

AUTODATA



From the Top
Wilson Bricio,
of ZF

AUTODATA AWARD 2018

A special insert
brings all the cases
that compete for
the recognition

THE SCANIA NGR MODELS ARE COMING

New line of trucks
changes cabins,
engines and the
way of selling

NO PARKING SPACES

New real state
projects are giving
up the garage

BYD STRATEGY IN BRAZIL

Vehicle, battery and
charging: the idea
is to offer the full
electric package

GOOD NEWS IN THE SERRA GAÚCHA REGION

AutoData Seminar
shows recovery of
the Caxias do Sul
industry

THORNY MISSION



C4 CACTUS



AUTODATA CONGRESS
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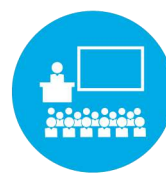
It's the moment to know the companies' strategy and positioning before the challenges of the automotive industry for next year.



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SÃO PAULO



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END OF CHAT

The most relevant and irrelevant headlines of the month, handpicked by our editors

About Uber, Avaré and the elections

Marcos Rozen, editor

One day like this, an advertisement was transmitted by several radio stations in São Paulo: father and mother told to their son that they would give him a car as a gift, and the boy got desperate. "But what did I do? There's gas, insurance, parking, taxes... I do not deserve this". Then, another voice announced: "Having a car is a thing of the past".

The commercial was from Uber and, of course, the company was trying to sell the facilities of its service. It was a Friday and in the late afternoon a colleague asked precisely an Uber driver to take him from Brigadeiro Faria Lima Av: the app changed the one who should have been his driver three times, the wait was of 25 minutes and the cost of the trip was the double of a regular one. The bottom line: Uber, when advertised itself, forgot that its service is not so perfect so people can completely change their cars for the app.

At the same time, another colleague from AutoData closed the crowded trunk of his car and left with his nine-month-old daughter and wife from São Paulo to Avaré, 270 km away, to attend a weekend wedding. I wondered what he would have done, facing this need, if he fully believed in what Uber's commercial preaches.

It is more than obvious that the solution to mobility is far from being only one - not just Uber, not just a car of its own, nor just proper collective transportation, nor just sharing electric scooters. It is indeed through a combination of many things and actions, and it seems to me in this case that Uber made a mistake by classifying itself as the definitive solution, giving to the possession of a vehicle an outdated connotation. This, at least today, certainly does not match our reality.

This reality can change, at least a little bit, from January: it depends on who will be elected for Presidency of the Republic's chair and the others competing in that election. Does your preferred candidate have a well-defined urban mobility policy? What has he already done or refrained from doing about this sense? A further research may reveal surprises. We recommend.

Speaking of elections, this edition brings the complete list of the cases that compete for the 2018 AutoData Award precisely to define your vote for this award, which is the Oscar of the Brazilian automotive sector. Check out and analyze the candidates: the recognition will be yours, above all else.



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UNIMPORTANT? NO.

Who does not want to know what the candidates for president of this Republic would be willing to do for the automotive sector if they were elected? We, at AutoData, also wanted to know - and we sent correspondence to the press offices of six candidates that are not worth nominating here. Deep silence has settled and remains still, and it will remain until the end of time. Why do they act like this? Has the industry become unimportant? The conversation may go on until early tomorrow but I have a good clue: the industry remains very important but today, companies operate in the shadow of their compliance system rules. One of these rules, for all companies, is not to act violating the law.

UNIMPORTANT? NO 2.

There are no more official donations for campaigns, a holy remedy for stubborn politicians to revise their own variety of ideas. And the space for direct donations to slush fund was also substantially reduced. More: American companies' compliance, for example, implies that, if they are caught in the act in Brazil, or in Thailand or Kyrgyzstan, the employee is arrested. In other words: in theory, the crime doesn't pay as it may have paid in the past. And, when there is no profitable donation in sight, there is no sector of the economy that sensitizes candidates.

MORE NOVELTIES IN AUGUST

As anticipated in this Lenses in its August issue, AutoData number 347, things really happened at the surroundings of that entity, as it was announced, from the moment that presidents of their associates began to question - and not just behind the scenes -, the direction that the president has given to his mandate. After all, it is the associates that, through their financial contributions, sustain the parent-entity - and, as times are still difficult, every cent cost is examined with a magnifying glass. The associates question the costs a lot and also the need, the importance and the opportunity for the president maintain at least two advisors. This may be the reason of discord, in addition to very practical issues, directly linked to the activity, which the associate presidents censor the Mr. president for having abandoned them.

MORE NOVELTIES IN AUGUST 2

It is well known that, in associative activity, the winds that hit us on our faces are the result of choices made much earlier. In the case of this entity (two years ago) the president was alerted, I remember well, to, please, worry a little less about the preparation regarding the future that press officers preached to, please, put the feet on the problems ground that have already been hit over the members of the associates of their partners. He said he would solve everything - and what we see today is that associate presidents really condemn his absence from the present moment and criticize his worldly trips, so far from practical and urgent needs of the moment. Moment that the president always arrive late, by the way.

MORE NOVELTIES IN AUGUST 3

The discouraging, in this case, is that, apparently, the president lost his dance time according to the chords that come to his ears. He seems to have twisted his feet, have wrapped himself with the wonders of the future. And this was the result: he opted for a personal visit to his most outspoken critic by taking one of his advisors closely together - he was determined to show that things were not so bad as it appeared to be. And he heard a definite answer: "You, president, will always be very welcome here. Alone". Straight to the point.

GOOD SERVICE

Very healthy service from the young Grupo Traton, a name earned in the last days of August, Volkswagen Truck & Bus, now an independent company that group together MAN, Scania, Volkswagen Trucks & Buses and RIO. And healthy because, in the lack of and impossibility of a great meeting with the world press to tell its young story, where it came from and where it goes to, the group opted to distribute, by press release, an interview with its first CEO, Andreas Renschler. And things in Traton's surroundings certainly sound so optimistic that this comes out on the first question they ask you: "What was wrong with the old name? Did not you like it?". It is a question, as amusing as unexpected, which throws away any embarrassment and prompts questions and answers with rhythm, lively, objective.



Disclosure/Traton

GOOD SERVICE 2

I publicly praise Traton's release to observe, precisely, the elegy of the virtues I saw there – virtues that are missing in the automotive industry. Personal interviews are still the best way to know current and future realities, to exchange ideas about them, to use the past as a base and reference, to try to interpret what is about to come, anyway. These contacts, today, are neither easy nor simple, and not even the president or his press offices want it as a knowledge lever: they seem to face it as the necessary evil. I do not want to abuse the nostalgia, but I graduated in this field at a time when presidents became the best sources for journalists, off-the-record and even without the knowledge of their press services. It was the precise, correct, perfect information. Subjects regarding the companies' interest used to be widely reported, but not always. Moreover: they shared camaraderie and confidence forever.



By Vicente Alessi, filho

Suggestions, criticisms, comments, offenses and the like for this column can be directed to the email vi@autodata.com.br

From the DKW to electric vehicles

ZF celebrates its 60th anniversary in Brazil: on August 15, 1958, the company began the construction of its first factory outside Germany, in São Caetano do Sul, in the ABCD region in São Paulo. The first Brazilian product was the DKW's transmission assembled by Vemag.

Soon after, ZF do Brasil ex-

panded operations to commercial vehicles, producing transmissions and directions. The factory was small and in 1981 the Sorocaba unit was born in the countryside of São Paulo, which received 100% of the production in 1997.

Today, ZF is keeping an eye on the electric powertrain supply, in Brazil by the way, as Wilson Bricio,

president of the company for South America and 17 years at ZF, reveals in this exclusive interview.

He criticized the incentive policies and does not see ethanol as a good option for Brazil: he believes that the electric vehicles will arrive in one way or another and Brazil needs to get ready for it. Read the main excerpts from the interview.

ZF is celebrating 60 years in Brazil. What is the secret for an auto parts manufacturer to achieve such longevity in Brazil?

It is a demonstration of persistence, believing that we have potential in Brazil, and also competence: without these things, it is not possible to survive here. ZF learned to know Brazil, its necessities, how to do things in the country, how to manage business. We have been through a few scares, even in recent years, but we have learned how to deal with these things and in addition to bringing a lot of technology, we have trained and exported many professionals. There is no Silicon Valley that covers the management class that you have when you work in an automotive industry company in Brazil. Today we have Brazilian engineers working in operations in China and in the United States.

This was the first ZF unit outside Germany...

Yes, and that's where the company began its internationalization learning, the first

expatriates came from there to Brazil and then Brazilians went from Brazil to there. Brazil had a very strategic relevance for the company. It is a very rich story and that continues: we recently have received the great news that Brazil will be one of the global centers for the development of agricultural engineering products.

What has changed in ZF's operation in South America with the TRW acquisition?

It was an extremely complementary initiative. The only area where there was some conflict was in directions, and we created a spin-off for this operation. Everything else came to complement, such as electronic products, air bags, brakes and aftermarket. The great challenge is to unify two cultures, American and German, to a third culture, the Brazilian culture. Everything happened in record time, in the first year we already had almost 80% of the integrated operations, we were the first to integrate the aftermarket area, then purchases, little



“Brazil is in the 129th position in the easiness to do business world ranking. The ecosystem here is averse to business, everything is very expensive and very complex.”

by little the HR as well. We completed the process at the end of last year and recently inaugurated the first joint warehouse in the world, near São Paulo, in Itu.

And what is the scenario for ZF in Brazil this 2018?

Some areas are balanced and others have a certain planned deficit because the launches bring a lot of cost and development. It is bad today, but not terrifying anymore. Our initial projection is keeping itself while we had to reduce the projections many times in previous years. But there are some remaining areas with 50% idleness, we have made investments during the crisis but we have not recovered them yet.

Is there a more enthusiastic outlook ahead, then?

We have an economy in Brazil that, in terms of making business, is in the 129th world ranking position. The ecosystem here is averse to make business, everything is very expensive and very complex, like starting a company, investing... Many people defend the incentive program for this, for that. What we really need is a rereading, of a complete program, intended for Brazil. Not a government program, it can't be done.



We need an industrial policy that works independent of who is in charge, the decisions have to come from the society.

What did you think about Rota 2030?

If somehow the program makes the market better I think it is interesting. We are a technology company, whatever in the R&D sense is good. We are already working to bring the first electric powertrains to Brazil, we are quite advanced in that by the way. I think electrification will come and it will be quick, especially in big cities, and everything that helps in that direction is interesting. I hope that the measures have an effect in this direction, but I insist that being in the 129th place of that ranking, no way. There is no R&D in the world if there is no favorable business environment. We need to be aligned with new technologies and discover a Brazilian vocation. We do not have a Brazilian automaker. What will impede, for example, that after the Mercosur-EU agreement we will not start importing much more than export?

Wouldn't the Brazilian vocation be in ethanol?

I find it difficult. Let's talk about China: they changed the rule of the game. They thought, 'I have a pollution problem, if I will compete with the rest of the world in combustion, I will lose', so they went off for electrification. Ethanol is only here. Who else in the world did we convince that this is good? Ok, China uses 20%, but this is now, not for the future. Brazil will have to understand that combustion engine technologies are palliative. Perhaps a failure of Rota is to favor the

hybrid over the electrics. The pure electric vehicle powered by battery, today, is heavier, and that can be a strategic mistake from Rota. I do not see much future for biofuels as the definition of a successful strategy for urban mobility.

Is it possible for Brazil to enter this game and be competitive in any of the electric vehicles areas?

I believe that everything that has to do with renewable energy generation is important, we have a very great chance at it, generation and accumulation are strategically very important for the future, but we need to invest, to seek for it. We have to understand that the electric vehicle will be present, especially in big cities. Here (in Sorocaba), for example, it's 80 km away from São Paulo, if you have only one place to charge your car halfway through it, you're there, and with extra energy. I think it's better than forcing a solution that may initially seem better, but may have no future by the fact that we will be small. Are we going to be an island, with a hybrid solution? Will the manufacturers, which are not Brazilian, want to invest to perfect hybrid technology only for Brazil? The trend, when the batteries get improved, in the medium term, is that the hybrid vehicles are more expensive to produce than the electrics.

What about the suppliers today?

Anyone who wants to stay in this business will have to think about it. It will not be tomorrow or the day after tomorrow, but those suppliers who want to be in business ten or twenty years from now will have to start thinking about it. The

“I don't see much future for the biofuels as the defining of a successful strategy for urban mobility.”

trend towards new suppliers here is quite large. We will also have to start thinking about what Brazil is going to produce in the future with these flourishing free trade agreements. If they do not happen we will become a Cuba. We will probably be closing our borders to import and we will stay here trying to develop our technologies and soon we will be living with 40, 50 year old vehicles, similar to those that exist in Cuba today. I'm being realistic, I think it does not help Brazil if we start saying 'let's create a creed here, try to take everybody this way', I think we really have to accept that globalization is everywhere, that we have to internationalize our economy, we have to be open for business, to be more competitive, we have to end the incentives, we do not need them.

Do you believe that in a few years the Brazilian industry may cease to play a relevant role then?

No doubt. Competitiveness is the name of the game. Which areas are we competitive in today? Let's see. Material: our steel is 20% more expensive than anywhere else in the world, aside from the logistic cost. Labor: one of the lowest productivities that exist in the industrialized world. Energy: for the industry, it's expensive. Tax system: it takes ten times longer to do our tax management in Brazil than anywhere else in the world. If we could simplify things and put that cost into R&D, product development, productivity improvement, I think Brazil would be much better. What miracle are we waiting for? When someone says 'let's be relevant, let's become an export platform', I say: Huh? Are we going to regulate on the dollar? How much will we need to depreciate the real to cover all these failures? There will be no miracle, encouragement, government, messiah that will solve this.

In Brazil, would electrification have space in the heavy-vehicles and in the field?

There are many implements in the field



“We will stay here trying to develop our technologies and soon we will be living with forty, fifty year-old vehicles, just like those that exist in Cuba today.”



that can achieve a much greater productivity if powered by electric energy. Brazil has everything to complete not only the electrification but also the autonomous driving for tractors, the harvest has already been controlled by satellite for a long time.

Is ZF foreseeing an increase in the supply of automatic transmission systems in Brazil?

No. We have already analyzed it, and the Brazilian market wants a simpler automatic transmission, which for us would be to downgrade the products we have

today, something very expensive. Here (in Brazil) it is not a very attractive market for ZF, you don't see automatic entry-models and also the medium vehicles that use this type of transmission most likely tend to be imported in the future. When you make an investment for an automatic transmission factory you need a volume close to one million units. With 600 thousand you can begin to justify it, but we are talking about very high investments. Brazil has no conditions for this.

Regarding Rota 2030, wouldn't the new policy for ex-tariffs help generate volume to nationalize (a Brazilian production)?

I think it's the only way. We have lost businesses because we cannot import anymore, we have very strong barriers to import that prevent even the industrialization. For example: aluminum gear housing from a certain size. There is no one producing it in Brazil, but now we are discussing about the ex-tariff for this. We end up importing a whole part because we cannot import some of its components or it does not get competitive. I think we should eliminate the import tariff and bureaucracy to import items that are not manufactured in Brazil, now, and let the market adjust. The market will start producing in Brazil when it becomes competitive.

Rota has bonus-goals of two IPI (tax on industrialized products) points discount on energy efficiency and one point on safety items, but this benefit cannot be cumulative, reaching a maximum of two points. Doesn't this lead the companies to concentrate the efforts in efficiency?

It will depend on cost-benefit, on checking the achieving cost for the two-point bonus on efficiency versus the one point on safety. Maybe you have a lower cost and a higher return in the second item. But we have to think about what Brazil needs, what society needs: is it just efficiency or just safety? I believe it's both. ■



An SUV to raise Citroën

While there is great expectation for the projects of VW and Fiat, Citroën wants to shake the segment by welcoming the next SUV generation with the C4 Cactus

The thorny mission of the C4 Cactus is not only for representing almost 50% of Citroën sales in Brazil, in 2019.

The quite exotic appearance for the SUVs standards that are becoming the Brazilians preference also should be the image of a new Citroën, which intends to end the perception that circulates in the market regarding the brand.

"The best way to prove that a certain image is a myth or not true is giving the customer a real experience. There is no advertising campaign miracle that can

change customer's perception. Only a real experience has the power to break this paradigm."

After that observation, Ana Theresa Borsari, general director of the Peugeot, Citroën and DS brands in Brazil, made a pact with the current 103 Citroën dealers chain in Brazil. This movement with the dealers had already been anticipated in the 345th edition (in June) when Borsari participated in the From the Top section of this magazine. Together, brand and retail entrepreneurs created a program



Dedolasure/Citroën

called Citroën & Você (Citroën and You), presented during the launch of Cactus in Brazil.

This is about an aggressive aftermarket move that will offer a series of initiatives such as the guarantee of vehicles' brand repurchase with a bonus of up to R\$ 3 thousand. In addition to that, it will give a 10% discount on each vehicle inspection to be used for buying auto parts and accessories and more discounts for the purchase of older Citroën vehicles components.

"This was not the preparation for just another Citroën launch. We want to surprise the customer even after the purchase and the vehicle's warranty end. We will

show from now on that the trend is to buy a Citroën and basically worry about fueling. About everything else, we will offer solutions for the customer", says Borsari.

One of the Citroën & Você novelties in this sense is that the customer can, at any time and without prior notice, realize the checking and the eventual replacement of all vehicles' fluids of at no cost. Just drive to a dealership.

This action is also valid for the rotation and checking of the tires. Regarding the C4 Cactus, if there is the need for maintenance that exceeds four days of workshop, Citroën will make a spare vehicle available for the customer. These are just some of the main initiatives inside



Christian Castanho

“The sale is just the sale. The vehicle’s life-cycle goes from 10 to 15 times at the dealership. The time for the real customer’s experience with the brand is there.”

Ana Theresa Borsari, general director of Peugeot and Citroën

the dealership to conquer customers.

Citroën is also launching Seguro Conectado (Connected Insurance), a service developed in partnership with Sura Seguros and offered by a brand for the first time in Brazil. Through the installation of a hardware in the car, Seguro Conectado offers information via app about the customer’s way of driving, allowing, according to the manufacturer, annual discounts of up to 20%.

NEW GENERATION 1

The aftermarket strategy, as original as it may seem, would not be enough to change the thinking of the Brazilian public, who believes that a Citroën vehicle is a constant visitor at a workshop or that its price is quite reduced over the years.

This is where the C4 Cactus comes in, according to Borsari: “The proposal for a new generation of compact SUVs that Cactus brings is already an attractiveness factor for the customer. This vehicle makes us dream and will be our ambassador for this new phase”.

At first sight, the C4 Cactus seems to have an extravagant personality by the three lines of headlights at the front, or the unusual big rubbery detail at the bottom of the doors. Even the back of the car, which is possible to feel like there’s too much volume and creases on the trunk lid and bumper, makes the eyes blink

a few times in search for coherence. All quite interesting style effects and after some time walking around the vehicle the perception is of a very well-designed aesthetic combination.

And here it is a parenthesis about this SUV’s birth to present a great achievement of the professionals involved in its development in Brazil: The Citroën C4 Cactus is the result of unprecedented efforts from the French brand’s engineering and design in Latin America. These professionals, installed in the PSA’s headquarters, in São Paulo, SP, are the ones who created the global solution for this model.

During a visit in Brazil, the vice president of design at PSA understood that the work done by the Brazilian team could be globally applied in the Cactus model, according to Ana Theresa Borsari. This way, Latin America was responsible for the development of a brand new vehicle for the first time, involving nearly four hundred professionals. This happened in 2014. The following year, that design went to the European version, where the C4 Cactus is a medium hatch.

“The leadership of a global project shows the maturity that the company has in the region. And the brands’ commitment in the development of these markets”, affirms Borsari.

The local development for the global application also happened in the PSA’s factory in Porto Real, RJ, which has received R\$ 580 million over the last two years for modernization, such as the installation of welding robots with laser measurement and a new assembly system that uses kits of parts in strategic positions of the line to accelerate the production pace.

All the process took 620 thousand work hours with 165 prototypes running one million kilometers in validation tests. In addition to that, the teams of the factory spent almost ten thousand hours in training.

“Unlike the European hatch model, the development of brakes and full suspension, springs and shock absorbers,

was made in Brazil in partnership with the suppliers", says João Carlos Barreira, global director of the C4 Cactus project.

Due to its use in uneven terrain, one of the characteristics that consecrate the SUVs in Brazil, the engineers used more than twenty materials in the acoustic insulation project of the whole body. They, also, adopted a thicker type of glass compared to the ones traditionally used in these vehicles.

NEW GENERATION 2

The result, in practice, was pleasant. Running nearly a hundred kilometers along winding paved roads and trails in Mogi das Cruzes, SP, the first contact with the Citroën C4 Cactus caused a good impression.

With 22,5 centimeters of ground clearance and 22 approach degrees and 32 departure degrees, which characterize it as an SUV according to the Brazilian law,

Some of the C4 Cactus suppliers

Tires



Goodyear
Pirelli

Shock absorbers



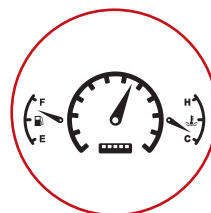
Magnetti Marelli

Seats



Faurecia

Instrument panel



Faurecia

Bumpers



Plastic Omnium

Air Bags



Autoliv

Electric Steering



Nexteer

Connection systems



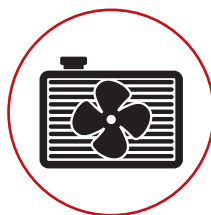
Delphi

Stamping



Magnetto

Thermal management





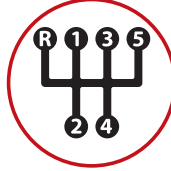

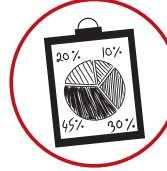
Mahle-Behr

Glass



Pilkington

C4 Cactus positioning

Version	Engine	Transmission	Price	Sales mix
				
Live	1.6	MAN	R\$ 69 K	5%
Feel	1.6	MAN	R\$ 73.5 K	15%
Feel	1.6	AUTO	R\$ 80 K	25%
Feel Pack	1.6	AUTO	R\$ 85 K	20%
Shine	1.6 THP	AUTO	R\$ 95 K	20%
Shine Pack	1.6 THP	AUTO	R\$ 99 K	15%

the C4 Cactus can face obstacles like holes, speed bumps and rough terrain with great performance. The Brazilian project for the suspension was also well designed as far as it absorbs these impacts without sacrificing certain passengers' comfort.

There is technology help in that case: the most expensive version, Shine (the one evaluated), comes with grip control, which is a mixture of stability control and traction. It acts on torque and braking to ensure greater grip in extreme situations.

With regard to the technology on board the C4 Cactus comes with brand new features in its segment. There are twelve driving assistance features: collision and lane departure warning, driver attention alert, active safety brake, speed limiter and recommendation, hill assist and directional fog lights and more. These items, in addition to the interface of the car multimedia screen, came from the PSA equipment rack, which already uses them in many Peugeot models and some of Citroën itself.

The interior of the C4 Cactus can also catch the customer's attention. With 2.6-meter wheelbase, it offers good space. In Citroën's evaluation with its competitors the model has the third largest legroom for rear seat occupants.

Those who go on the front seats are

also well treated. The seats have been developed with parameters to meet rough terrain requirements. They have a more engaging design to better fit the body and materials that maintains the comfort-durability commitment.

The instrument panel is digital, the information for the driver and the seven-inch multimedia screen that concentrates all air-conditioning, sound and smartphone connection commands, with mirroring for Android Auto and Apple Car Play operating systems as well.

The Citroën C4 Cactus has two options of motorization and transmission, manual and automatic of six speeds. They are distributed among the six customer offers. The 1.6-liter VTi aspirated engine of 115 to 122 horsepower equips the entry and intermediate versions and the 1.6 THP, Turbo High Pressure, with direct fuel injection that goes from 166 to 173 horsepower. But what will decide the customer's option is the transmission choice. According to Citroën 80% of sales will be concentrated on the versions equipped with automatic transmission.

The success expectation of the revenue created for the C4 Cactus is big. The executives even lamented the lack of capacity to meet initial orders for this year, since the factory in Porto Real will be



increasing the model's production pace in the coming months.

In addition to the project, considered to be well-suited for the market and the aftermarket strategy, another factor corroborates this brand expectation: the aggressive positioning considering the compact SUVs segment. The top-of-the-line version of the C4 Cactus offers more items than some competitors and, unlike them, it does not exceed the R\$ 100 thousand barrier.

This positioning will allow, according to Borsari, to sell 2 thousand units of the Cactus per month in 2019. This model will be responsible for half of the brand's sales next year, alone.

The expectation is that Citroën will sell something around 50 thousand vehicles. In September, 1 thousand C4 Cactus units will be available on the online pre-sale. The price table, Borsari ensures, is an important part of the strategy to attract the potential customer. And even more: "We wouldn't be able to sell two thousand cars in this highly competitive market by changing the C4 Cactus price positioning".

In the most competitive segment of the market, Citroën has now one of the lowest price options offering everything the customer wants the most: connectivity, design, performance and a novelty regarding the brand, a special service. ■

BACKBONE

The design and engineering of a global Citroën vehicle were the responsibility of the Brazilian team for the first time





Julio Soares

Recovery of the sales of trucks and buses helps pull the industry of Caxias do Sul, showed an event realized by AutoData in the Serra Gaúcha region

If the sky is not totally blue for the automotive sector's supplier industry in Caxias do Sul, RS, at least the mist has dissipated and the airport runway already offers good visibility for landings and take-offs. The nearly two hundred participants of the AutoData Commercial Vehicles Forum organized by AutoData at the CIC headquarters (CIC headquarters, Chamber of Industry, Commerce and Services), left the event with optimistic perspectives for the future of the segment, pulled by the recovery of the numbers regarding production and sales of trucks and buses.

Of the 18,5 thousand jobs closed in the sector since 2014, when the crisis boomed, 4 thousand jobs were recovered this year, according to data from Simecs, the Metallurgical, Mechanical and Electrical Material Trade Union of Caxias do Sul. Anyway, many qualified workers ended up leaving the region or incorporating other sectors.

The industry's income, which fell 43.5% from 2014 to 2016, closed last year with an

increase of 8.5% over 2016. The expectation is to reach R\$ 14 billion this year, a 9.5% increase in comparison with 2017 - but still far below the R\$ 20.9 billion of the golden age.

The ones that pull this growth are the manufacturers of trucks and bus chassis. Volvo and Iveco have their order books full until the end of the year - anyone looking for a truck (now) will only receive it next year. Regarding the buses, the expectation is for the São Paulo's bidding, which promises a wide renovation, but (for now) is barred by the Public Prosecutor.

Another good news was taken by Anfavea: its communications director, Fred Carvalho, showed on a lecture exclusive numbers about the average age of the commercial vehicles fleet, which gets older year by year. In 2011, the vehicles that circulated on the streets and Brazilian roads were, on average, 13.1 year-old-vehicles, while in this 2018 the average age rose to 15.8 year-old. The trend, therefore, is for renovation because older trucks on the street bring less profitability. ■



“The Brazilian fleet is aging year by year. There are a lot of old trucks on the roads, which means more accidents and more pollution.”

Fred Carvalho, communication director of Anfavea



“The diesel will remain as the best alternative for a long time. The hybrid technology will be adopted mainly in city buses and VUCs (urban cargo vehicles), and the compressed natural gas will be a good alternative. The electric vehicles still need economic viability.”

Carlos Alberto Briganti, director of Power Systems Research



“From 2014 to 2016, the sector’s revenue decreased 43.5%. From 2016 to 2017, there was an advance of 8.5%, but the industry still works with 39% smaller revenues [than the pre-crisis period].”

Rogério Gava, Simecs consultant



“The strong demand for heavy trucks made us open the second shift at the Curitiba plant in February.”

Alcides Cavalcanti,
truck sales manager for
Brazil at Volvo



“The estimate is that the truck segment will close the year at a 25% increase, to something around 60 thousand units.”

Idam Stival,
commercial truck
manager at Iveco



“Implement sales will increase from 28% to 37% this year, reaching a volume of 78 thousand to 83 thousand units.”

Norberto Fabris,
president of
Anfir



“We plan to sell sixty units of our electric buses this year. We believe in increasing demand for the next two years.”

Wilson Pereira,
vice president
of BYD



“In seven months, we grew 35% while the market advanced 20%. We expect to close the year with a 32% increase.”

Alan Frizeiro,
Scania's bus
operations manager



“We more than doubled our chassis sales until June. In 2019 the demand is should grow from 10% to 15%.”

Marco Portes,
regional sales manager
at Volvo



“The growth is bigger in implements than in auto parts. Anyway, it's way beyond what we expected.”

Eduardo Dalla Nora,
director of international
business of Randon
Companies



“We have won big and important contracts and our objective, even with the resumption of domestic sales, is to follow or increase even more the number of exports.”

Rodrigo Pikussa,
bus business director of
Marcopolo



“We prepared ourselves to meet the demand of other factories of the Group in Brazil and abroad, guaranteeing complementary volumes here in Caxias do Sul.”

Luciano Beltrame,
industrial director of Eaton



“We started to work for Scania during the crisis, which guaranteed a production increase. And we have got the supply also for the brand's new generation of cabins.”

Paulo Weber,
CEO of Plásticos Pisani

Herbert Diess, CEO of Volkswagen



Declasse/VW

During his second visit to Brazil in the last nine months, Herbert Diess met a new entry car project that has been developed by the company's engineering team in South America.

The executive said he liked what he saw, although has not yet hit the hammer for its local production as he said. The CEO spent most of his few days in Brazil meeting with dealers, unions and, of course, the regional company's board of directors. During a short break of little more than half an hour in his agenda he granted an interview to the Brazilian press. Check the main questions addressed to him.

1

Are you worried about the situation in Argentina?

Yes, I am very worried. We are one of the leaders in that market. There is a very large fluctuation there. But we trust the local government, and we are committed to them. Argentina is very important strategically speaking because we need to produce there to be able to export to Brazil and this way, import a bigger volume from Brazil to there.

2

And what about the VW financial results in South America?

We expect a turnaround soon, we believe that we will be able to tie the numbers this year and return to profitability in 2019. Next year we will launch a new compact SUV, it will be the right vehicle for the Brazilian market, it will be the right vehicle for the region. The average age of the vehicles here in Brazil will decrease, so we have an optimistic scenario ahead. We have been losing money in the region since 2013.

3

And the deal with Ford?

It is not even an agreement yet, we are exploring the potentialities. The main objective is in light commercial vehicles, which the rivals' volume is larger in Europe. We have to electrify the vehicles in this segment, it's very expensive, Ford is in a similar situation and that's why we're studying synergies. In the region, the impact should occur in Argentina, where we produce Amarok.

4

What is your opinion about the biofuels in Brazil?

I think it's the right direction. If we look rationally, it makes more sense to use natural gas instead of electricity even in Germany. Everything depends on regulations and other things. Overall I would say that electric cars make a lot of sense in countries that have renewable energy system.

5

Would a mass production of electric vehicles make sense in Brazil, then?

I don't think so because if you look from the CO₂ point of view the flex fuel is a more rational solution from the economic point of view. The electric vehicles need a great infrastructure that does not exist here.

SCANIA'S PORSCHE

New family of NGR trucks changes
the offer of cabins, engines, fuels
and the logic of sales operation



Scania has launched a new line of NGR trucks in Brazil, replacing the current PGR, which consumed R\$ 1.5 billion from its total contribution of R\$ 2.6 billion for the period 2016-2020.

The trucks received several mechanical and design modifications in search of reducing fuel consumption: the total economy promised is up to 12%.

The design of the new cabins was developed in partnership with Porsche - the trucks' aerodynamics was tested in the Europe's largest wind tunnel. From the current line P, G and R, has the offer of seven versions. In the NGR it will start being 19 combinations, with the addition of the XT and S versions (top-of-the-line) with flat floor and side airbag.

Regarding the engines, new power and fuel types: 7, 9, 11 and 13 liters in eleven power ranges, from 220 to 620 horsepower, including the global launch of the 540 hp. There are three available versions powered by CNG/Biomethane and two by bioethanol.

The trucks were subjected to one million kilometers in tests to adapt them to the Latin America conditions - the models were launched in Europe two years ago. "They are mature vehicles for the European market, which demands less from the trucks in terms of wear. The market in our region is formed by more severe applications, and this required modifications in the chassis and suspension, in a way that the range got more robust."

More than the vehicles themselves, the new generation brings with it a huge change in Scania's commercial operations in Brazil. Munhoz explains: "We have developed a computerized system that fully analyzes the customers' operation data indicating which is the ideal vehicle for their demand, the motorization, the implement and several other parameters. Those who attend the customer in the dealership will leave aside the profile of a pastry salesperson to become a business consultant".

This new sales system will come into operation in November - the chain is under training at the moment, only then the sales of new trucks will be able to start. And the vehicles will be delivered only from February 2019.

The idea represents the search for more profitable businesses, such as the offer of maintenance services and fleet connectivity. The commercial director explains that "the qualified sale gives us some freedom to escape the anxiety for large-volume results and the price war. Our focus is not on that".

Aside from the launch, Scania has in its account the increase of the volume regarding connected vehicles and business opportunities involving services regarding this scenario: in the last two years, all models have left the factory with connection devices and recently the manufacturer has promoted suitability for its older models. This will add 60 thousand trucks connected to its base until December.

SBC AND TUCUMÁN

To receive the new truck family, only the productive units received R\$ 400 million: the São Bernardo do Campo factory, in SP, had the installation of new areas of painting, cabin welding and industrial equipment, while the Tucumán unit, in Argentina, received machinery to produce the components of the gear box that equip the new family of trucks.

And the supply chain was reinforced by fourteen companies that served Scania only in Europe until then. The negotiations for the placement had the participation of the headquarters, in Sweden. ■

GARAGE, AN ENDANGERED SPECIES

Parking spaces become luxury items in new buildings: infrastructure to share bicycles and cars and charging electric vehicles take their space.

It is not just the automakers and other companies linked to mobility that are changing their products and services with an eye to new demands from the customer: the construction companies are very attentive to this movement too. This is why the launches of real estate projects, where the garage stops being what it has

always been, are getting more and more common.

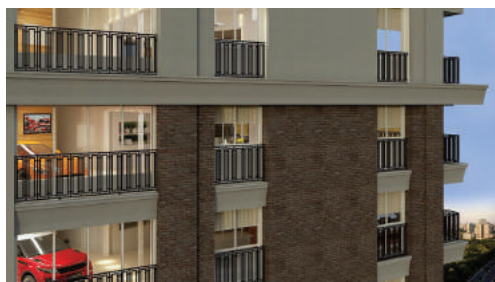
Some new projects under construction located in central regions of big cities, or close to a subway station, do not even offer parking spaces along with the apartment. In others, there are initiatives to stimulate the sharing of cars and bicycles. And there are,



Disclosure/Vitacon



...LET THEM EAT BRIOCHE
Practical solution adopted in a high standard condominium in Goiânia, GO: the parking spot is inside the apartment itself, of 400 m². The cars arrive there by an exclusive elevator.



still, condominiums with a charging place for electric cars.

The SKR construction company, for example, is finalizing the Nomad residential, in Moema neighborhood, South Zone of São Paulo: apartments ranging from 40 m² to 72 m² are offered and, in the common area, there are two places to recharge electric cars and bicycle-sharing service. The same features will be present in another building of the company in Vila Madalena neighborhood, West Zone of the São Paulo capital, the Moou.

The construction company BKO has delivered projects with plugs for electric cars or exclusive special parking spaces for this type of vehicle since 2011 - the case of the most recent one, the Wave Perdizes, also in the West zone of São Paulo. And in BKS Santo Antônio (another of BKO's buildings), in the neighborhood of Bela Vista, central region of the city, with a subway station very close to it, there is not even a parking space: the condominium offers electric bicycles and, in the bicycle stand, there is an outlet for recharging. The apartments go from 19 m² to 66 m² there.

According to the company two more projects will be delivered without parking spaces for the apartments, but with an option of a parking agreement in the condominium itself.



Disclosure/Terra

Gafisa delivered the Smart Santa Cecília, also in the central region, apartments of 26 m², 36 m² and 52 m² with no parking spots, but with bicycles available by the condominium and a car to rent per hour. The Smart Vila Madalena, in the West Zone of São Paulo, with apartments from 31 m² to 105 m², also has these sharing services, although the larger units have the benefit of a parking space with valet service.

Specialized in compact real state projects, Vitacon is launching the VN Oscar Freire, in Jardins, with units ranging from 14 m² to 96 m²: only the apartments above 35 m² have a parking space, but all residents can use car and bicycle-sharing service. There is an individual outlet in each spot for electric car charging and space on the underground floor for embarking and disembarking passengers arriving at the building via services such as Uber or Cabify.

ORIGIN AND DESTINATION

For Cláudio Bernardes, president of the advisory board of Secovi SP, real estate projects and mobility have a deep and direct relation. He mentions data from the most recent Origem e Destino (Origin and Destination) survey, which showed that 26% of São Paulo's citizens move by car, another 26% by bus, 7% by subway and 2% by train.

The same survey showed that the car is the transport which takes the shortest travel time to the same destinations:

"People have a tendency to ride a car because of that. They should move the minimum possible, doing their activities close to their homes or live close to work".

In the city of São Paulo, the urban plan foresees the development along the transport routes, with limitation in the number of parking spaces, for example, in the properties located in the city center. But the real estate segment complained and the administration conceded, by validating until March of 2019, the permission to real state projects offer up to two parking spaces in these areas: "We do not have 300 kilometers of subway nor a permeable and efficient transport system. If we had these things, people could prefer not to drive their cars".

The garage is part of the design of the product, he adds: "It is not acceptable to launch, for example, an apartment with four bedrooms, two suites with only one parking spot. When the construction company is structuring a product like this the spots come along with it".

For Professor José Augusto Aly from Faculdade de Arquitetura e Urbanismo Mackenzie, outlets in parking spaces should become more and more common: "In the future, the tendency is for electric charging plugs with a separate cost for each unit".

He affirms that some European cities have discussed the total restriction of the individual car in a few decades, allowing only sharing. For the urban planner, however, the car provides greater privacy, "because people do not want to use the collective transport all the time".

CAR INSIDE HOME

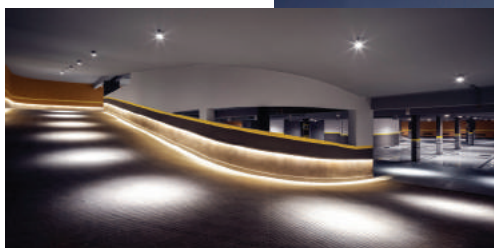
There is, also, the other side: for those in love with cars or for the practicality that they provide, there are almost exclusive projects, such as the Victorian Living Desire, in Marista neighborhood, South Zone of Goiânia, GO, 400 m², four bedrooms: one cargo elevator takes the car into each apartment.

"Some considered the project to be ostentatious, but our goal was to provide convenience to the resident of an apartment that seems like a house", says Marcelo Borges, construction and incorporation director of Terral, responsible for the work. "Instead of putting in and taking out suitcases, shopping bags, the baby stroller etc. in

the garage, it has the comfort of doing these things inside the house itself. And there is also the accessibility aspect."

In São Paulo, another luxury project also offers a different garage: the Pininfarina, in Vila Olímpia, Zona Sul, is a building designed in partnership with the Italian design company that also projects, among others, Ferrari models. According to Piero Sevilla, incorporation director of Cyrela, responsible for the work, the apartments with one bedroom have plants from 47 m² to 96 m² and have one or two parking spaces.

"The building was designed especially for car lovers. A special feature is the entry ramp, with a smoother slope to ease the access for sports cars, usually lower than the other vehicles."



WITHOUT SCRAPING THE FERRARI

While some buildings expel the garage others value it: Pininfarina project in São Paulo has smooth ramps in the basement to facilitate the entry and exit of super sports vehicles.



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Building the dreams. And the infrastructure.

BYD verticalizes production of electric vehicles in Brazil, from energy generation to the vehicles themselves, and also the batteries

Build your dreams. This is not just BYD's motto, but the meaning of its own name. The Chinese company, still young in the centennial automotive market, started its activities in 1995, manufacturing cellphone batteries. Ten years later it would start producing cars – powered by gasoline – while rapidly it was expanding its business to Europe and North America.

The company arrived in Brazil in 2015, and has prospected with governments and city halls actions for its electric vehicles since then. In São Paulo, for example, it donated four electric vehicles, as well as two chargers and its installation to the Metropolitan Civil Guard for tests and experiment. The objective is to receive an OK that enables the company to participate in future vehicle bids of the municipality's fleet.

In Campinas, in the countryside of São Paulo, BYD has a bus chassis plant and another one to produce solar panels, the photovoltaics.

And it schedules the inauguration of another factory for the end of 2018, this one for the production of batteries for electric vehicles- automobiles, trucks and buses – in Manaus, AM.

Carlos Roma, director of sales, states that "the production of batteries will be destined for its own use, supply to other local manufacturers and export". The company will also produce (in Brazil) the Energy



Storages, battery containers that replace diesel generators and store energy generated by solar or wind systems.

BYD has 450 employees today, with the automotive and energy divisions added together.

The chassis factory in Campinas, in operation for about a year and a half, is expected to have sixty units assembled and delivered until the end of the year. Production capacity of three chassis per day, or 720 per year.

For Wilson Pereira, senior vice president of bus sales, it is "a new segment, with

new technology, and that is why we need to surpass resistance, convince markets, overcome crises. Even so the results begin to appear, and faster than we imagined": the company closed deals with cities like Bauru, SP, Brasília, DF, Volta Redonda, RJ, São Paulo capital, and Santos, SP.

The executive says that "there were just tests and more tests before and today we have already sold vehicles. There is a good expectation for a bus bid, which is expected to 2019, in São Paulo capital, to renew the fleet of 14,5 thousand buses, with a possible requirement of clean propulsion for at least half of the units".

For the electric trucks the strategy is different: initially, they will all be imported.

"When we create a significant demand, we will be able to go from a progressive manufacturing starting from CKD, then SKD and later a complete assembly."

Bus chassis factory in Campinas, SP, should reach sixty assembled and delivered units until the end of the year. Capacity of 720 units per year.

In Roma's view, the commercial electric vehicle market begins necessarily with heavy-trucks in specific urban applications, from city buses to waste collection, always in activities demanding high diesel consumption and strong need for maintenance.

The BYD's strategy for all cases is to offer a full package, from battery supply to the infrastructure:

"Recently, we have been able to close a deal with Corpus Saneamento e Obras (check box on the next page) for representing a mature case: the company will use the solar energy generated by our panels, in our farms, to recharge the trucks. We are going to install the transformers and chargers, and the contract foresees fidelity for exclusive use of our energy for fifteen years".



Disclosure/Prefeitura RJ

The sales director adds that the company is able to complete the full sustainable cycle because "we actually have a unit in China to recycle all the batteries we produce. They are transformed into accumulators, which gives them a second life cycle that can last more from twenty to thirty years".

The number one priority is indeed the sale of electric buses and trucks leaving the automobiles for a second stage. In Brazil, BYD has the E5, a sedan that promises 300 km of battery autonomy. Imported from China, it costs R\$ 230 thousand and has the taxi and corporate fleets segments as possible customers.

Other activities of the brand follow a new business model: the company has,

for example, no dealerships or workshops - the vehicles' maintenance is done in partnership with Porto Seguro and Bosch.

Roma claims that "Uber, for example, has no fleet. It uses existing resources to realize its operations, and that's what we have been doing at this beginning, we go from the same logic. Our dealer would starve. We established these two partnerships to provide technical assistance instead of opening a dealership, a whole dedicated building. The dealerships are closing and diminishing in size nowadays. We see a business model for the future, completely different from the last hundred years, with shared resources. We've lived tremendous changes in the automotive industry, and soon things will not be like they are today". ■

The garbage truck was here and no one noticed it

Corpus Saneamento e Obras has just received six 100% electric BYD trucks: it is only 3% of the total order, nothing less than two hundred units until 2023. The vehicles will be used for garbage collection. The program foresees the delivery of 21 vehicles until the end of the year, all imported from China.

Its managing director, André Lima, considers that the purchase of BYD trucks "involves much more than the vehicles themselves, because it was based on the total operation cost, including fueling, maintenance and other benefits".

According to him, the vehicles in addition to the electric propulsion technology (totally silent), use a new type of compactor, more modern and that, as a whole, reduce the

emitted noise by 90% in urban garbage collections.

"What happens is that we have received complaints from residents claiming that the garbage truck did not pass on their street, because they did not hear the noise of the vehicle doing the service. But

we always check by the GPS and confirm that the route has been totally fulfilled."

The battery has the duration of about 8 hours, the exact daily truck journey time, and is recharged in two hours. The trucks also have energy recovery system by braking.



Disclosure/Corpus Saneamento e Obras

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TWO HUNDRED YEARS IN TWENTY



Divulgação/Toyota

Toyota Factory in Indaiatuba, SP, completes two decades of its best-selling model production in Brazil, the Corolla sedan

The Toyota's factory installed in Indaiatuba, in the countryside of São Paulo, is celebrating its 20th anniversary. In this period, the factory has proved itself absolutely fundamental to completely change the positioning of the brand in the Brazilian market: it is worthwhile to remember that we talk about one of the pioneer automakers in production in Brazil, initiated in 1958, with a factory in São Paulo, capital, for the utility vehicle Land Cruiser, which became Bandeirante when the production was transferred to the São Bernardo do Campo unit in the ABCD region, in 1962.

But it was only forty years later, in 1998, that Toyota started producing a car in Brazil, the Corolla sedan, which made the com-

pany what it is in the Brazilian market today. And so, it may be said that the Indaiatuba unit, comparatively, achieved two hundred years in twenty.

The history of the factory, however, began almost ten years earlier, in 1990: when Toyota purchased an area of a little more than 1.5 million square meters from the coffee producer Fazenda Dom Bosco. It cost US\$ 150 million. That was considered as the ideal place for the construction of a factory by Japanese engineers who came quite frequently to Brazil to choose the area of the new plant.

The works began six years later, in 1996 - to prepare the ground of the market the Corolla already arrived in Brazil as an im-

Timeline: Toyota Indaiatuba factory.

1990

Purchase of the Café Dom Bosco property, investment of US\$ 150 million.

1996

Beginning of works. Corolla is already sold in Brazil, but imported from Japan.

1998

Inauguration of the factory, bringing the principles of the Toyota Production System (TPS) to Brazil.

2000

First expansion of the unit, investment of US\$ 300 million.

2004

Opening of the factory's second shift and inauguration of the test track. Start of production of the SW Corolla Fielder model.

2008

Record of annual production, 62 thousand units.

2017

Milestone of 1 million Corolla units produced in the factory.

THE EXPLORER
Bandeirante, the 4x4, was the first Toyota produced in Brazil, but the one that really opened the brand's frontiers for the Brazilian customer was the Corolla sedan

ported vehicle. In that first year, 1998, there were only two thousand Corolla models manufactured in the plant. In the following year, the quadruple, eight thousand.

In 2000, the number doubled once again to 16 thousand units and the factory received US\$ 300 million for expansion. In 2003, the second shift was opened and the annual volume reached 41 thousand units.

2004 was a very important year: the station wagon version of Corolla, the Fiel-

der model, joined the line. A test track was inaugurated in the same complex of the factory, which reached 48 thousand produced vehicles at the end of the year.

A new production record was beaten in 2008, 62 thousand units. And 2017 brought the party for the 1 million units produced, almost a quarter of this total was destined for exports to Latin American countries.

The factory currently employs 2 thousand workers.



Blessed by Kubitschek, Pelé and João Gilberto

Schaeffler Group celebrates 60 years in Brazil: born in 1958, in São Paulo

The end of the 1950s was very important for Brazil. The country prospered and began an industrial development trajectory that would stay in its history forever. In addition to that, important cultural, political and economic events emerged every day influencing positively the future of the Brazilian nation.

The year 1958, by the way, was unforgettable for the Brazilians. It was the year that everything went well, from soccer to business! The Brazilian soccer team got its first star by winning the Swedish World Cup presenting to the world a fantastic boy named Pelé. Regarding the culture, João Gilberto, with the song *Chega de Saudade*, invented the bossa nova, a musical style that would become a symbol of Brazilian-ness throughout the world. And regarding the economy, the first results of the industrial policy started to appear, initiated by the president Juscelino Kubitschek two years before.

Brazil wanted to grow and be modern. The idea was to transform our dependence on the agrarian economy, coffee and sugar exporter, to another based on the export of manufactured goods thanks to the Bra-

zilian infrastructure that had already been created since the previous president's government, Getúlio Vargas.

One of the pillars that would serve as base for that development dream was the automobile industry. And this way, in 1957, the Executive Group of the Automobile Industry (GEIA) was created, precisely with the objective of assisting the implantation of the automakers in Brazil. The country instituted an economic development plan that ensured the establishment of the automotive industry in a short term for the first time.

It was precisely in this optimistic atmosphere and in that wonderful year of 1958 that Schaeffler, a German systems supplier that is one of the biggest automotive suppliers in the world today, began its Brazilian trajectory in a shed located in the neighborhood of Santo Amaro, South Zone of São Paulo. It was a good moment for the automotive industry because things were really starting to happen.

Anyway, everything was difficult at the beginning. The company itself had to produce the screws of the machines due to the remaining deficiencies of the Brazilian factory park. A metalwork shop, a carpentry

Schaeffler Group's timeline in Brazil

1958

Opening of Rolamentos Schaeffler (Schaeffler Bearings) in São Paulo, capital

1959

Start of local production of needles roller cages and needle roller bearings

1960

Start of production of clutch bearings for gearboxes

1972

Start of operations of LuK do Brasil

1975

Inauguration of Sorocaba factory, with production transfer of LuK

1980

Schaeffler starts producing bearings in Sorocaba

1997

Total transfer of the production to Sorocaba

2002

Acquisition of FAG

2003

Union of INA, LuK and FAG creating the Grupo Schaeffler do Brasil (Schaeffler's Group of Brazil)

2006

Inauguration of the offices in Venezuela and Chile, which are added to those already existing in Argentina and Colombia

2010

Installation of the coating factory

shop and a mechanical workshop were also created for the company's cars maintenance.

As for the beginning of the following year (in 1959), consequently, Schaeffler, which is now located in Sorocaba, countryside of São Paulo, and is formed by the merger of the companies Ina, Fag and LuK, began the local production of dashboard needles and bearings that initially would be provided for Volkswagen vehicles. The first customers were Albarus, now Dana, from Porto Alegre, RS, which used the needles on the driveshaft, and Clark, now Eaton, from Valinhos, SP, which applied them in the gearboxes it manufactured.

One more step in 1960: the company began to manufacture bearings and supply them to the gearboxes that equipped the Fusca and the Kombi model as well. In the following years the automotive sector became stronger and in the 70's the Brazilian vehicles' production was already close to the first one million units. It was at this moment that LuK do Brasil Embreagens, a company belonging to the LuK Group, controlled by Schaeffler, was founded producing pressure plates and clutches for the Passat model.

Both companies followed the growth of the Brazilian automotive industry and consolidated in the market fast, operating industrially jointed in São Paulo until 1975, when the activities were finally transferred to the current plant in Sorocaba, SP, with portfolio expansion and, at that time, quintupled the number of parts manufactured from three hundred to 1,5 thousand units.

The Group was strengthened by the acquisition of FAG, which was completed in 2002. From then on, the process of integrating the three brands into a single company, the current Schaeffler of Brazil, began. With the union, the product portfolio tripled from four to twelve lines and 2,5 thousand items for chassis, engine and transmission.

WAZE CARPOOL

Waze Carpool, a carpooling app linked to Waze, began operating in Brazil in partnership with Petrobras Distribuidora. The goal is to encourage drivers to better occupy their cars by connecting them to passengers with similar routes. At this beginning of operation the ride costs R\$ 2 for those who ask for it and the driver receives R\$ 4 for routes with less than 5 km and R\$ 10 for routes with less than 40 km.

CG, ALWAYS CG

The Honda CG 160, a true Brazilian institution, arrives at the line 2019 without major changes: only new colors and graphics and light-alloy wheel for Fan and Cargo versions. From R\$ 8 thousand to R\$ 10.2 thousand.



Disclosure/Honda



Disclosure/VW

FROM THE SERIES 'WE NEED THAT!'

Jaguar, through its Classic division installed in its headquarters, in England, gloriously announces that will produce the electric version of the E-type in its original version - it's the classic of the classics. Detailed technical information will still be released, but it is already known that the car will be faster than the 1960s model. Prices also not yet revealed: deliveries begin in mid 2020 and interested parties can line up at www.jaguar.com/classic.

WE SHARE

Volkswagen will launch a wide program of electric cars sharing in big cities with the We Share brand. First in Berlin, Germany, with 1,5 thousand e-Golf1 and five hundred e-Up!2 available, from the second quarter of 2019. Then, in other cities (in Germany) that have more than one million inhabitants, other European countries and North America.



By Marcos Rozen

Suggestions of issues for this section can be directed this the email rozen@autodata.com.br



Disclosure/Jaguar



Disclosure/MEB

ABS, 40 YEARS OLD

Mercedes-Benz and Bosch celebrate 40 years of the ABS launch. The first exhibition of the system occurred in August 1978 on the test track of the Daimler-Benz plant in Untertürkheim, Germany. And the first model to commercially receive the Anti-Lock Braking System was the S Class, at the end of that same year.

PREMIUM FOR RENT

The Unidas car rental company launches Premium and Luxury category in its portfolio: the first available model is the Audi Q3. The company has 210 stores in Brazil.



Disclosure/Volvo CE

VOLVO CE LAUNCH

Volvo Construction Equipment launches in Brazil the ECR35D compact excavator: with a short turn radius, was designed to operate in agribusiness, gardening, urban and sanitation works, trenching and other operations.



Disclosure/Honda

CITY MY'19

Honda City arrives at the line 2019 with new car multimedia, developed in Brazil, compatible with Apple CarPlay and Android Auto in the EX version. Prices from R\$ 62.5 thousand for the DX manual transmission model to R\$ 85.4 thousand for the ELX version, equipped with CVT transmission.



Disclosure/Aberje

MANSI

Viviane Mansi is the new regional communication and public affairs coordinator for Latin America at Toyota. She comes from Votorantim Cimentos to succeed Luiz Carlos Andrade Junior.



Disclosure/LLR

MATTOSINHO FILHO

João Batista Mattosinho Filho is the new director of manufacturing operations for the Jaguar Land Rover factory in Itatiaia, RJ. Former production director of the Jaguar plant in Castle Bromwich, England.

“Having a car is a thing of the past.”

Uber's advertising broadcasted on Kiss FM radio station, in São Paulo, at the end of August, during a musical program sponsored by Nissan.

9,5%

was the average reduction in the demand for public collective transport service in Brazil last year, according to a study by NTU (Brazilian National Association of Urban Transport Companies). This is equivalent to

600

hybrid and electric vehicles are available for renting at the rental companies throughout Brazil. The survey is from Abila, the association of the segment.

3 600 000

less passengers per day compared to 2016.

709 000

is the total number of vehicles available in the rental companies' fleet, also according to Abila.

“The Brazilians love to be late for the future.”

Sérgio Leitão, executive director at Instituto Escolhas, during the Um Brasil (One Brazil) lecture series, sponsored by Unifesp.

“The Government is strong with the weak and weak with the strong.”

Sérgio Leitão, executive director of Escolhas Institute, during the Um Brasil lecture series, promoted by Unifesp.

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kilometers is the maximum distance between two charging stations for electric vehicles installed on Via Dutra highway: an extra lane inaugurated in early August linking São Paulo to Rio de Janeiro has six stations along 430 kilometers. The service is free.

“The cost is similar to a nail: you cut this week and have to cut it again next week.”

Marcos de Oliveira, president and CEO of Iochpe Maxion.