

AUTODATA



Thomas and Maurício,
the Brazilians
of the German Audi

SUPPLIER EXCELLENCE GM MERCOSUL

Suppliers were warned
that the requirement
level is going up

TECHNOLOGY FOR HEAVY VEHICLES

FPT presents
concept of a three-
in-one engine

**PERSONALITY
OF THE YEAR**
Carlos Zarlenga

**COMPANY
OF THE YEAR**
Volkswagen



THE WORLD WILL DIS
OF THE AUTOMOTIVE LA

CONGR
OF THE LATIN AM
AUTOMOTIVE IN

MARCH 25 AND 26 | CENFORPE SÃO BERNA

Information in www.autodata.com.br

By

AutoData
Seminários



PREFEITURA DE
SÃO BERNARDO
DOCAMPO CIDADE DO TRABALHO

COVER THE POTENTIAL TIN AMERICA IN MARCH

ESS ERICAN DUSTRY

RDO DO CAMPO/SP



Sponsor

Organization



**AUTODATA AWARD 2018
THE WINNERS**

16

Volkswagen is the Company of the Year of AutoData Award 2018 thanks to a new strategy regarding parts and cars export

18

OEM of light vehicles

20

OEM of trucks and buses

22

OEM of agricultural and highway construction machinery

24

Systems supplier

26

Auto parts and components supplier + Quality and partnership

28

Powertrain (engines, axles and transmissions)

30

Producer of truck and bus bodies

32

Management

34

Technological development

36

Marketing, communication and advertisement

38

Car

40

Light commercial vehicle

42

Truck

44

Bus

46

Imported vehicle

48

Gallery of the award's celebration

**RECOGNITION
SUPPLIERS**

54

General Motors do Brasil recognizes its best partners of 2017. And warns that it will raise the requirement level

**CAREER
BRAZILIANS ABROAD**

56

The interesting story of two very important executives of the German Audi who were born in Brazil

**TECHNOLOGY
ENGINES**

60

The futuristic three-in-one FPT engine proposal: powered by pure electricity, gas and hydrogen cell.

6

LENSES

The backstage of the automotive industry. And the situations in the hornet's nest that nobody pokes

10

FROM THE TOP

Carlos Zarlenga, president of GM Mercosur, elected Personality of the Year of the AutoData Award 2018

52

AUTODATA ASKS

We choose a theme monthly and invite a specialist to respond

64

PEOPLE & BUSINESS

Executive moves and other news from the Brazilian automotive industry

67

END OF CHAT

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

A very weird year

Marcos Rozen, editor

We have reached the end of 2018 and nothing more normal than that old but at the same time always current year's balance. One conclusion seems to surpass any other: it was a very weird year for the automotive industry. Full of paradoxes.

This period will be remembered for all the exhausting negotiations involving Rota 2030: first the MDIC battle with the Treasury and then the regrettable old manners for the PM approval in the National Congress of Brazil, which resulted in serious distortions of the original text and the addition of items that were absolutely not discussed in the scope of the program. Casting out nines, the year passed and we lived without an industrial regime for the sector, given the end of Inovar-Auto on December 31, 2017.

Even so, our market will end the year in double-digit growth, but exports gave production quite a scare that it will almost reach the 3 million units, although this also represents an increase at the range of 10%. And we will even start 2019 under the expectation of a new government from which no one has the courage to pin down exactly what can be expected.

The main strangeness of 2018, however, refers to the loss in the personification of our segment, in our references. We lost, even in very different ways, two global executives who gave a face and leadership to the industry: first Sergio Marchionne suddenly died and then Carlos Ghosn (also suddenly) was recognized as a legitimate Brazilian dragged by a hurricane of denunciations engendered in the corridors of the same company he saved. Regardless of this story's conclusion, he will never be allowed to represent again the executive we have recognized so far.

And in our private universe we absurdly lost Sérgio Duarte and José Roberto Nasser in the same year, journalists that used to mirror our sector as well as their uniqueness. Saying they will be missed is negligible: the emptiness left by them has lunar crater significance for the profession that generates the pages of the magazine you read right now.

What about us, how do we feel? Weird. Very weird. The paradox is to feel alive.



www.autodata.com.br



[AutoDataEditora](https://www.facebook.com/AutoDataEditora)



[autodata-editora](https://www.linkedin.com/company/autodata-editora)



[@autodataeditora](https://twitter.com/autodataeditora)

AUTODATA

Director Márcio Stéfani, publisher **Editorial Board** Márcio Stéfani, S Stéfani and Vicente Alessi, filho **Newsroom** Leandro Alves, deputy director of writing and new business, Marcos Rozen, editor **Collaborated in this edition** André Barros, Caio Bednarski **Graphic Design/Art** Romeu Bassi Neto **Photos** DR and disclosure **Photo Cover** Arte AD with photos by Christian Castanho **Social Midia** Alex Chies **Commercial and advertising** tel. PABX 11 5189 8900: André Martins, Érika Coleta, Luiz Gidas **Subscriptions/customer service** tel. PABX 11 5189 8900 **Administrative and financial department** Isidore Nahoum, counselor, Thelma Melkunas and Hidélbrando C de Oliveira **Distribution** Correios **Prepress and print** Eskenazi Indústria Gráfica Ltda., tel. 11 3531-7900 **ISN** 1415-7756 **AutoData** is a publication from AutoData Editora Ltda., Pascal st, 1 693, 04616-005, Campo Belo, São Paulo, SP, Brasil. Reproduction without prior authorization is prohibited, but citation is permitted provided that the source is identified. Responsible **Journalist** Márcio Stéfani, MTB 16 644

LES UNS ET LES AUTRES

In the world of some and others, the automotive activity misses the two boys in the picture very much: Mauri Missaglia and Mark Hogan deeply defended different interests in the 1990s but became friends – until now. Mauri was the president of Abrac (entity that brings together the Chevrolet dealers) and Mark, the chairman of the very powerful General Motors. Besides them, the interests of les uns and de les autres came together: there were years of almost peace and prosperity. During the Salão do Automóvel, at the Lexus stand, both were catching up on the past.



Acervo pessoal

LENSES SEE MAGNA CUM LAUDE

The new executive boards of the Anfavea/Sinfavea complex take office in April. From there, I have heard things that remind me to the management of André Beer, president from 1983 to 1989. See this: what I hear from contemporary directors is that they have been made up of professionals not as committed to the vehicles business as they had been years ago. And that the associated companies would have become accustomed to designate professionals, for the entity, more as an obligation than an attitude of conscious representation. And that these vice presidents do not always have full understanding of the associative role of Anfavea, its history and its established traditions.

LENSES SEE MAGNA CUM LAUDE 2

Back to André Beer: he reached the presidency intending (for himself) the minds of those gentlemen with whom he shared the board meetings table. A complicated table since there was a Fiat which was wishing to participate in the relay and a Mercedes-Benz just filling the gap. There was mistrust in the air. What did Andrew do to ensure the boys' loyalty?: He ruled for all associates and (on purpose) relinquished some of his secondary interests of the company he works for (General Motors) - to make it clear that he was interested in everyone's lawsuit. Something (perhaps) inspired by the Count of Lampedusa's literature. There were several attitudes of apparent detachment, which earned him the qualification of "master of us all", created by an admirer and successor.

LENSES SEE MAGNA CUM LAUDE 3

I mean (with all this) that the position of president of entities like Anfavea is not similar to a student body. The man is indicated by his company and begins to have the great opportunity to demonstrate two things in front of his confreres, who have evaluated him since always: firmness in the interest defense of the company and willingness of the joint work in defense of the industry's common interests. In other words: the man begins serving in the infantry without much intendancy at his disposal - over time, and at the cost of good services, he gets his dragons. What seems to happen in Anfavea today, if we observe the disposition of some vice presidents, is the attitude of magna cum laude still in kindergarten.

KNOWLEDGE THAT GOES AWAY

We were not those fifty-year-old friends. But together we shared many joyous caravans around the world. We exchanged a lot of knowledge, we had fun together. But José Roberto Nasser was never unanimous, a virtue that he did not pursue. Owner of strong opinion in a gray world of ideas (when they existed) did not get tired of causing problems. Roberto Luiz Bógus, as sales director of Fiat, was one of his almost favorite victims. And his intervention during the Verona launch convention (hybrid with the Ford logo from the Autolatina era) is classic: "For me, Verona is a name of a drag queen!".



KNOWLEDGE THAT GOES AWAY 2

But he was not always barbaric like that. In November 2002 we went to Wolfsburg to meet the brand new Autostadt, accompanied by Boris Feldman and Fernando Calmon under the leadership of the beloved boy Serginho Ayarrio. Received by the public relations director of the factory, we got stunned for good 15 minutes: Zé (Nasser's nickname) went back to 1945 and for the results of Bretton Woods in rebuilding a devastated Germany to, let's say, see our presence there at that moment.

KNOWLEDGE THAT GOES AWAY 3

It was returning from Wolfsburg's to Frankfurt that I noticed the beginning of Zé Roberto's physical decay, with his eyes playing tricks on him and the skeleton not responding as it once did. He overcame difficulties with the obstinacy and the discipline of old Levantines.

Memory

There is a lot of good people leaving forever, said the veteran.

Better stop that. We have no more substitutes, said Jack the Sailor [a poetic creation by Nei Duclós].

Acervo MIAU Museu da Imprensa Automotiva

São Paulo, 27/03/99
 Caro Vicente,
 Aqui está a história do acordo
 entre Renault e Nissan, selado hoje
 no Japão. Com meu grande abraço,
 Marinete



RENAULT

Assessoria de Imprensa
 Av. Faria Lima, 3064 - 5º andar - 01451-000 São Paulo - SP
 Fone 3040-3147 Fax 3040-3010

BURIED ALLIANCE

In these last days of November, and on the report against Carlos Ghosn (tax fraud and personal money usufruct of Nissan) the panorama seen from the bridge shows the scene of the gaijin that was tolerated until the company presented better annual results, even better than its oldest partner, Renault, and that could already be discarded.

It is known that Ghosn enthroned Nissan's revival, took it out of the mud of bankruptcy. They thanked him greatly and even elevated him as manga hero. But they simply do not like him, automotive sources believe - Nissan, after nineteen years surfing more than satisfactory waves, would have made the decision to get rid of the disturbing partner. It is true that there are two strong accusations against Ghosn, something that will certainly be understood later with the progress of the process. But the observers' attention was drawn to the fact that the president Hiroto Saikawa, his successor in charge of the company, did not even consider granting him the indulgence of doubt: he accepted without a question the conclusion of the prosecution that locked Ghosn in a prison. In other words: he was thrown to the sharks - a circumstance in which Renault's attitude was infinitely more sober.

BURIED ALLIANCE 2

It is a paradox because Saikawa was considered, in the internal Renault Nissan Mitsubishi world (sources say) the dahlia of Ghosn, his successor, in a process of the merger of the companies expected to be finished until December 2020. Perhaps, presumes another source, the Nissan world had other plans. Another paradox that unites the unanimous opinions of the sources is about Ghosn's reasons for (they suppose) deceiving Japan's laws and the best business practices.

BURIED ALLIANCE 3

Many of these responses are likely to be found in the lower details of the factor H (from human), claims one source quite close to the facts. Carlos Ghosn would be the mirror of shame for the company's pride, and it was time to get rid of the unwanted partner: Renault. So (for sources closer to Paris) the Alliance partner's attitude "borders on cheating followed by precipitated attitudes" - that simply have no way back. In other words: the idea of the Alliance would be definitely buried.



By Vicente Alessi, filho

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

DO YOU NEED MORE INFORMATION ABOUT AUTOMOTIVE BUSINESS IN BRAZIL?



AutoData NEWS AGENCY WEEKLY EDITION

Weekly Brazilian automotive industry news | 12.10 to 12.15.2018 Year XII



Rota on the route, for real

and that Rota 2030 is actually on its route. After almost two years in process and extensive Brazilian automotive regime was sanctioned by the president of Brazil and published in the form of Decree 8.550 on Diário Oficial da União on Tuesday, 11, one day before the legal deadline...

[More on pg. 2](#)

[Toyota to produce the Brazilian flex hybrid](#) [More on pg. 6](#)

[Caoa Chery is ready for the big test](#) [More on pg. 8](#)

[Ford projects growth of up to 12% in 2019](#) [More on pg. 10](#)

[To improve quality, supplier helps supplier](#) [More on pg. 11](#)

READ AUTODATA!

www.autodata.com.br

AutoData

2 in 2019, 11 in 2018

This is the second time Carlos Zarlenga is on the pages of this From the Top this year - the first time was in March. The reason he is here again is totally justified: GM Mercosul's president was elected Personality of the Year of the 2018 AutoData Award, cho-

sen as the preferred voter among three other leading names in the automotive industry, Carlos Alberto Oliveira Andrade, of Caoba, Pablo Di Si of Volkswagen, and Roberto Cortes of VWCO.

A probable reason for the award is his wide vision and direct and ho-

nest observations over the most fundamental themes of our automotive industry, as it is evident in this interview one more time. GM's executive openly spoke about the spending cuts of the company in the USA, Rota 2030, market leadership and much more.

We are at the end of 2018. What would you highlight this year, in particular for GM?

We will end the year as the leader for the third time, and with a market share higher than last year even keeping São Caetano and Gravataí closed for eight weeks in the first quarter as part of the preparation process for the investments of new vehicles in these factories. At this time we had no cars to sell, but we managed to balance it later. The relevant is that our growth is natural, we are not making any additional effort, we even raised the prices more than others.

And how was it possible, since the competitors do not usually lose opportunities like these?

We didn't get there only with the product. We have a team at GM today completely different from what we had in the past, we registered record engagement. We have eliminated a lot of internal bureaucracy, we have reduced hierarchical levels, now everything flows faster. There is also our chain, which is simply amazing, they are partners, help us understand the market, we make a very strong combination. In

the product portfolio, specifically, we learned the lesson well in 2011, when it all got old. We relaunched the company and from there it was vehicle, vehicle, vehicle and vehicle and we will not stop there. We will have eleven launches next year, it is fundamental. Besides that we have a strong and constant search for cost reduction in everything we do.

What are the eleven launches for next year?

We have already announced six of them: Equinox Midnight, Bolt, Camaro, Camaro convertible and new Cruze hatch and sedan. There are five to announce, and I guarantee that the market will be surprised. We are investing in vehicle and brand to keep selling at the pace we are selling, and there will be more a little ahead, we will have even more launches in 2020, so much more.

Does it mean that your primary goal is to maintain market leadership?

If you observe our market share, it is almost always the same, there is regularity, it does not fluctuate a lot from month to month, we don't have 97% in one mon-

#11em19

CHEVROLET

#11



th and 2% in the next one. Our process is sustainable, constant. But I want to make it clear that we are not seeking market leadership as our goal. We want a relevant company, especially for the client, that is profitable, sustainable and growing with a strong and enthusiastic chain. When all this happens together you will automatically be in the leading position or very close to it. A company is formed by many things, and if you just go after a specific thing, 'oh I want to be the number 1', you unbalance the rest. There are a lot of people saying that the most important thing is to be the leader. I would say that the most important thing is the customer, and I'm not sure if being the number one makes any difference to them.

“There are a lot of people saying that the most important thing is to be the leader. I would say the most important thing is the customer, and I'm not sure if being the number one makes any difference to them.”

About the headquarters' announcement saying that GM will shut down factories and cut jobs... can it happen in Brazil?

No. We are going to announce a new investment package in Brazil next year. But we have to understand that we are one company, our region is not detached from the rest of the world. GM is not in a difficult financial situation today. The spending cuts that GM announced in the United States have nothing to do with this: if you look at our results there you

will see that they are some of the strongest in history. It's another thing. We have to be responsible and understand how to maintain sustainability in the future. The industry in the United States today is at a much higher level than expected, and we know that the auto business is cyclical, there will be a downturn at some point. Recently, our CEO has been asked if she believed that a crisis could happen and when it would be: she replied that she did not know exactly when, but that every day we are closer to it. That's true. You can't predict exactly, but we have to keep our eyes open. There is a vehicle segment in the United States that is showing better profitability than before, there is a move to electrification, there is a very strong investment for the autonomous vehicles... what GM is doing is directing investments in the best places where it can win.

And is Brazil one of these places?

Yes. We are number one in the world's sixth economy, Brazil, and number one in Mercosur, one of the largest automotive markets in the world. Brazil clearly is a place where we can win and so we will invest in it.

What does selling Opel have to do with it?

Opel had a small market share in Europe (less than 4%) it needed very strong investments to comply with local emission rules and didn't have a large capacity to grow globally. It was a strategic decision, to focus on autonomous and electric vehicles, and we are leading both segments. When we announced that we would have a commercially viable autonomous model in 2019 it was a shock to the industry, even to the company itself. GM has been very disciplined to decide where to apply its capital. We also left Russia, India and South Africa because we didn't think we were winning in these markets as we should. GM investors think this is a good idea.



“GM is not in a difficult financial situation today. The spending cuts that GM announced in the United States have nothing to do with it.”

And Argentina, how will it be in this scenario?

The eleven launches we announce for 2019 are in Mercosur, not only in Brazil. The Argentine market will close 2018 at around 800 thousand units, which is historically a good number, it is not a record but it is good. The fact is that this volume will be reached with a very difficult second half, especially in the fourth quarter. One problem is that the consortium is very important in Argentina, as well as the direct sales here in Brazil, and this channel has many difficulties due to price increase, devaluation of the peso. I think the first half of next year will be difficult in Argentina and the second half could be better. Let's say that the country will reach 650 thousand units sold next year, maybe even a little more, 700 thousand. Returning to the Brazilian market: how do you see the advance of direct sales? The direct sales growth (as a channel) is not inorganic, it's true, not a bubble. But the growth rate of retail should be stronger next year, so the direct sales index will fall. Another important point in this matter: if you look at the car rental companies' financial result, and not only in Brazil, a part of the profit comes from the resale, and that, in economic terms, will need adjustments someday. The asset should be part of the cost, not the profit. That is why not sustainable discounts are being given (not to close factories) but when the volume returns this will normalize.

What is your opinion about the final text of Rota 2030?

Regarding energy efficiency, I believe that we are already at a technological level where we can achieve the goals in a comfortable way. But my point of view is different. I really think Rota should be an automotive industrial policy, a relevant policy, and the program basically turned into a schedule of emissions and safety items. But what is past is past, now we have an opportunity to look forward to an

industry that has four million units of productive capacity considering Mercosur, one of the largest markets in the world. We have scale, which is the most difficult, and even so, we can't be competitive to export. How is it possible that in Uruguay, a totally open market, bringing a car from Korea or Mexico is cheaper than bringing it from Argentina and Brazil?

Returning the question: how is it possible?

This is due to chain-wide inefficiency, combined with one of the world's highest tax pressures and also by groups that benefit from inefficiency. Privileges are created for the few ones that take chances to generate benefits for many others. Many times the point is placed on top of the automakers, saying that the car is the most expensive in the world in Brazil so the profit is the highest in the world. This is easy to demystify: there are several balances available out there, just look and see that we do not have the biggest profit in the world - it is very low, by the way. The price is high because the tax share is an absurd. How can the industry grow with such a tax burden? Let's take, for example, a semiconductor. Just to turn sand into a screen on the dashboard, considering only the labor costs of this process, we pay an additional cost 13% higher compared to what the worker takes home. Then take the logistics: in Brazil, we have the highest costs in the world in only one single modality, the road.

Was there, in your opinion, a lack of long-term vision, let's say...until 2030?

The discussion of more or less incentives was a waste of time, the fundamental discussion should have been the long term of the industry, even that the negotiations took longer than they did. The world is becoming electric, and what does the Rota say what about it? There is not even a base for creating a supply chain for that in the program. This is a

picture that exactly will happen within Rota's time period.

At the beginning of the interview you praised the Chevrolet dealership chain. Other automakers have recently announced the creation of digital stores. Where is GM in this process?

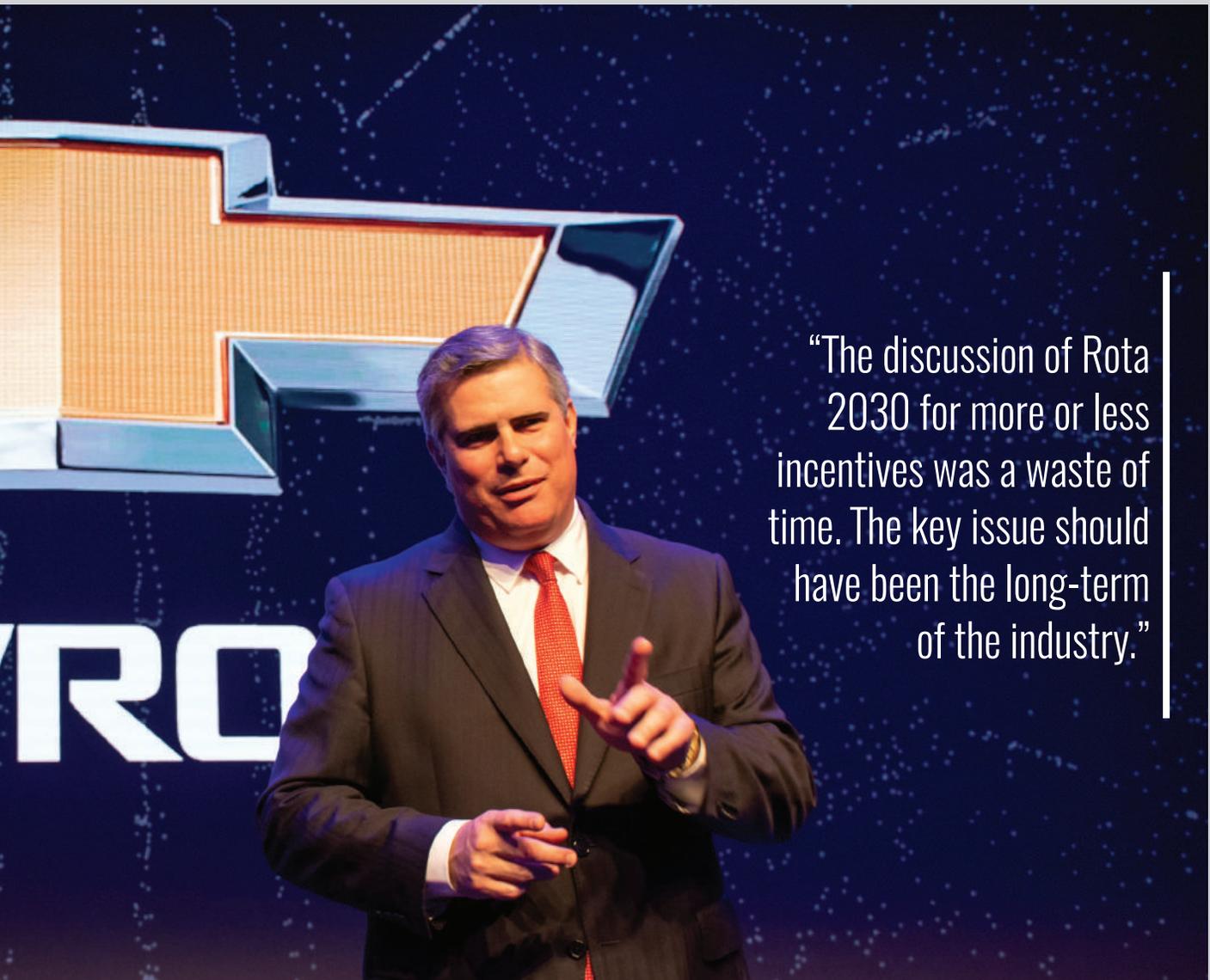
We've had this for almost two years. One thing is to say 'I have digital something', another thing is to do the transaction digitally, along with your partner. I'm not looking for a great company announcement, I'm looking for business efficiency.



You don't believe in this format, then?

I will give an example to show what I think about the digital process. A year ago we had a leads conversion rate [potential consumers who showed some interest in our brand's vehicles] which was the highest on the market, 10%. And everyone was saying 'Wow, we're the best, we're 10%, amazing'. So I said, 'Are you serious about this? Of every 100 customers we call, ninety go away, that is, 90% of a person's work time is wasted. "So I proposed to call someone only when we were sure the person would buy. Everyone leaves a great digital footprint, and you can un-

derstand, with algorithms, at what point in the buying process the consumer is. And when you do that, you really work with the ones you should contact. With that, I want to take our conversion rate to 90%. We haven't got there yet because there is a process but we are already at 40% and we will reach 90%. We invest a lot in that, the digital team is what grows the most in GM. Besides, I don't know how good it is to close a complete transaction without the dealership. I could do this today by the way, technologically speaking, but when the person buys at the dealership huge brand loyalty and service is built. ■



“The discussion of Rota 2030 for more or less incentives was a waste of time. The key issue should have been the long-term of the industry.”



Christian Castanho

Recognized in Brazil and abroad

Hard work on exports gives Volkswagen one of the main awards of the AutoData Award 2018, the Company of the Year Award

Last year, Brazil beat its vehicle exports record: 766 thousand vehicles with a Made in Brazil stamp, a strong growth of 47% compared to 2016. The best register so far belonged to 2005, with 724 thousand.

This scenario was general in the industry, but one company stood out in particular: Volkswagen, which raised its own exports, in the same comparison, by 52%, to 163 thousand units compared to 107 thousand in 2016.

According to Pablo Di Si, president and CEO VW for South America and Brazil, "Volkswagen was the exports engine of the Brazilian automotive industry. Our strong performance is the result of the operations regionalization strategy in South America, Central America and the Caribbean: with a dedicated attention to these markets, we have been able to offer vehicles that meet their specific needs."

Sales abroad contributed with R\$ 5.5 billion of Volkswagen do Brasil's total revenues of R\$ 16.6 billion in 2017. This value was increased by the export of the EA211 family engines to VW plants in Argentina and Mexico and blocks, cylinder heads and crankshafts produced to European units. All are produced in the São Carlos unit, in the countryside of São Paulo.

In March, Volkswagen announced the triumph of a new contract for components export: 5 thousand crankshafts for the Chemnitz factory in Germany, version 1.0 TSI. The same unit will receive, in all, 90 thousand engine blocks to equip the 1.0 engines of the European models Polo and Up!

But the great highlight is the export of 1.4 TSi complete engines to the factory in Puebla, Mexico, to equip the models Jetta, Golf and Golf Variant. The contract runs until 2020 and has already been raised from 250 thousand units to 300 thousand. In October, VW celebrated the production of the first 100 thousand engines of this contract in São Carlos.

These predicates assured the manufacturer the victory in the AutoData Exporter 2018 category. The nomination granted VW's participation in the Company of the Year dispute, which all the winners of the award's categories compete, decided by a board of notables in the automotive sector. And sure enough: a new achievement and another trophy for the Volkswagen gallery

"VW is the engine of the Brazilian automotive exports. Our strong performance is the result of the strategy of operations regionalization."

Pablo Di Si, president and CEO VW for South America

Márcio Stéfani, publisher of AutoData, and Pablo Di Si



R\$ 4,5 BILLION GUARANTEES THE TROPHY

A new investment plan for vehicle modernization and factories guarantees the victory to General Motors



An aggressive plan to modernize General Motors' factories and vehicles was irresistible to the AutoData Award 2018 voters: the company took the trophy for the OEM of Light Vehicles category.

The achievement came from a combination of factors. Last year, GM revealed the destination of R\$ 4.5 billion from its total R\$ 13 billion investment plan from 2014 to 2020: R\$ 1.9 billion for the unit in Joinville, SC, where engines and cylinder heads are produced, R\$ 1.4 billion for Gravataí, RS, home of the Onix family, and R\$ 1.2 billion for the plant in São Caetano do Sul, SP, the oldest company's factory in operation in Brazil.

Earlier this year the company carried out works during five weeks at these three factories to prepare them for the modernization process, which led to a reduction in the production pace in this period. In addition to Manufacturing 4.0 concepts, the factories will see the renovation of several production processes and equipment, such as the engine and transmission assembly system, the bodywork, the assembly line vehicle transporters, presses, laser welders and plastic injection molding machines.

In May, it was the manufacturer's turn to announce that it will produce no less than twenty new Chevrolet vehicles in Mercosur by 2022, which will add up to ten more new versions and special series.

Since 2015, GM has been on top of Brazil's best-selling models with Onix, a victory that is already assured in this 2018, with almost twice the second place's number until October, according to Fenabrave sales statistics.

In addition to that, General Motors was the first vehicle manufacturer to completely unify its operations in Brazil and Argentina. Thus, General Motors do Brasil and General Motors Argentina have ceased to exist: there is now only General Motors Mercosur, which has reduced the complexity and internal bureaucracy of the companies and even caused a change on the main entrance historic portico of the factory in São Caetano do Sul.

According to Carlos Zarlenga, president of GM Mercosur and the Personality of the Year 2018 (see From the Top, page 12), «the AutoData Award is very well recognized by the Brazilian automotive industry and we are proud to receive this distinction. We feel very honored and happy».



Left to right, Carlos Zarlenga, Henry Soares, Isabel Faria, Beatriz Matarazzo and Nelson Silveira

“The AutoData Award is very well recognized by the Brazilian automotive industry and we are proud to receive this distinction. We feel very honored and happy.”

Carlos Zarlenga, president of General Motors Mercosur

Delivery even delivers awards



Rafael Cusato

New line of trucks gave Volkswagen Caminhões e Ônibus the OEM of Trucks and Buses recognition this year

The Delivery family, launched at the last Fenatran, was responsible for the election of Volkswagen Trucks and Buses as the OEM OF Trucks and Buses of the AutoData 2018 Award.

Totally developed in Brazil, the line consumed five years of development and investment of more than R\$ 1 billion. With it the manufacturer started to offer a model in the light segment, the Delivery Express, and this way, began to compete in all segments of the Brazilian truck market.

Produced in Resende, RJ, and exported to several countries in Latin America, the line goes from 3,5 to 13 tons. Sales began with the 6, 9 and 11 tons versions, which in three months exceeded the milestone of 1 thousand units sold.

VWCO has adopted concepts of passenger vehicles for the Delivery line with regard to the driveability, comfort and cabin's interior space. And just like it happens in automobiles, all models have three finish levels: City, the entry model, Trend, intermediate, and Prime, top of the line.

The family was designed, developed and tested throughout Latin America, following world certification and quality standards, which helped in stamping their passport to almost all countries that already received the Brazilian Volkswagen trucks. The projection of the company is that in 2020 the total exports of its vehicles reach 15 thousand units, being one third of the Delivery line, alone.

The new trucks demanded productive modernization at the factory in Rio de Janeiro: the cabin production line was expanded and now has 37 robots, which raised its automation index to 60%. Delivery models also represented three hundred new jobs there, two hundred in the assembly line.

Marco Saltini, director of government and institutional relations at VWCO, understands that "the tradition of the AutoData Award and its importance for the Brazilian automotive industry have already transformed our prize into a great honor, which makes us very proud. It is a little of the recognition of our effort to offer quality products to customers and, more than vehicles, transport solutions, which is our essence, and this way we can contribute to society in terms of mobility. It's fantastic for us".

"The tradition of the AutoData Award and its importance for the Brazilian automotive industry have already transformed our prize into a great honor, which makes us very proud."

Marco Saltini, director of VWCO

Left to right, Jorge Carrer, Viviane Biondo and Marco Saltini



Christian Castanho

LONG-TERM VIEW



Rafael Cusato

John Deere takes the trophy for nationalizing the track tractors production in Brazil in the middle of a crisis in the infrastructure sector

In June 2016, John Deere announced that it would invest R\$ 80 million to produce three models of track tractors in Brazil that were already sold in the country. The forecast was to nationalize the products in 2018, but in the face of the dark scenario that the infrastructure sector lived during this period would be more than reasonable to imagine a project postponement.

The company, on the other hand, kept the schedule and in March this year saw the ceremony that celebrated the production start of the models 700J, 750J and 850J, that even represented an expansion of 3 thousand m² of the unit inaugurated in 2014 thanks to an investment of US\$ 180 million.

The initiative was recognized by the AutoData Award voters and gave the title of OEM of Agricultural and highway Construction Machinery to the company this year.

It is the first time that these machines are produced out of the United States. The models are destined to the Brazilian market and also export to countries in the Eastern Europe and Southeast Asia.

The start of treadmill tractors production in Brazil also represented strategic action to allow the entry of these products in the equipment financing lines offered in the country, mainly by banks and governmental institutions, which is forbidden to imported products.

Indaiatuba produces today, besides the three new tractors, eight types of loaders, nine excavators – being five John Deere and four Hitachi units, partner in the unit - and a backhoe loader. Last month, the company announced a new equipment nationalization project for Brazil, this time for three models of motor graders from 2021 on. For that, it will expand the factory in another 12 thousand m².

For Roberto Marques, construction equipment sales director, "this recognition for us, that kept the investments even during a difficult period for the segment of infrastructure and construction, shows that we are working with a long-term view in Brazil. The victory in the AutoData Award 2018 certainly makes us very proud". ■



Disclosure/John Deere

Tractor 850J, one of the models produced in Brazil by John Deere

“This recognition shows that we are working with a long-term view in Brazil. The victory in the AutoData Award 2018 certainly makes us very proud.”

Roberto Marques, construction equipment sales director of John Deere

One celebration leads to another



Rafael Cusato

Bosch was the chosen one in the Systems Suppliers category for resuming growth in Latin America after two consecutive years of retraction

Bosch has two strong reasons to celebrate 2018: first, in May, it consolidated the results of 2017, which showed the growth return after two years in decline. This celebration led to the next one, in November: victory in the AutoData Award 2018 in the Systems Suppliers category.

For Besaliel Botelho, President and CEO of Robert Bosch Latin America, "It is a great satisfaction, a great honor, it brings us great pride. On behalf of the whole team, I thank you. I'm taking the trophy to share it with our people. The importance is great and even more a year like this. Bosch continues to invest and really believes in Brazil: recently, we have participated in the Salão do Automóvel in a strong way to show the technologies of the future in the mobility area. The recognition means that we are on the right way in Latin America. We thank AutoData and we also recognize the great work that the publisher has done".

Bosch closed last year with a 7% increase on its Latin American revenue, which totaled R\$ 6.1 billion. Brazil, responsible for 80% of Latin American business, recorded R\$ 4.9 billion in sales. The mobility area, which includes the automotive businesses, is the most relevant inside the Bosch Group, which also operates in the area of consumer goods, industrial technology, energy and building technology.

As it represents 65% of sales in the region, the evolution in the automotive industry in Brazil last year was fundamental for that growth resumption of the systems supplier. In the first quarter of 2018 the result was also positive, at an index close to 20%.

The process, however, was not easy: the factories went through many adjustments and the workforce was reduced in 1,6 thousand people – today, the company employs 8,3 thousand employees in Brazil. There have been efforts to increase productivity, change the portfolio and search for business in other segments, such as agribusiness.

In 2017, Bosch invested R\$ 127 million, a value that is higher than the annual average of R\$ 100 million, in line modernization and structure, portfolio development and Industry 4.0. And another R\$ 162 million went to research and development: there are 360 professionals dedicated exclusively to the mobility area. ■

“This award means that we are on the right way in Latin America. We thank AutoData and we also recognize the great work that the publisher has done.”

Besaliel Botelho, president and CEO of Robert Bosch Latin America

On the previous page, Emy Yanagizawa, of Rhodia, delivers the trophy to Besaliel Botelho



THERE WILL BE NO SHELF SPACE



Rafael Cusato

NGK receives two 2018 AutoData Award trophies, which will be added to its already large recognition gallery

NGK left the AutoData Award event with two trophies: Auto Parts and Components Supplier category and Quality and Partnership category. It was, this way, one of the great winners of the night.

The first came from an investment of R\$ 210 million in its factory in Mogi das Cruzes, SP, until 2020, with its own resources. The announcement happened in March and more than half of the value will be invested until the end of this year.

R\$ 87 million will be destined to the production of insulators, which will increase NGK production capacity by 30%. Also the special spark plugs, made of nobler and greater durability materials, now imported from Japan, will be produced in Brazil. The project includes construction of new buildings, acquisition of equipment and funds for training and HR. The factory's constructed area will have another 3.8 thousand m² and the unit (the company's first factory built outside Japan) will also export to countries in the Americas, Europe and South Africa.

The initiative should generate two hundred jobs altogether, in addition to direct and indirect jobs. There are currently 1.3 thousand employees and the unit operates 24 hours a day in some sectors. Spark plugs and ignition cables are manufactured there - the company reminds that it is the leader of the Brazilian aftermarket. In the automotive area, the company also sells ignition coils for the aftermarket and oxygen and detonation sensors (of the NTK brand) for repair and original market as well.

The second award came from Quality and Partnership, an annual ranking elaborated by AutoData indicating the suppliers that have received the highest number of awards from automakers. This year, NGK reached the second position on the list with 48 points, generated by several nominations as best supplier from General Motors and Honda in the 2015-2017 period.

Cíóio Riuiti Takata, automotive sales and logistics director, believes that "the AutoData Award comes to celebrate our work philosophy, which always aims at the quality of the product and service, so we can represent a reference as auto parts supplier. We worked for this and we were awarded. When you pursue something and if you are recognized for that, the satisfaction is immense". ■



On page 36, Marcos Mosso (on the left) and Célio Riuiti Takata

“The AutoData Award comes to celebrate our work philosophy, which always aims at the quality of the product and service, so we can represent a reference as auto parts supplier.”

Célio Riuiti Takata, automotive sales and logistics director of NGK

One more celebration



Rafael Cusato

MWM wins in the Powertrain category of the AutoData Award crowning a year of productive and historic milestones

MWM Motores Diesel has got another reason to celebrate 2018: the election in the category Powertrain (Engines, Axles and Transmissions) of the AutoData Award, which crowned a year of several celebrations.

First, in March, it reached a representative milestone of 4.3 million engines produced, considering all applications - vehicular, agricultural, construction, power generation, industrial and maritime.

Later, in April, an important anniversary: the company celebrated the first 65 years of its foundation.

And finally in May, a new production milestone, this one of 100 thousand Big Bore engine blocks machined in the factory installed in the Santo Amaro neighborhood, South Zone of the São Paulo capital - the line was inaugurated in 2007. The blocks, in compacted graphite iron, are for 11-liter and 13-liter engines and proceed to the Navistar engine plant in Huntsville, Alabama, United States, where they are assembled.

The MWM engines range from 2.8 to 7.2 liters and are developed by the Brazilian engineering, as well as tested and validated at the technology center, also located in Santo Amaro. In addition to the Brazilian market, the products go to 45 countries such as South Africa, Argentina, South Korea, Egypt, Spain and Mexico, where they are delivered to over two hundred customers. The spare parts portfolio encompasses more than 18 thousand items divided by its three lines of spare parts: genuine parts, master parts and optional parts. The distribution chain has more than eight hundred points in Brazil and in the world.

This year, the company even developed a sustainable packaging for its spare parts, initiative that should avoid the cut down of 22 thousand trees/year and generate economy of R\$ 920 thousand every year thanks to a longer life cycle of these packages via reuse.

José Eduardo Luzzi, president of Navistar Mercosur, states: "For us, the AutoData Award is extremely important not only for reflecting the recognition of our market, our customers, suppliers and partners regarding our work, but also for coming from a publisher with high credibility. This gives us a very important business card. AutoData is extremely reliable and has been a reference in the industry for decades, which transfers that credibility to MWM".

"For us the AutoData Award is extremely important not only for reflecting the recognition of our market, our customers, suppliers and partners regarding our work, but also for coming from a publisher with high credibility."

José Eduardo Luzzi, president of Navistar Mercosur

Left to right, Renato Arroyo Barbeiro, Thomas Püschel, Fabiana Testa, Michael Andreas Ketterer, José Eduardo Luzzi and Wesley Fernandes



Christian Castanho

SEVENTEEN IN EIGHTEEN!



Rafael Cusato

Marcopolo is merciless: in all editions of the AutoData Award the manufacturer of bus bodies only did not win a trophy in one of them.

Marcopolo won the Producer of Truck and Bus Bodies category of the AutoData Award 2018. And so, the company probably will need to open more space in the trophy gallery: it was the seventeenth in eighteen editions of the award.

Francisco Gomes Neto, CEO, affirms that "it is a great satisfaction for us from Marcopolo, for all employees. We won the AutoData Award for the seventeenth time in eighteen editions. This was an intense year, of hard work and growth, and this is why we are very happy with this new recognition from the public. It's fantastic and it's always a pleasure for us to participate."

This huge list of victories is not a coincidence: something that Marcopolo does is never lie on its laurels. A proof of that was the operation start, in March, of 25 new bi-articulated buses in Curitiba, PR: the vehicles are state-of-the-art and carry a high level of connectivity. In all, the city is expected to order almost five hundred vehicles until 2020.

Regarding results, Marcopolo also seems unbeatable. It closed the first nine months of the year with operational net revenues of almost R\$ 3 billion, an increase of 45.5% compared to the same period of 2017. The net income in the same period was R\$ 119 million, an expressive increase of 165%, with a net margin of 4%, almost twice bigger than last year. Brazilian revenues totaled R\$ 1.4 billion, increase of 82% year-on-year.

Brazil's direct exports totaled R\$ 888 million, a 34% increase, while revenues from foreign units reached R\$ 657 million, a 10% increase.

In 2018, until September, the company sold (in all) 11.5 thousand buses, 50% more than in the same period of 2017. The Brazilian market received 7,5 thousand of them, an increase of 88%, while 2,7 thousand went abroad, 22% more, and the foreign operations - South Africa, Australia, China and Mexico - accounted for the remaining 1,3 thousand.

In June, the company announced the opening of a branch in São Paulo (Brazil's largest bus market) in order to get closer to the state's transportation operators. The unit, located in Ipiranga neighborhood, in the Capital, has a large built area, parking, workshops, technical training area and waiting room for drivers. ■



Rodrigo Otávio Pikussa, who shares the delivery of the award with the CEO Francisco Gomes Neto on page 42

"This was an intense year, of hard work and growth, and this is why we are very happy with this new recognition from the public. It's something fantastic for us."

Francisco Gomes Neto,
CEO of Marcopolo

Hunters of the lost recall



Christian Castanho

Unprecedented action to search for its customers gives the second consecutive award in the Management category of the AutoData Award to Honda Automóveis

Some categories of the AutoData Award, by their own nature, are more extensive in terms of competitors. One of them is Management, since it encompasses companies' initiatives from the entire automotive chain and all segments of the auto vehicles industry.

Despite this, Honda Automóveis has not only been nominated in this category for two consecutive years, in 2017 and 2018, as being the voters' preferred choice. It is a truly remarkable achievement.

Last year, for inaugurating a specific research and technological development center for local operations in Sumaré, SP, where the WR-V was born. And this year, for promoting a true lost recall hunt.

In a pioneering and daring initiative the company, in several ways, ran after its vehicles' owners that did not attend the call to replace defective airbags, although the traditional advertising campaign for that has been widely spread by radio, television, magazines and newspapers - the recall involves models produced up to seventeen years ago.

The manufacturer extrapolated its legal responsibility and developed ways to find those vehicles and convince their owners about the repair importance. In Minas Gerais, for example, teams of the company went literally to the streets of Belo Horizonte and Contagem in search for large vehicle circulation places like malls, commercial centers and gas stations to try to locate units that were possibly involved in the call by the license plate and, this way, the chassis number. In São Paulo, the manufacturer built partnerships with Detran, insurance companies and automatic toll collection companies. These initiatives, combined, found no less than 163 thousand clients.

For Roberto Akiyama, commercial vice president, the victory "is very important because it does not represent simply a prize. AutoData is an extremely recognized and highly credible means of communication whose work has repercussions throughout the automotive segment. This victory crowns our long-standing effort for many years, seeing the automobile business considering the entire chain, from suppliers to customers, going through dealers, and, naturally, through our process of creating and producing vehicles. We are very happy and we believe that other companies will see Honda as a reference".

"This victory crowns our long-standing effort for many years, seeing the automobile business considering the entire chain. We are very happy and we believe that other companies will have Honda as a reference."

Roberto Akiyama, commercial vice president of Honda Automóveis

left to right, Rodnei Bernardino de Souza, of Itaú, Sérgio Bessa and Roberto Akiyama, from Honda, and Emy Yanagizawa, from Rhodia



Christian Castanho



Rafael Cusato

THE FIRST FLEX HYBRID... OF THE WORLD

The Brazilian development of the flex fuel technology combined with the hybrid gives Toyota the AutoData Award

When the first Toyota flex fuel hybrid of the world arrive to the Brazilian dealerships (which should not take long), it come with an item in the trunk already: the 2018 AutoData Award for Technological Development.

The 'mule' of the project, a Prius, was officially presented at the headquarters of Investe SP in March. But the tests began almost three years ago in partnership with Escola Politécnica da Universidade de São Paulo.

As part of the development in this 2018, the model traveled along the São Paulo-Brasilia route, approximately 1 thousand kilometers. At the time, Toyota considered that technology represented a "perfect marriage" by uniting the benefits of the electric motor to the vegetable fuel.

The development is a combination of Brazilian and Japanese engineering. The headquarters sees the product as an important tool for achieving the aggressive energy efficiency goals as the company set for itself until 2050 in its Environmental Challenge.

The development happens in a Prius, but the technology is expected to reach the stores under the model's hood with more massive commercialization volumes, as possibly the new Corolla, getting ready to be born in the factory of Indaiatuba SP. The Toyota plan is to have at least one hybrid version of all models it sells in Brazil, even though a deadline has not been set for that.

Studies carried out by the company pointed out that the flex hybrid has one of the highest compensation and reabsorption potentials in the emission of carbonic gas generated from the beginning of the use cycle of ethanol extracted from sugarcane, through the offer in the supply pumps and the combustion process of the vehicle. When the model was filled only with ethanol, or E100, the results were even more promising.

Anderson Suzuki, general manager of communications and public relations, said: "This is the recognition for everything we have consistently done in recent years. Prius flex is hard work and we want it to come to become concrete in the near future. It is a technology closely related to the Brazilian energy source and it associates global development, in the case of the hybrid, with the Brazilian, for the ethanol".



On the previous page, Viviane Mansi and Anderson Suzuki: awarded on their birthday. On this picture, above, the flex hybrid Prius in tests

"This is the recognition for everything we have consistently done in the last years. The flex Prius is a hard work and we want it to become concrete in the near future."

Anderson Suzuki, general manager of communication and public relations

Hyundai scores

Action for the HB20 related to the World Cup in Russia earns a ball in goal net for the manufacturer at the AutoData Award



Divulgação/Agência Brasil

The AutoData Award 2018 trophy received by Hyundai in the Marketing Strategy category has the true significance of a Jules Rimet Cup: the favorite initiative in the segment chosen by voters was the use of official sponsorship in the soccer World Cup in Russia this year, to launch a commemorative version of the HB20.

The model was sold from the second half of April in limited edition of 4.2 thousand units.

Officially named as the HB20 FIFA World Cup 2018, it was offered in four versions: hatch or sedan, 1.0 engine with manual transmission or 1.6 automatic, based on the Comfort Plus model and endowed with exclusive differentiations externally and internally as well.

One of them was the car multimedia with Digital TV and welcome screen with the Hyundai and World Cup logos, leather seats and fabric in black with white stitching and embroidered World Cup logo on the head restraints and mats, besides 15-inch alloy wheels in graphite shade.

The available colors for the special series were Polar White, solid, and Silver Sand and Silver Metal, both metallic.

The aesthetic changes included grille in hexagonal shape with its edge and grille flaps in Gray Titanium and black headlights. At the rear, highlight for Clear Type lights, which equip the high-end versions of the model.

On the sides, the emblem allusive to the competition was applied.

Jan Telecki, general marketing manager for Hyundai Motor Brasil, said: "Above all, this is a recognition shared by all colleagues from the other automakers, something that makes it even bigger and gives us more responsibility and helps to improve the overall industry's level. The AutoData Award is an incentive for all the nominated ones, not only the winners but also the finalists as well. For being an award related to one of the main Hyundai's communication actions around the world (the World Cup) it gives us the certainty that this investment, started in 2002, has borne fruit with each championship edition". ■

"Above all, this is a recognition shared by all colleagues from the other automakers, something that makes it even bigger and gives us more responsibility and helps to improve the overall industry's level. The AutoData Award is an incentive for all the nominated ones, not only the winners but the finalists as well."

Jan Telecki, general marketing manager of Hyundai Motor Brasil

On page 50, left to right, Jan Telecki, Angel Martinez and Maurício Jordão. Below, HB20 World Cup.



Divulgação/Hyundai

MIDDLE CHILD IS PREDESTINED

Toyota Yaris, halfway between Etios and Corolla,
takes the AutoData Cars Award 2018



Divulgação/Toyota

For the first time in its long history in Brazil - 60 years celebrated this 2018 - Toyota started to compete in an intermediate segment of the medium compacts: the Yaris was launched in June with the hatch and sedan body options. This scenario was fundamental to the election of the model as Car of the Year in the AutoData Award 2018.

Manufactured in Sorocaba, SP, the middle young model required a complex commercial planning that included the end of the most equipped versions of the Etios and the Corolla entry model. At launch, prices ranged from R\$ 59,600 for the XL 1.3 manual hatch to R\$ 80 thousand for the XLS sedan with 1.5 engine and CVT transmission.

In Toyota accounts, the A and B platform models account for 62% of sales in the Brazilian market, with Yaris corresponding for 44% of the total sales.

The company's goal in Brazil was to sell 6 thousand units per month, being the XL Plus Tech the best-selling version of the mix, R\$ 69,600 hatch and R\$ 74,000 sedan: car multimedia with USB input, bluetooth and Toyota Play as standard feature, a system that mirrors smartphone applications on the touch screen, as well as items that are already present from the entry version such as on-board computer, steering wheel controls, stability control and hill start assist.

The production estimate points to 78.6 thousand units/year - 46.2 thousand hatches and 32.4 thousand sedans, including the volume destined to export. Of the 72 Yaris suppliers 63 are in São Paulo, near the factory in Sorocaba. From 70% to 80% of the parts volume comes from there - in addition, there are still five companies from Minas Gerais and four from the Southern Region. The model reached the market with Brazilian content close to 75%.

According to data from Fenabrave, Yaris has sold a total of 21 thousand units until October, 13,3 thousand hatches and another 7.7 thousand sedans.

Anderson Suzuki, general manager of communications and public relations, believes that "Yaris was the great launch of Toyota in 2018, matching with our 60th anniversary celebration in Brazil. With it, we started to offer a new option for the market, in an unprecedented segment for us. Yaris is recording very good sales results, which, along with this AutoData recognition, crowns all the launch preparation work that has been done and it is such an honor for us."



The hatch Yaris on the previous page and, above, the sedan

"Yaris is registering very good sales results, which, along with this AutoData recognition, crowns all the launch preparation work that has been accomplished and it is such an honor for us."

Anderson Suzuki, general manager of communication and public relations



Disclosure/Fiat

Another trophy in the truck bed

Unbeatable, Fiat Toro repeats achievement and wins another AutoData Award in its category

The market success of the Fiat Toro pickup truck is undeniable. Until October, according to Fenabrave figures, it has accumulated 49 thousand units sold this year alone, which places the vehicle as the third best-selling model of the brand in Brazil, behind Strada, with 56 thousand, and Argo, 53 thousand, and second best-selling light commercial vehicle, also losing only to Strada.

It is worth remembering that before Toro's arrival the company had never had a medium-sized pickup truck in its portfolio: until February 2016, when it was launched, the only Fiat-branded pickup truck was Strada, derived from the Palio family. So, neither dealers nor the customers were accustomed to such a proposal - which did not hinder it from succeeding at all.

In March this year the model broke the barrier of 100 thousand units sold since its launch.

Completely developed at FCA Design Center Latam in Betim, MG, and manufactured in Goiana, PE, Toro has received several design awards, such as the iF Design Award, the Objeto Brasil Award and the Red Dot Award.

And in August the pickup truck won a new top-of-the-range version, the Ranch Diesel 2.0 Turbodiesel 4x4 AT9, with exclusive serial items like brown leather seats, 18-inch alloy wheels, rear-view mirrors, side steps, removable tow hook and chrome roll bars.

Faced with the facts, the voters had no doubt in putting another AutoData Award trophy in their truck bed, repeating the achievement of 2016 and 2017, making the Fiat pickup truck a three-time champion.

For Fernão Silveira, director of corporate communication and sustainability for Latin America, "AutoData is a reference for our industry and is not of today, with a team formed by some of the most respected and experienced journalists in the history of our automotive press. Receiving this recognition for Toro's quality refers to its success and being elected by the professionals of the automotive sector shows that we are on the right track with an innovative product. Winning this award for three years in a row really is an achievement that brings us so much pride."

"Being elected by the professionals of the automotive industry shows that we are on the right track with an innovative product. Winning this award for three years in a row really is an achievement that brings us so much pride."

Fernão Silveira, director of corporate communication and sustainability for Latin America of FCA

Fernão Silveira with Toro's trophy



Rafael Cusato

THIS IS THE FAMOUS 91 TONS



Disclosure/Agência Brasil

Brand new configuration gives Scania Super Rodotrem
R620 the 2018 AutoData Award as Truck

The star of Scania's stands at Fenatran, in October 2017 and in Agrishow, in April, the Super Rodotrem R 520 6x4 V8 conquered the hearts of the AutoData Award voters in the Trucks category.

In a brand new configuration, the truck meets specific needs for activities in the sugarcane, grain, agricultural inputs and rural production sectors. The assembly has eleven axles and load capacity for up to 91 tons.

The first sale (twelve units) happened shortly to Usina São Martinho.

The configuration of this Scania model is so differentiated that it required negotiations with the Contran, National Traffic Council of Brazil, which authorized its circulation for tests in 2016 and published a resolution in 2017 that changed the rules for the granting of AET, Special Traffic Authorization for CVCs, Combinations of Cargo Vehicles, for vehicles with PBTC, Combined Total Gross Weight, greater than 74 tons and less than or equal to 91 tons. That is why the Super Rodotrem can be used in the complete operation, from loading the cane in the crop, through the dirt roads to access the highway, and in the asphalt route to the plant for the unloading process. The legislation, however, does not allow travels beyond 100 kilometers.

The power of the V8 engine is 620 hp, which makes it the most powerful truck manufactured in Brazil. And its traction control is more advanced, with constant wheel rotation reading to prevent them from skidding. The engine air filtration system is unique, installed at the rear of the cabin, and the brakes are also special, with a third air line to allow simultaneous braking throughout the hole composition - truck, semi-trailer and trailer - when the parking brake is engaged. There is also, optional, a breathalyzer integrated into the panel.

Patrícia Acioli, executive manager of corporate relations, understands that «winning the AutoData Award for Scania is always very important, a recognition that brings even more prestige to our business. Receiving the trophy for the Super Rodotrem makes us very satisfied because we were the pioneers to offer in Brazil this solution of eleven axles to pull 91 tons. Scania participated in the first conversations with entities from the sugarcane and Contran sectors and is proud to be able to meet the needs of many of its customers».



Patrícia Acioli with the Super Rodotrem's trophy

“Receiving the trophy makes us very satisfied because we were the pioneers in Brazil for this eleven-axle solution to pull 91 tons. Scania participated in the first conversations with entities from the sugarcane and Contran sectors and is proud to be able to meet the needs of many customers.”

Patrícia Acioli, executive manager of corporate relations

Collective voting for safety

Mercedes-Benz equips its O 500 buses with adaptive autopilot system and earns the AutoData award of the category



Disclosure/MBB

In July, the Brazilian market for buses saw the launch of the first model equipped with semiautonomous technology: the Mercedes-Benz O 500. The technological advance was decisive for its election as Bus of the 2018 AutoData Award.

It is equipped with adaptive autopilot, or ACC, which reduces the risk of accidents providing more safety for passengers, drivers and other vehicles on the road. Thanks to sensors, the system identifies the vehicles ahead up to 200 meters, even under mist. If the driver does not react, the system acts automatically by braking the vehicle to avoid a possible impact.

The ACC also accelerates the vehicle automatically and is disabled at a speed lower than 15 km/h.

In addition to the ACC's, the O 500 buses bring thirteen more safety items, such as AEBS, emergency braking system, LDWS, lane change warning system, TPMS, pressure and temperature monitoring of tires, anti-rollover system and traction control.

The vehicles also stand out for systems that promote fuel economy. There is the RKM, which takes advantage of the electric power energy produced by the alternators of the vehicle, mainly in the moments of deceleration, and stores it in super capacitors that act in autonomous way. The stored electric energy is used as an additional source during the acceleration moments of the bus. In tests the system achieved average savings close to 2%.

There is also the EIS, Engine Idle Shutdown: if the bus is stopped, but with the engine still on, the transmission in the neutral position and the hand brake engaged, and the situation lasts for a period of more than 4 minutes, the system comes into action and automatically switches off the engine. It is a very common situation in garages, bus stations, urban terminals and stopovers.

Walter Barbosa, director of sales and bus marketing for Mercedes-Benz do Brasil, praised: "This award makes us proud and motivates us to keep searching for technologies that increase performance levels, comfort, safety, economy and environmental compatibility of the brand's buses. This is also an award for passengers who use our buses daily across this immense country and who can count on vehicles that are increasingly safer and comfortable to come and go in complete peace and the well-being of being on board".

"This award makes us proud and motivates us to keep searching for technologies that raise the level of performance, comfort, safety, economy and environmental compatibility of our buses. It is also a prize for the passengers who use our vehicles every day."

Walter Barbosa, director of sales and bus marketing

Left to right, Erodes Berbetz, Walter Barbosa, Luiz Carlos Moraes and Curt Axthelm



Rafaet Cusato



Disclosure/Ford

WINNING HORSE

In the imported vehicles race the Ford Mustang floored it and crossed the finish line of the category in first position

It is true that the Ford Mustang took a long time to arrive in Brazil: the first generation was launched in the United States in 1964 - and in 2018, the model reached the historic milestone of 10 million units produced, always in the United States.

But at least when the sports car arrived Brazil it wasted no time and excited the voters of the 2018 AutoData Award: fully justifying its fast performance, the car floored it in the election to take the trophy.

The Mustang started to be sold in March in Brazil and three months later the vehicle had already accumulated five hundred units. The performance did not stop there: another four months and the number went upwards to reach nine hundred.

The model sold in Brazil is the one regarding sixth generation, offered in the only GT Premium version, the top of the line: V8 5-liter 466 hp engine and ten-speed automatic transmission. It goes from 0 to 100 km/h in 4.3 seconds.

As assistance technologies, the Mustang brings adaptive autopilot, collision warning with emergency braking assistant, pedestrian detection, and fatigue detection. The sports car also has eight airbags, AdvanceTrac electronic stability and traction control, hill assist, reverse camera and individual monitoring of tire pressure.

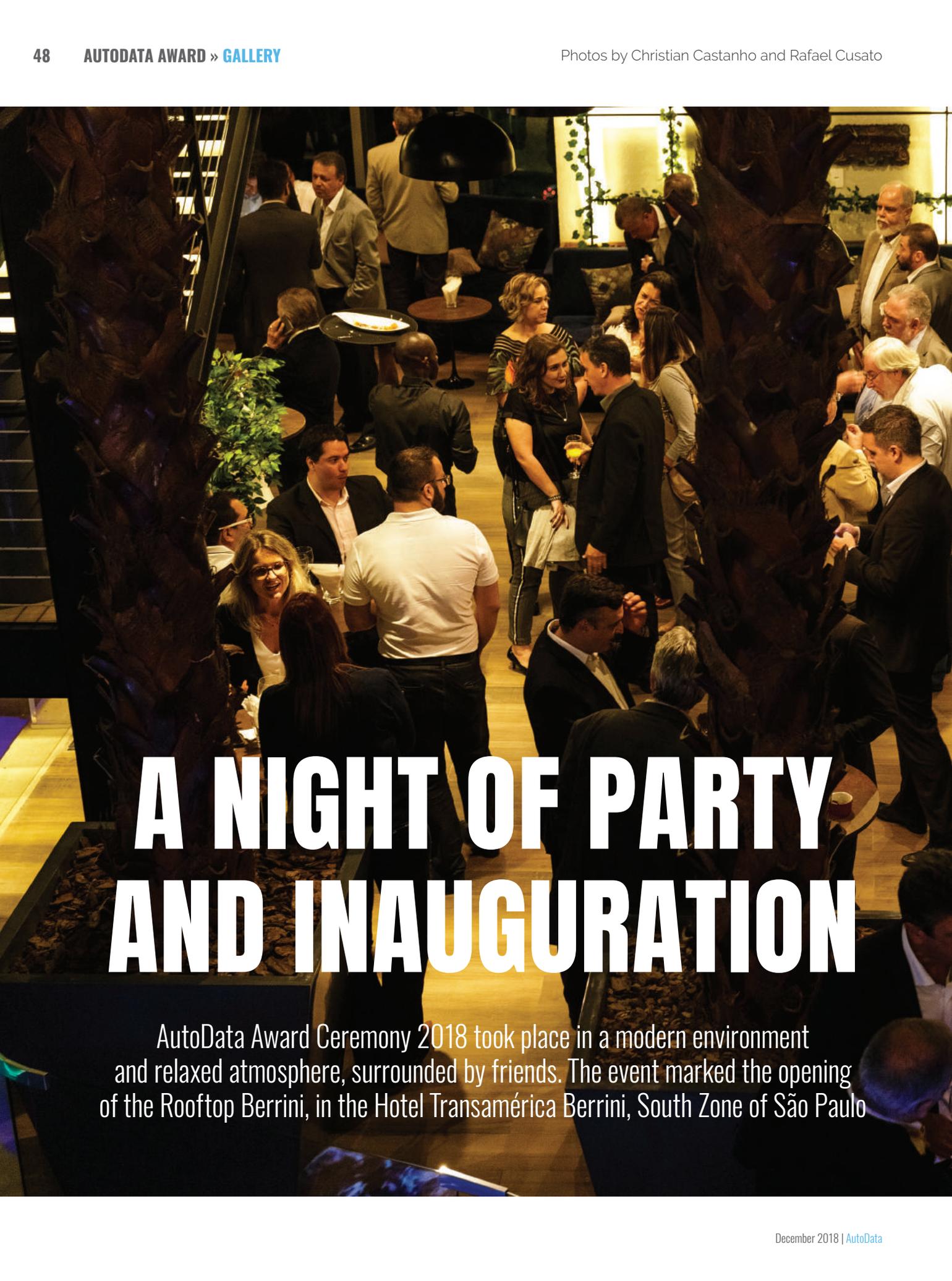
The dashboard is 12-inch digital fully configurable. The suspension is adaptive, it comes with Brembo brakes, seven pre-programmed driving modes, active exhaust control, performance data register and rear tires electronic preheating system for sprints.

Rogelio Golfarb, vice president of corporate affairs, communications and strategy for South America, says that "the magnitude of this recognition is commensurate with the history and importance of AutoData for the Brazilian automotive industry. When I started my career in this sector AutoData was already present, always as a reference of quality analysis and journalistic excellence. For Ford, receiving this recognition from AutoData is very relevant, even more to Mustang, a car that knew how to innovate without losing the essence of its legacy, reinforcing the attributes that have made it an icon of performance and freedom".



Rogelio Golfarb with the Mustang's trophy

"The magnitude of this recognition is commensurate with the history and importance of AutoData for the Brazilian automotive industry, especially for Mustang, a car that knew how to innovate without losing the essence of its legacy." Rogelio Golfarb, vice president of corporate affairs, communication and strategy for South America



A NIGHT OF PARTY AND INAUGURATION

AutoData Award Ceremony 2018 took place in a modern environment and relaxed atmosphere, surrounded by friends. The event marked the opening of the Rooftop Berrini, in the Hotel Transamérica Berrini, South Zone of São Paulo



Left to right, Juliana Sih, of Textofinal, Marcelo Cosentino, of Cummins, Giselli Cardoso, of PSA, Nicolas Borges, of Jeep and Déborah Encarnato, of Caoo



Alexandre Carvalho, from Nissan e Carlos Henrique Ferreira, from Renault



Fabiana Testa and Wesley Fernandes taking a proud selfie with MWM's trophy



Thelma Melkunas and Vanessa Vianna, of AutoData



1 Rogelio Golfarb, of Ford (left) and Vicente Alessi Filho, of AutoData



2 Carlos Zarlenga, of GM (left) receives the trophy from Márcio Stéfani, of AutoData



3 Christian Harder, of BBP (left) and Érika Coleta, of AutoData



4 Beatriz Matarazzo (left) and Isabel Faria, from General Motors



5 The singer Mariana Gomes enchants the audience in pocket show

6 Left to right, Fred Carvalho, of Anfavea, Ricardo Bastos, of Toyota, and Luiz Carlos Secco, the master

7 The most desired of the night

8 Ricardo Bacellar, of KPMG

9 Priscilla Cortezze, of Volkswagen

10 A stand up comedy show entertained the guests





Jean-Philippe Imparato, global CEO of Peugeot brand



Disclosure/PSA

He joined PSA Group in 1989. The executive went through several management positions until being the regional director for the Peugeot brand in Latin America. He was later appointed quality director of the Chinese operation and in 2006, purchasing quality director. In 2008, he became the CEO of PSA Italy, director of international operations in 2010 and vice president of sales and chain development for Europe the following year. In 2013, he became VP of PSA Retail, the manufacturer's own dealers chain and was designed to the position of global CEO for the Peugeot brand in September 2016.

1

Why did Peugeot not participate in the Salão do Automóvel de São Paulo?

The world is changing rapidly and the events too. Take the Las Vegas CES and the Mobile World Congress of Barcelona as example, which are becoming places where the automotive industry introduces new products. We told the subsidiaries around the world: If they understand that the return on investment in shows and fairs is not at the level they wish, they can choose not to participate. So it was a decision of the Brazilian operation not to participate in the Salão do Automóvel de São Paulo this year. But we can be in the next one.

2

Is not there a global directive for no longer participate in Auto Shows?

The events are very expensive, and it is necessary to evaluate what will be the return with each value invested. For example: we were not at the Frankfurt Auto Show this year but we participated in the event in Paris because we wanted to launch a car and send a message to the customers. In short, we need to consider that events are changing and that we can choose to participate in some and not in others.

3

What actions has Peugeot been taking to improve its aftermarket image in Brazil?

There is an only and simple message for the customer: if you are not completely satisfied with our services, you will not pay for them. This is a key point of our communication, training and remuneration of the dealers. It's not just a philosophy question, there's a financial question behind it.

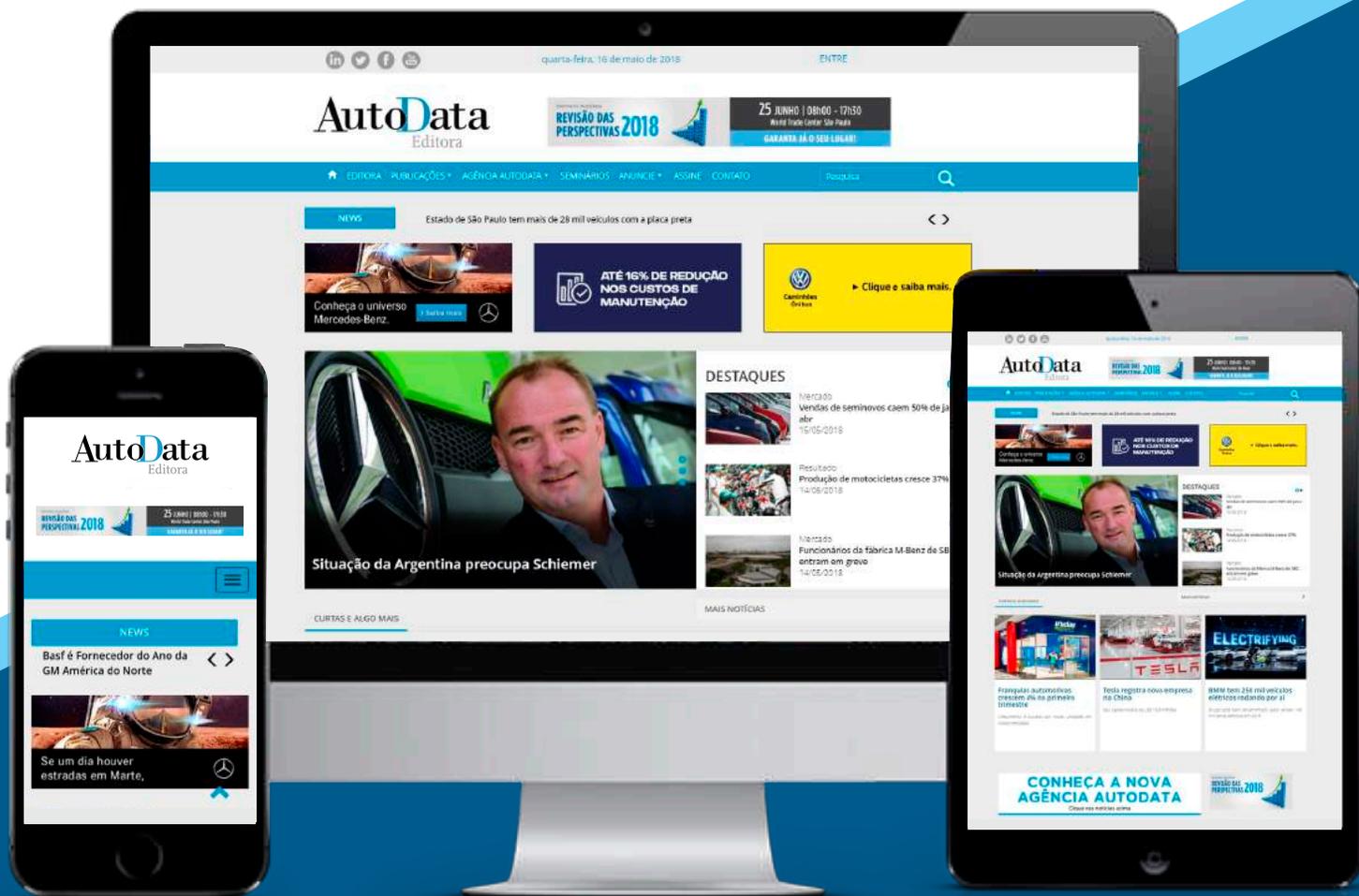
4

Peugeot is working more heavily in Brazil on imported vehicles like the 3008 and 5008. When will we have more strong actions to launch a Brazilian product?

We have a strategy designed for the production in Porto Real. Our goal is to have one effective new launch per year with local production in all regions we operate, and this commitment will be respected also in Brazil.

AUTODATA NEWS AGENCY

THE MOST COMPLETE AUTOMOTIVE DAILY NEWSLETTER



CALL US TO SIGN:

(11) 5189-8900

www.autodata.com.br

Agência
AutoData

Raising the level

The manufacturer recognizes the best Brazilian suppliers: none of the 65 awardees have registered failure in the last year.



Disclosure/GM

PARTY HALL

General Motors realized an award celebration to its best suppliers in Mercosur during the Salão do Automóvel de São Paulo, in November

In November, General Motors awarded 65 suppliers from the Mercosur Region, considered the best in 2017 via Supplier Quality Excellence Award, regional recognition since 2012

According to Manoel Rego, director of quality engineering and supplier development for South America, the level for the award is increasingly higher:

"We have measured thirteen criteria that involve quality and performance. The winners have quality control tools in the production process and didn't report any type of failure. Our expectation is that the

list of winners will be even bigger in the next edition".

The number of awarded suppliers was the same as the last edition, but it has to be considered that the company reduced its supplier base from 430 in 2016 to approximately 350 in 2017. Rego justifies that GM is concentrating its business in a smaller group of suppliers seeking more global companies for gains in productivity scale.

As a metric, GM has not used PPM for some years. The PRR is adopted in its place, which is not an index like the PPM but a questioning register of any of the factories

regarding the quality of a component delivered by the supplier - the partner can't register any PRR over of the evaluate year to be awarded: "The winners were the most exemplary ones, but we worked so that the whole base did not present any PRR within six months. Currently 90% of the supplier base already meets this demand".

In the case of the 10% that can't stay

without registering any occurrence for six months the manufacturer puts the joint work into practice: "We have a project executed during a year that sets improvement goals. We take these suppliers to visit the others that already meet our demands in order to seek references. The quality level we require already exists: no need to invent new methods, just adapt". ■

The winners of the Supplier Quality Excellence GM Mercosul 2018

 3M do Brasil	 Mastropor AS
 A Raymond do Brasil	 Mitsuba Autoparts Brasil
 Aisin Automotive	 MTA Brasil
 Android Montagens Automotivas do Brasil	 Mubea do Brasil
 Autoneum Brasil Têxtis Acústicos	 Neumayer Tekfor Automotive
 Bleistahl Brasil Metalúrgica	 Nidec GPM do Brasil Automotiva
 Borgwarner Brasil	 Nut Argentina ICSA
 Brembo do Brasil	 Omron Componentes Automotivos
 Casco do Brasil	 Progeral Indústria de Artefatos Plásticos
 Cerâmica e Velas de Ignição NGK do Brasil	 Revestcar Indústria e Comércio de Confecções
 Ciser Fixadores Automotivos	 Rudolph Usinados
 Condumax-Eleto Metalúrgica Ciafundi	 Sabó Indústria e Comércio de Autopeças
 Continental Parafusos	 SAV Automotive
 Cooper Standard Automotive Brasil	 SKF Argentina SA
 Cooper Standard Auto Brasil Sealing	 SOC Michelin de Partic
 Copam Autopeças	 Sodecia Minas Gerais
 Coplac do Brasil	 Sovanox Indústria e Comércio
 Fiamm Latin América Componentes	 de Alto Falantes
 Flexitech do Brasil	 Stabilus
 Freudenberg Componentes Brasil	 Stamp Spumas Indústria e Comércio
 Gates do Brasil Indústria e Comércio	 Suefa
 Grupo Antolin Brasil	 Sulfix Indústria e Comércio
 Ikro Componentes Automotivos	 TE Connectivity Brasil Indústria
 Ilpea do Brasil	 de Eletrônicos
 Indústria Metalúrgica Fanadri	 Tenneco Automotive Brazil Ltda
 Indústria Metalúrgica Lipos	 Divisão Elastômeros
 Industrias Guidi Saci	 Testori SRL
 Indústrias PGG	 Thyssenkrupp Brasil
 Inylbra Indústria e Comércio	 Tiberina Automotive Argentina
 Irmãos Parasma Indústria Mecânica	 Valeo Sistemas Automotivos
 Johnson Electric - Gate do Brasil	 Powetrain Thermal System Brazil
 Kathrein Automotive do Brasil	 Wapmetal Indústria e Comércio
 Lugez Indústria Comércio de Espuma	 de Molas e Estampados
 Mahle Compressores do Brasil	 ZF do Brasil
 Mando Corp do Brasil	 ZF-TRW Automotive

The Brazilian boys from Audi

Two Brazilian executives occupy prominent positions in Audi's headquarters in Germany - and both have gone through very unusual journeys to get there

Thomas Mueller is vice president of chassis development and autonomous driving at Audi. His colleague, Mauricio Monteiro, coordinates teams and projects of architecture and interior design. Both Brazilian, work at the headquarters, in Germany, and took advantage of professional commitments at Salão do Automóvel de São Paulo for old times' sake.

The fact of Brazilian executives occupying notable positions in a global manufacturer headquarters does not represent exactly a great novelty, although few actually get there. But Thomas and Mauricio went through an unusual trajectory, which points out a new path for those seeking a similar career: they are not expatriates, in other words, they were not raised from the Brazilian Audi's unit to Germany. Instead, they went to live in the European country and they got a position in the company.



Thomas Mueller had his reference of modern car on VW Santana Executivo. Today, he coordinates the team that makes Audi models drive by themselves

LOOK, MOM, NO HANDS!
Thomas showing autonomous technology in Germany: he knows it is not going to happen in Brazil.



IT IS SENNA'S FAULT

Mid 90s: a young Thomas Mueller, accompanied by his German industrial father, goes to a restaurant in São Paulo. Parked in front of it, there is an Audi 100, a novelty equivalent to a flying saucer. Still surprised in his youthful fantasy, the teenager Thomas identifies the owner at a distant table: it is Ayrton Senna, happily having his meal accompanied by Adriane Galisteu.

"Until then, the model of my dreams was the VW Santana Executivo. That Audi changed my reference regarding cars and at that very moment I decided that it was in that company that I would like to work."

Since the age of 13, he studied at a German school and attended the birthplace of the Brazilian automotive industry (São Bernardo do Campo, at the ABCD region of São Paulo) because his father's machinery industry was in Riacho Grande. But this was not enough to attract him to the region: at the beginning of maturity, he chose to live in Germany where he studied mechanical engineering. In 2000, he worked at Mercedes-Benz and fulfilled his youthful determination when joining Audi the following year.

He met his wife, a Brazilian lady from Vitória, ES, in Munich. Today, they have two children (born in Germany) aged 7 and 10 years. Thomas comes to Brazil about twice a year and that's why he knows well the infrastructure of our cities and roads.

Exactly for that, he believes the application of autonomous cars in Brazil will be

"very difficult": "Maybe the second generation, which will hit the market from the second half of the next decade".

The team he is driving today started the study of autonomous vehicles at Audi ten years ago and (today) he is dedicated to topics much deeper than technology itself. For example, technicians are now looking at ways to get rid of the nausea that many passengers feel when reading anything on moving cars. After all, what's the use of an autonomous car, giving the occupants the right to do whatever they want during the ride, if dizziness and discomfort take a ride on the road?

THE PRIEST'S BLESSING

Graduated in industrial design from Mackenzie University (the opposite of his father's wishes, a lawyer) Mauricio Monteiro did not see many professional opportunities in the Brazilian market. He began to look outside: he searched the United States, but the cost made the mission non-viable.

He left with his wife (also Brazilian) to Essen, Germany, equipped with nothing more than "the face and the courage: without a visa, without a job, without money".

At night, Mauricio slept hidden in the lodging of his companion's college. During the day, his wife worked in a clothing store and he protected himself from the cold in a Lutheran church. It was not long before the minister noticed him, in theory, a faithful devotee.

"I talked with the religious in a 'Spanish-Portuguese' language, since he had already been in South America as a missionary. As time passed, we agreed that I would help with some services in the church and he would teach me German in return."

A year and a half later the adventurous man entered a post-graduate course in design at the local university. Some time later, Volkswagen promoted a project contest with the students and to differentiate from the others, instead of drawing the exterior of a car he opted for an interior sketch.



ON BOARD OF THE CREATION

Mauricio in the Salão do Automóvel de São Paulo, in November: not bad for someone who used to sleep in a lodging, as a favour and hidden

"One of the judges was the head of interior design, who was surprised by my choice. And he surprisingly proposed to present my project to the head office in Wolfsburg."

He won the competition (which gave him the right for an internship in the company) and stayed there for eleven years. He also passed through Italdesign and Mercedes-Benz until he reached the current Audi position. His most recent work was the interior of the Q8 model, the gre-



Mauricio Monteiro changed the German classes for a job in a church in Essen. Now he designs the interior of models such as the Q8, Audi's greatest highlight at the Salão de SP

atest attraction of the company's stand in the Salão do Automóvel de São Paulo.

The young Brazilian who did not speak a word in German is the head in the interior design studios of one of the main German and, this way, global manufacturers today. The current industry period amazes him: «It is a privilege to work in this transitional phase for electric and the autonomous vehicles».

For Mauricio, the interior of the vehicles will soon represent the role of a living room. And because of this, the creativity of interior designers will be able to fly much further than today.

GOODBYE, TALENTS

The stories of Thomas and Mauricio are undoubtedly interesting from the adventure point of view, determination and overcoming, but they do not fail to exemplify a tendency that has been noticed for some time: the departure of Brazilian talents to other countries - and in these two cases, proved to be two great talents of the automotive industry.

This situation tends to become even more evident from now on since vehicle manufacturers have been reducing their boards of engineering, design, and similar areas in the name of faster and cheaper global developments that almost never have Brazil as headquarters. The only slightly open door now seems to be research and development via Rota 2030.

The case of the 'Brazilian boys' at Audi gives us at least a margin to question how much more advanced our industry could be today (globally and technologically speaking) if so many Thomas and Maurícios were not applying their efforts in other countries, in other markets. Although (it is acknowledged) it is quite plausible to believe that if they had opted to stay in Brazil, Thomas and Mauricio could have been professionals in completely different areas from the automotive industry - or (who knows) they would work as Uber drivers, seeing Audi models only from the window. ■



Electric, but far from the outlet

Electricity tends to consolidate as propulsion for vehicles, but the energy sources will not necessarily be charged in the traditional way

In the mobility that is being built for the future, the first actions of the companies concentrate on the development of new propulsion models. They will be responsible for achieving ambitious goals in the use or abandonment of the fossil matrix and in the necessary reduction of

CO₂ emissions as well. So no wonder, big investments have been made in the labs of engine manufacturers to find the most efficient, clean and adequate solution from the next decade.

Many companies focus their developments on projects that use the electric



matrix, the most efficient source in terms of supply and capacity to achieve zero emissions until now. This is the vision a good part of the automotive industry.

Inverting the logic of focusing on the product, the engines in this case, for the environment which is where the vehicles are used (in particular the ones used for heavy work) the possibility of more versatile solutions appears. They are concepts capable of using other energy sources which their offer in certain places is capable of presenting a viable cost equation for the operators.

The hydrogen appears as a great competitor regarding the projects that use the electric networks as energy source. The technology has considerably evolved since the first applications of the fuel cell from the H₂ molecule, both from the safety and the ease of obtaining this resource point of view. This way, hydrogen could be the first fuel of the so-called circular economy because it is obtained locally and does not impact the environment in its use cycle - it can be produced from renewable resources such as biomethane or from wind and solar power plants to



In Brazil, the natural gas and hydrogen cell emerge as candidates to occupy prominent positions. The first can reduce CO₂ emissions by 10%. It is a relatively abundant matrix in several regions and does not require large investments to expand its distribution chain, including in remote locations such as farms and ore exploration zones: it should be part of the transition technologies for zero carbon scenario.

be applied in motors of great power and torque as well.

But if it was already available in the market, the engine powered by hydrogen fuel cell (which uses electric power to move the vehicles) would be unfeasible compared to the traditional diesel engines: the bill would be 400% more expensive.

On the other hand, the price to generate electricity from the hydrogen molecule



“We don’t believe in a single solution. I imagine to mix different sources at the same time to give the market deal options according to the needs, availability of sources and applications.”

Annalisa Stupenengo, global president of FPT

will fall by half in the next years. Emissions legislation will put a heavy pressure on operations using diesel engines, while the durability of hydrogen units will bring maintenance costs to the current levels of internal combustion engines. In other words: the moment for diesel have a strong competitor is close.

THREE IN ONE

Competition will become even harder when only one single power unit is capable of generating traction and torque from different power sources. This was, the special feature of FPT Tech Day, an event dedicated to looking at the future of mobility and that had Industry 4.0 as the focus of their presentations. The manufacturer unveiled the Cursor X concept, an engine capable of bringing together gas, hydrogen and electricity propulsion.

“Thinking about just one solution would be utopian”, told Annalisa Stupenengo, FPT’s global president. The challenge to create a multi-energy sources product came precisely from the need to utilize resources that are available in the locations where tractors, agricultural machines, trucks and buses are used.

“We are pioneers in the production of solutions with sustainability concepts and we are connected with our main customers. This way, we have the opportunity to evaluate the best solutions for each application.”

The Cursor X is the result of the product development area and the CNH Industrial design center joint work. The concept engine was presented in full size by engineers and designers without, however, being in operation. The company guarantees that the combination of the three technologies has already been validated in engine test bench and that the final version of the propulsor may be available in the market from 2027.

In addition to the versatility in fuel usage, the Cursor X can also be configured in the power required for each application.

FPT says that the combination of natural gas with an electric mode option could be used to transport passengers in urban centers and regional displacements with a 30% reduction in CO2 emissions. The electric mode would be the logical option in urban deliveries, since light trucks should converge their emissions to something close to zero in the next decade. The Cursor X will deliver autonomy of up to 200 kilometers in this configuration according to the manufacturer.

For applications of heavy transport in long distances FPT Industrial introduced a truck chassis prototype with a fuel cell system powered by hydrogen. With a maximum power of 400 Kw, the equivalent of approximately 544 hp, the vehicle has an estimated autonomy of up to 800 kilometers.

"The market can rely on this concept

of hydrogen propulsion from 2020. We need demand to make the project feasible in terms of cost, but the development is already at an advanced level."

The performance is similar to a combustion engine, but the overall weight is 70% lower compared to a purely electric 44-ton truck equipped with batteries. There are other advantages, such as the fueling time: 20 minutes compared to 2 hours of the electric.

The executive showed herself confident in the fast advances for the mobility of the future without emissions, an obsession for regulatory bodies and the industrialists themselves in the European Union. And she placed her expectation on the hydrogen cell prototype's success: "We hope to offer a definitive version of this technology to the market in a little more than two years". ■

Multi low carbon engine

The Cursor X concept takes the hybrid engine technologies already available on the market to another level. It is an engine that will be able to be configured with the most suitable type of propulsion for certain applications. All this in one piece, designed to combine CNG propulsion with fuel cell, parallel hybrids or series hybrids with pure electric system.

David Wilkie (director of CNH Industrial's design center) mentioned during his presentation at FPT Tech Day the first ideas that generated the concept. He affirmed that the shape design respected a plug and play concept to be



easily connected into vehicles without the need for specific chassis development to accommodate it.

Wilkie is known in Brazil for being responsible for the interior design of the VW Logus in the mid-90s. The memory makes him very proud, but he feels sorry: "It's a shame I've never seen a Logus up close" - he left Autolatina before

the beginning of the model's production, exclusive of Brazil. Another novelty of the Cursor X Concept is its ability to learn. It will be equipped with processors and sensors capable of recognizing anomalies, analyzing components' wear and anticipating the correct maintenance time. All this will be possible thanks to artificial intelligence, which will generate a large amount of information, interacting with a customer's control center and the manufacturer itself in order to improve its own operation and even create new software, even more efficient for its longevity.

FRAS-LE IN SHANGAI

Fras-le participated in Automechanika Shanghai, China, the largest fair of parts, accessories, equipment and automotive services in Asia. The company has factory in the country since 2009 in Pinghu, Zhejiang province. The unit received R\$ 9 million in investments for expansion last year: it can produce fifteen million parts/year today, being ten million brake linings and five million brake pads for the heavy trucks line.



Disclosure/Land Rover

“FILL IT UP WITH ETHANOL, BUDDY!”

For the first time in its history, Land Rover now has flex fuel technology in its portfolio: Ingenium 2-liter flex engine already equips the Discovery Sport and Range Rover Evoque, both Brazilian. 240 hp and 34.6 kgfm of torque, developed by Brazilian engineers with the headquarters support. Engines, however, keep being produced in England.

DIGITAL HYUNDAI

JD Power announced the result of its first Digital Shopper Experience Study or DSE, which outlined the profile and mainstreaming habits of the online shopping intent process, as well as assessing customers' digital experience, such as web site navigation and social networking, to the largest vehicle manufacturers in Brazil. Hyundai was the best placed with 724 points, followed by VW, 720 and Hyundai Caoa, 719. The industry's average score was 710.



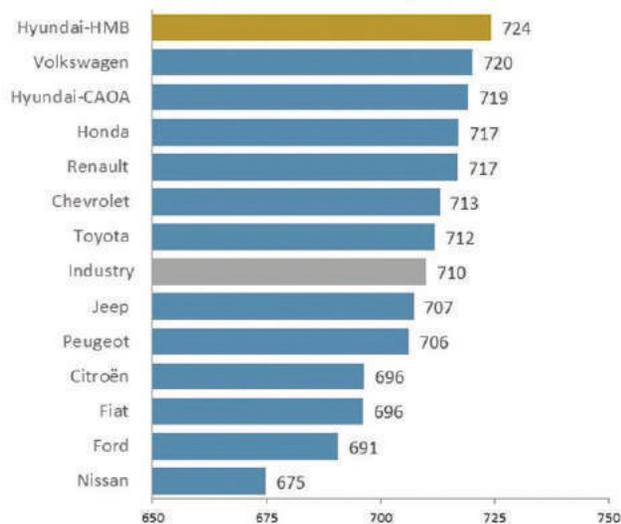
By Marcos Rozen

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

J.D. Power 1º Digital Shopper Experience Study (DSE)

Índice DSE de satisfação geral do potencial comprador durante a experiência de busca online por um automóvel

(Com base em uma escala de 1.000 pontos)



Fonte: J.D. Power 1º Digital Shopper Experience Study



Disclosure/BMW

KRIEGER

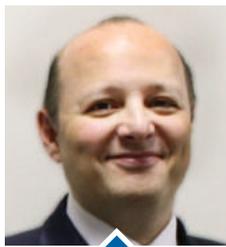
Aksel Krieger will be the new CEO of BMW Brazil from February 2019. Previously, CEO of Brilliance-BEA Auto Finance in Shanghai. Brazilian with Danish nationality, second time working for the company.



Disclosure/Volvo

CAVALCANTI

Alcides Cavalcanti is the new trucks commercial director at Volvo: responsible for the entire operation for new, semi-new, parts and services. He succeeds Bernardo Fedalto, who left the company after 37 years.



Disclosure/PSA

BIALSKI

Victor Bialski is the new corporate communication director for Latin America of PSA: previously only Brazil and now also responsible for Argentina, Mexico and Chile.



Disclosure/PSA

GRAZIANO

Rodrigo Perez Graziano, new director of external relations for Latin America of PSA, position that includes Argentina, Mexico, Chile and importers. And Fernando Flórido continues to be directly responsible for external relations in Brazil.



Disclosure/PSA

LIMA

Marina Lima began to coordinate Groupe PSA's digital strategy in Latin America, also assuming full responsibility for the activities related to the digital transformation project in the region.



Disclosure/Reed Exhibitions Alcântara Machado

SALÃO'S FIGURES

According to Reed Exhibitions Alcântara Machado, the Salão do Automóvel de São Paulo 2018 received 742 thousand visitors in its eleven days. It witnessed the launch of 66 models, exhibition of 540 vehicles, 45 thousand test drives, 1,2 thousand interactive activities and one hundred side events.

TWO MILLION FOXES

Volkswagen Fox reached the production milestone of two million units on November 28, all of them have left the unit in São José dos Pinhais, PR, since 2003.



CAR GROUP CESVI 2018

VW celebrates the Car Group 2018 Cesvi Brasil ranking: seven champion models in the list of ten categories. Citroen AirCross and C4 Lounge, Peugeot 2008 and Suzuki Jimny also won in their categories.

DEMEL AND SINDIPEÇAS

Sindipecas will hold the Autoparts Industry Meeting on April 22, 2019: Herbert Demel, former Volkswagen Brazil, Carlos Zarlenga of GM, Steve St. Angelo of Toyota, and Francisco Gomes Neto of Marcopolo will be present.

VWCO TO ELECTRIC POWER

Volkswagen Trucks and Buses delivered 100 vehicles to the segment of electric power services: forty to CPFL and sixty to Eletropaulo. The models: Delivery 9.170 and 11.180 and Constellation 15.190 and 26.280. Diesel.



per le Alfa Romeo

Un pneumatico di durata doppia dei pneumatici normali, col massimo della flessibilità, del confort e della tenuta di strada.



cinturato

L'originale struttura del cinturato è caratterizzata da una fascia tessile posta sotto il battistrada. La sua azione acquista una prodigiosa efficacia quando le alte velocità tendono a deformare il pneumatico. L'aderenza al suolo rimane perfetta in ogni frangente.

Le eccezionali qualità del cinturato vi convinceranno come hanno convinto i tecnici di molte Case estere che ne hanno acquistato la licenza di fabbricazione.



- per Fiat 500
- per Fiat 600
- per Fiat 1100 1400 1900
- per Lancia Appia
- per Lancia Aurelia
- cias e stelvio**
- rolle e stelvio nailon**
- rolle, stelvio, stelvio nailon**
- rolle**
- cinturato**

Inviando questo tagliando, completo di tutti i dati a:
Pirelli, Viale Abruzzi 84, Milano, riceverete in omaggio il manuale
Norme di manutenzione dei pneumatici per autovettura

Cognome e Nome _____ Autovettura _____
Via _____ Marca _____ Tipo _____
Città _____ Tarzo _____



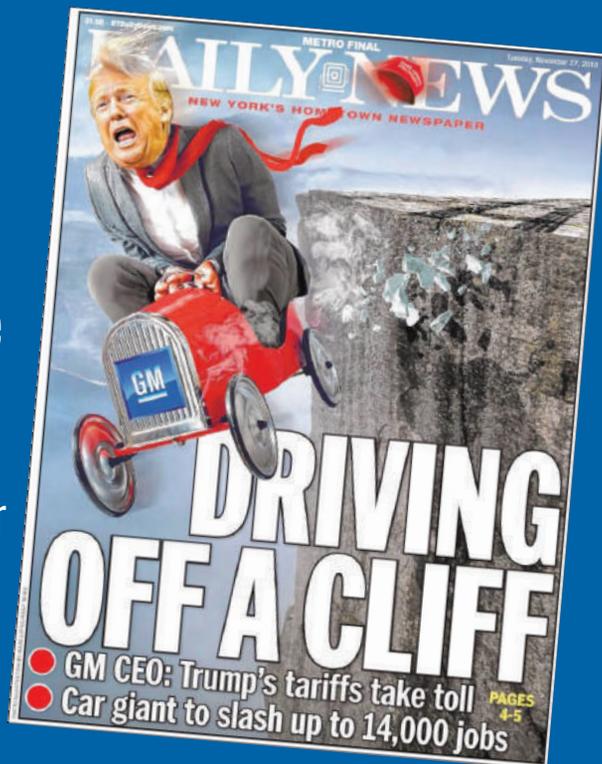
CUORE PNEUMATICO

Historical partnership of Alfa Romeo and Pirelli won a new chapter with technical agreement for the Driving Academy event, held at the FCA test track in Balocco, Italy, where both headquarters are located. The 1950 Alfa Romeo 158, the first car to win a Formula 1 race, was equipped with Pirelli Stella Bianca tires. Today, each model in the Alfa range has a specially developed Pirelli tire - and the Giulia and Stelvio Quadrifoglio models use the P Zero as the only original equipment.

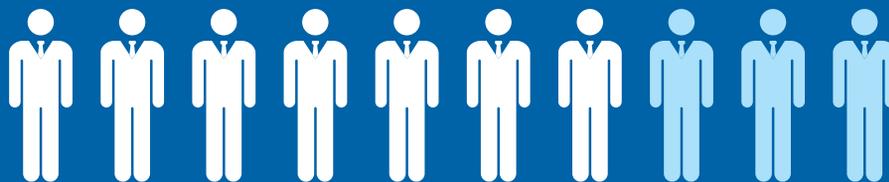
“Very disappointed with GM and their CEO, Mary Barra, for closing plants in Ohio, Michigan and Maryland. Nothing is being closed in Mexico and China. The U.S. saved General Motors, and this is the thanks we get! We are now looking at cutting all GM subsidies, including for electric cars.”

Donald Trump, on Twitter

Cover of Daily News, newspaper from New York on October 27th, 2018



Credit: Reproduction



Seven out of ten Brazilians have already shopped via internet or prefer that way instead of going to physical stores, according to research by the da Agência Brasileira de Desenvolvimento Industrial (Brazilian Agency for Industrial Development)

“From the technological point of view, there is no problem in producing Euro 6 engines in Brazil, but investments in production and development line will be necessary. Who will pay that bill?”

From an executive of the Brazilian automotive industry who has asked for anonymity

To produce one single iPhone 6... **81** kilos of CO2 are emitted, or equivalent to the consumption of...

34 liter of gasoline in a car or...

365 operation days of a refrigerator

Data are from a research on the environmental footprint for the production of smartphones from the University of Surrey, England.