The manufacturers continue to pay normally the IPI by cylinder capacity, which is 7% for vehicles up to 1.0, from 11% of 1.0 up to 2.0 biofuel, of 13% for 1.0 up to 2.0 by gas, of 18% above the 2.0 biofuel and of 25% above the 2.0 run by gas. WE

Credit had R\$ 81,4 billion until October

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The amount of credit for vehicle financing released from January to October reached R\$ 81,4 billion, almost the same as the entire year last year, when were released R\$ 82,2 billion.

Considering twelve months, from November last year until October this year, there was a rise of 22,6% according to balance released by Anef, Associação Nacional das Empresas Financeiras das Montadoras.

Another indicator that signals the market recovery is the rate of defaulting, 3,8%, the lowest of the year. Luis Montenegro, president of Anef, said in a statement that, "one of the major reasons



Fotos Públicas/Marcos Santos

for the rise in search for credit is due to the drop in interest rates. With that the consumer has become more confident in investing in a good of higher value”:

“If the current prediction for the economic scenario is kept the tendency for the next months should be of lowers interest rates, rise in consumer confidence, growth in search for financing and reduction of the number of defaulters”.

Out of the R\$ 81,4 billion granted R\$ 79,9 billion were acquired through CDC contracts, credit directly to the consumer, and R\$ 1,5 billion for operations of leasing. Compared to same period last year there was a rise of 23,5% in CDC and the leasing registered a drop of 12,1%.

Balance of portfolios – The balance of portfolios in October was of R\$ 165,9 billion, a high of 0,9% compared to September and of 1,5% compared to October last year. The operations done via CDC respond for r\$ 162,2 billion, a high of 1% related to September and of 2,1% in twelve months. For the leasing R\$3,7 billion were used, a drop of 2,6% compared to September and 19,6% with the same period last year.

Defaults – The level of defaulters in October was the lowest of the year and reached 3,8%, a drop of 0,1% related to September and 0,9% percentage point compared to the same month of last year. Considering only legal entities the rate was 3% a drop of 0,1% against September and of 2,2 percentage points in twelve months.

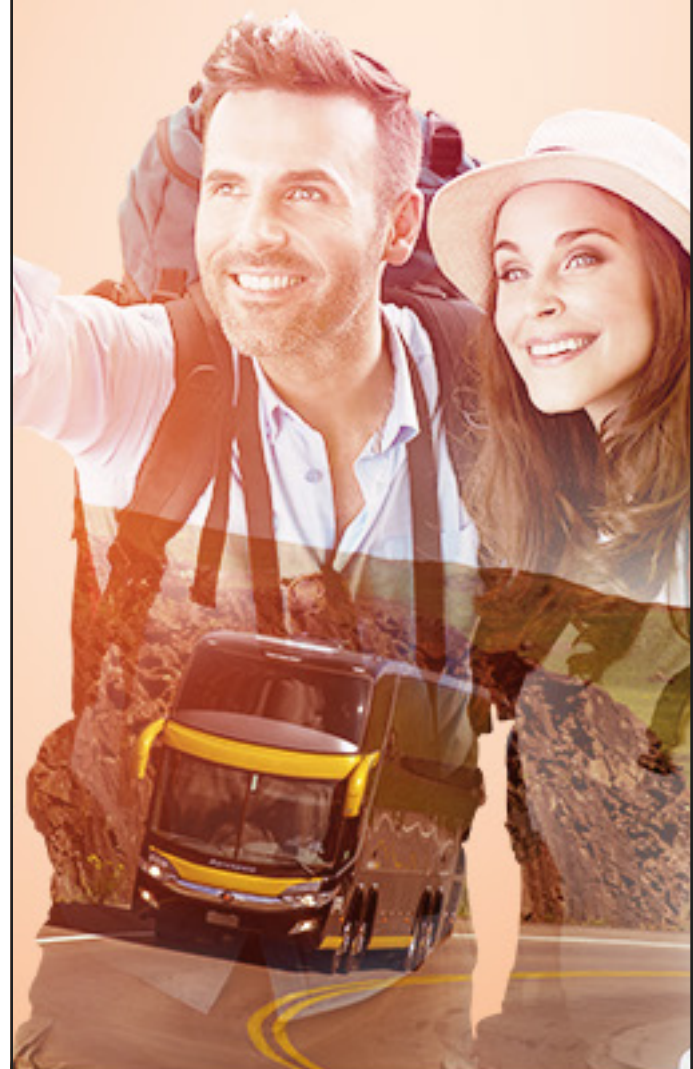
Interest Rates – The interest rates applied in October by the automakers banks were of 19,7% a year and of 1,5% a month, while the independent financers work with rates of 22,5% and 1,7% respectively. The average deadline of concessions stood in 42,2 months and the maximum deadline offered by the banks is sixty months.

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Industrial production grows 0,2%, points out IBGE

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The national industrial production grew 0,2% from September to October, following a series of growth throughout the year, with an accumulated high of 1,9% in ten months, according to data released by IBGE, Instituto Brasileiro de Geografia e Estatística, on Tuesday the 5th. Compared to the same month of last year the rise was of 5,3% being the highest since April of 2013.

The automotive sector had a great participation on the growth of 5,3% related to October of 2016. According to the indicator its increase of 27,4%.



André Macedo, manager of derivative statistics analysis, credited this expansion to two factors: “We had a calendar effect, with an extra working day in October related to the same month last year. Another question is that the production of the automotive sector in October of 2016 registered the drop of 8,8% compared to the same period last year. Behind this results we also have other factors that help understanding this numbers with the improvement of the domestic market and the generation of jobs, level of prices and lower interest rates and the fall of defaulting”.

IBGE separates the industrial production in four categories, with automobiles and light commercials in the position of durable goods, that registered a rise of 12,4% in ten months and of 17,6% compared to October faced with the same period last year. Related to September, however, there was a drop of 2%: “This retraction was very specific due to the natural accommodation of some sectors that advanced in prior periods. It is necessary to highlight that in the year the growth is above two-digits”.

In the category of capital goods the increment in the overall of the year was of 5,6%, while compared to the same month of the prior year the sector registered a high of 14,9%. Related to September the growth was of 1,1%: “The recovery of the sector of trucks was a factor of impact for the growth, also boosted by other areas, but with major influence coming from the arrival of trucks”.

The production of agriculture machines also contributed to the good results throughout the year, but began to loose strength in the second semester.

IBGE has good expectations for 2018 results: “Positive results throughout the year show that next year could be good and that amounts to the improvement of Brazil’s conjuncture situation, as the improvement of other factors already highlighted”.

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Accumulated sales in Mexico drop 2,8% in November

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The automobile sales in Mexico, the second biggest commercial partner of Brazil in the vehicle segment, presented a drop in the overall from January to November comparing to the same period of 2016. According to the balance released in Tuesday the 5th, by Amia, the manufacturers association, 1 million 371 thousand 600 units were registered, 2,8% less than the same period last year. In November the sales amounted to 141 thousand 434 units, result 8,5% lower related to the same period of 2016.

The public defaulting in the country restricted access to credit and reflected on the sector's performance in the period, as the pressure applied by the exchange rates in the local economy,

which devalued the Mexican currency. The association follows without releasing data referring to the production in November, but what is expected for the trimester, still, is the maintenance of the rhythm observed in September, when the factories produced 307 thousand 174 vehicles, 7,7% more than in September last year, a result justified by the high in exportations to the United States and Canada.

Nissan also maintains itself as a leader, responsible for a slice of 24% of the market and General Motors responds for the second position, with 16,7%, Volkswagen is the third biggest, with 15,4% of participation. Toyota and FCA close the group of the five manufacturers that most sold in the period.

Despite the leadership the sales of the three leading companies dropped in volume compared to the registering done last year. Nissan sold, until November, 329 thousand 522 vehicles, and volume that represented a drop of 6,8% in its sales compared to the performance verified from January to November of 2016. GM sold 228 thousand 797, a drop of 14%, and VW sold 174 thousand 535 vehicles, a drop of 6,2%.

Toyota and FCA, even if their sales represent smaller portions of the market, presented growth in registering of its vehicles in the eleven months of the year: Toyota sold 92 thousand 55 units and grew 2,2%, and FCA sold 91 thousand 258 units with a high of 1,8%.

In the monthly performance, November against October, however, the five biggest in Mexico, presented a drop in sales for the internal market: Nissan sold 33 thousand 246 units, a drop of 12,9%, GM, 25 thousand 281, 22,3% less, VW 16 thousand 390 vehicles, volume 9,6% less than sold last year, Toyota 9 thousand 406 units, 11,6% less and FCA 8 thousand 488 vehicles, a drop of 18,69%.

Colombia – In the eleven months of this year, in Colombia, 212 thousand 814 vehicles were sold, 3,4% less than the volume sold from January to November of 2016, according to the balance released by Andemos, the association of local factories, on Tuesday the 5th. The impact of the tributary reform, the dollar close to 3 thousand pesos and the low level of trust by the consumer are factors pointed as reasons for the fall.

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VW opens pre-sales of Amarok V6

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Volkswagen initiated on Tuesday the 5th, through the web address www.prevendaamarokv6.vw.com.br the pre-sales of the Amarok V6 Highline that will be live until January the 20th. For this process of sales 450 units are available in the color white and with 19 rim wheels for R\$ 187 thousand 710. The official launch will be in February the 22nd. The reservation can be guaranteed through the down payment of R\$ 10 thousand.

The model, that has available a motor with 225 horsepower potency, is produced at the Volkswagen factory of General Pacheco, Argentina.

The pick-up, according to the vice-president of marketing and sales Gustavo Schmidt, has 11% of participation on the medium pick-up market. Its expectation is to close the year with 13% market share: "In 2016 we sold 8 thousand 302 units of Amarok. From January to November 11 thousand 550 units were sold, a high of 39%".

In the segment of medium pick-ups the industry sold, last year, 99 thousand 74 units. This year, until November, 107 thousand were sold, a growth of 8%.

"We are having a growth above the market and the expectation is to close the year with a high of up to 41% in sales of the Amarok related to last year."

Schmidt said the units that will be sold in the pre-sales process wouldn't be counted as sales this year because those will only be registered next year.

As for the automotive market he affirmed the perspective is to close the year with around 2,2 million of units sold. Last year the market sold 1 million 986 thousand units, according to data from Fenabrave.

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Production of vehicles grows 27,1% this year

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The production of vehicles has a high of 27,1% from January to November compared to the same period last year, with 2 million 486 thousand units coming out of the lines of production – against 1 million 956 thousand in the same period of 2016. Comparing November to November from last year the high is of 15,2% and related to October this year there was stability with a slight drop of 0,3%. The data released on Wednesday the 6th, by Anfavea.

The production of agriculture and road machines presented an expansion of 8,1% compared to the eleven first years of 2016. But we can observe a drop of 28,4% comparing this November to last November, and a drop of 11,2% comparing to October.

To the president of Anfavea, Antonio Megale, the result shows the Brazilian economy initiates the recovery process: "In spite of the growth and idle capacity is still high, with 45% in the industry and with 75% specifically in the segment of trucks".

The stock, considering the industry and dealerships, accumulates 232,1 thousand units, the equivalent of 34 days of sales: "It is reasonable. The ideal is to have 30-day stock available".

Sales – The good performance in performance is a reflex of the improvement of sales in the internal and external market, said Megale: "The exportations hit a record this month, with 73,1 thousand units sold. We also have the best year in the history, with more than 700,9 thousand units sold for foreign countries".

The exportations had a high of 53,3% in the first eleven months comparing to the same period last year and in agriculture and road machines accumulated a high of 2,6% in the year.

Employment – The employment also follows in the path of recovery, with a high of 2,5% in the eleven months of this year comparing to last year: 126,3 thousand employees against 123,3 thousand last year. Related to October there was a slight drop of 0,3% in the work force from 126,8 thousand jobs to 126,3 thousand jobs.

A positive point, in Megale's evaluation, is the decrease of employees that are part of some job protection program, lay off or PSE, Programa Seguro-Desemprego.

The sector accounts for 3 thousand 332 employees in job protection programs. Last month 3 thousand 528 workers were part of these programs: "The expectation is to bring this number to zero by the middle of next year".

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Rota 2030, this year, will only have a legal mark

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The so awaited new fiscal policy for the automotive sector is far from having an outcome. Predicted to be approved by the end of the year Rota 2030, that will substitute Inovar-Auto, that is valid until December the 31st, should only have a regulatory mark signed this year. The president of Anfavea did the evaluation on Wednesday the 6th.

The possibility of coming out only as a regulatory mark this year goes against the expectations of the sector, that hoped for the approval of the new policy: "It was clearly demonstrated a political will from the president in a sense that the sector would have a sectorial policy".

However this political will stumbles on tax revenues: the Department of Treasury has been contrary to the concession of fiscal benefits even if that allows factories to invest in technologies and innovation. The president of Anfavea said that is not up for the automotive sector to get into this fiscal issue: "The Treasury has to discuss this with the industry. We made our contributions and is not up to the sector to get into the discussion".

He also said that if the country does not have a program that succeeds Inovar-Auto it will opened the doors for vehicles with inferior technologies compared to the ones produced here, even if they have different prices.

Megale affirmed the vision of the Treasury is to minimize as much as possible the support to one sector or another, "but the automotive sector generates a lot of taxes and the impact of the resignation is of only 3% of the total gathered, that in 2015 gained R\$ 180 billion, generated R\$ 40 billion on taxes and Inovar-Auto guaranteed resignation of R\$ 1,5 billion".

According to the president of Anfavea the agribusiness sector, that has an important role in the national economy, generated R\$ 6 billion in taxes and had a "support of R\$ 20 billion".

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Argentina: best sales since 2013

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The sales in Argentina, major commercial partner of Brazil in Latin America, reached the mark of 793 thousand 495 vehicles until November, volume that represents a growth of 22% compared to the same period last year. It is the best result obtained since 2013, when 963 thousand 917 units were registered, a local historical record.

The performance of the local market – when the government heated up the vehicle market lowering the interest rates and then making the financing friendly for all citizens – had a direct influence in the exportations of vehicles produced in Brazil: according of data from Anfavea until November 700 thousand 893 vehicles were exported being 70% of those to Argentina.

On the other side of the lane Argentina exported, until November, 191 thousand 385 vehicles, being Brazil responsible for the absorption of 64,3% of the volume or 123 thousand 36, a drop of 2% related to the first eleven months last year, according to data from Adefa, the association of local manufacturers, released on Wednesday the 6th.

About the production, until November, 438 thousand 878 vehicles came out of the Argentinian lines, 1,4% more than the volume produced last year. The production last month, by the way, was the biggest of the year: 45 thousand 228 units, a volume that surpasses in 3,1% of the month of October, but had 3,7% less than registered in November last year.

Half of the Argentinian production is destined to the internal market that in 2017 started counting on, also, with the presence of more imported vehicles due to the process of economic opening promoted by the government policy. That has been provoking the drop in sales of national vehicles. According to Adefa the participation of national vehicles in internal sales dropped 9% in November related to the same month last year, reaching 234 thousand 545 units, or 29,5% in total sales done in the eleven months.

With the decrease in participation on the internal market the national manufacturers try to seek for volume in other markets other than the Brazilian, with whom they want to keep a bilateral agreement. It is the case of countries of Central America like Costa Rica, Guatemala, Honduras and Jamaica. The region received until November 16 thousand 137 vehicles which represented 8,4% of Argentinian exportations. Chile, Mexico and Peru close the group of five major markets for Argentinian vehicles.

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MAN plans to double the exportations

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MAN accelerates its project to make Brazil a relevant base of truck and bus exportation. The work has been done for some years and the results show the company is “half way there”, according to Roberto Cortes, its president and CEO for Latin America.

“We are very strong in Brazil, but we recognized there is room to grow in other markets. Because of that we developed this plan of internationalization that has reached expressive results.”

He refers to 9 thousand units that will be exported until by the end of this year to traditional

markets like Argentina and also for destinations less orthodoxies like Nigeria and Mexico: “Our goal is to reach 18 thousand units exported in the next few years”.

Almost half of the trucks and buses exported this year went to Argentina. In total 3,9 thousand units went to the neighbor country that registered 60% if increase in sales of commercial vehicles: “It’s and important growth. Drawing a parallel with the Brazilian market we hope in 2018 we reach a growth of this level here. Because projecting a rise in sales of 10% to 20% in a low base of comparison is accepting we will have a lost decade until we reach 172 thousand units of 2011. I’ve always had this optimistic view”.

Customization – Comprehending the needs of other countries “is a differential that MAN has”, according to Marcos Vinicius Forgioni, vice president of international marketing and sales: “The characteristics of robustness of our products are recognized in markets such as Africa, for example. But we can go beyond configuring necessary solutions for specific applications in this markets”.

He cites the development of Uracan, a Volkbus 14.190 SCD developed especially for the Mexican market. The vehicle has a post of the driver relocated to the center so he can also act as the cashier by the door, a common practice there. With the capacity for 45 passengers this bus acts on the segment of 12 to 15 tons that represents almost half the sales of urban chassis.

This type of development will be more common at MAN every day. Part of the new cycle of investment of R\$ 1,5 billion for the period of 2017 to 2021 will be applied in customization of products to meet the specific needs or regulations of countries where it acts on. And also the new productive units in Africa and the Middle East to assemble the kits of trucks produced in Brazil. But this news is yet to be announced, maybe in 2018. **WE**



Lifan and Uruguay articulate production of electrical vehicles

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The manufacturer Lifan articulates with the government of Uruguay the entrance of electrical automobiles in the neighbor country, plan that, other than the assembly of the vehicles in Uruguayan soil, where it has an installed factory in San Jose, also has as a pillar the exportation of models to markets of the region, especially Brazil. Mu Gang, president of the Lifan Group, was in the country last week to deal with the subject during the Cúpula Empresarial China-América Latina that took place in Punta Del Leste.

At the encounter the local government presented a draft of a program to make feasible the usage of the electric car that established the constructions of charging posts in roads that link Colônia, Montevideo and Punta Del Leste, the major tourists destinations in the country and also the absorption of part of the fleet produced in the taxi system of the counties and in the cars used by government: "The government will promote policies in the field of sustainability. At the same time

we hope that Lifan expands the production capacity and launches a new line of production of electrical vehicles”.

The Uruguayan president also showed the country to the Chinese executives as a state that lives under a stable scenario in its politics and a solid legal system, two magic terms utilized generally as an argument when one has the objective to attract foreign investments. In the case of Lifan in Uruguay it would be a second contribution: In 2012 the Chinese invested US\$ 55 million in the factory that currently employs 440 workers, has the capacity to produce 20 thousand vehicles annually with two shifts and that is responsible for the assembly of the utility X60, the sedan LF530 and the pick-up Foison.

With or without electrics Lifan targets the expansion in Latin America and should do that through the operation in Uruguay. Depending on the Brazilian market, however, it should not be the priority of the Chinese, as the president of the company Mu Gang led us to believe: “The direct exportation commerce does not solve the market problem long-term. We will locate components for electric vehicles such as modules and batteries. We are willing to cooperate with government and businesses to promote in an unconditional way the reconstruction of the new automobile industry in Latin America”.

When it got to Uruguay the company saw in the bilateral agreement that country kept with Brazil the opportunity to insert its vehicles in the bigger region market. However, the drop in sales in the internal market that accentuated in the following years the installation of the factory in San Jose interrupted the local production and delayed the scheduled launches. The company then started to intensify its acting in other countries like Argentina and Venezuela, where it acts through commercial representatives.

The Lifan has four models of electric vehicles in its order in China – the light commercial 100E@, the compact 320E, the sedan 620EV and the pick-up C3. In Brazil, the company sells the sedan 530, the SUV X60 and the VUC C3. Until November 343 units of the light commercial of Lifan were registered here, according to data from Fenabrave. The numbers of the operation at the Chinese Headquarters are more expressive, show that the company is an important manufacturer of vehicles and motors: in the internal market it sold 283 thousand 100 automobiles and 3,6 million motors. The revenue with the vehicles and components exportation reached US\$ 1 billion 33 million.

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Ford will launch 50 models in China until 2025

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Based on a decade of investments in China, Ford released on Tuesday the 5th its strategic plan of expansion for the Chinese market until 2025, focused in SUVs, electric vehicles and connected, simplified structure of business and connections closer to the client.

The company intends to launch 50 models of Ford and Lincoln until 2025 and raise its revenue in 50% in the region based on the revenue of 2017. Bill Ford, executive president of the company, spoke about the importance of the region: "China is not only the biggest market of automobiles in the world but it's also in the heart of growth of electrical vehicles and SUVs and the mobility movement".

The CEO Jim Hackett spoke about the intentions of Ford in the next years: “Ford wants to be the most trustworthy mobility company in the world, building intelligent vehicles for an intelligent world. We are very anxious to see this vision coming to life in China”.

Out of the 50 launches predicted until 2025, eight will be SUVs completely new that will arrived along with the bigger offer of electric models being at least 15 from Ford and Lincoln. The new joint venture to the local market, Zotye-Ford will be responsible for offering options more accessible of electric models. In 2019 Ford will produce five new models including a new SUV premium from Lincoln and the first totally electric SUV.

Jason Luo, president and CEO of Ford China, evaluated the schedule of launches: “From luxurious Lincolns the Ford SUVs and a new brand of electric vehicles we will meet the growing desire and need of China for new vehicles and of great energy. Each one of them will be safe, efficient, fun to drive and capable of facilitating the loading, sharing and maintenance”.

To hit its goals Ford will hold the structural cost in the region in 2018, to be more efficient in its operation and offer additional value to share-holders.

Support to China – The planning of Ford also considers improving the experience of the vehicle owners of the company and for that it will launch the Quick Lane, store that will offer services and routine maintenance such as oil and filter changes including the repair of brakes and tire changes for all models sold in China.

The first two stores will be opened until the end of December in Nanjing and Chongqing. The expectation of Ford is to open 100 new stores in 2018.

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