

# AutoData

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## Toyota recognizes suppliers in Brazil

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# Toyota recognizes suppliers

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“Kautex obtained the most expressive results in our three categories of the prize,” stated Steven St. Ângelo, CEO for Latin America and the Caribbean, and chairman of the company in Brazil.

The companies were recognized in Excellence and Certificates.

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## Toyota Suppliers Conference 2015 Award

Quality	
Excellence	Certificate
Aisin Automotive	Barossi
Budai	Basf
Cestari	Benteler
Elring Klinger	Bosal
Enertec (JCI)	Casco
GKN Brasil	Cobra
Jedal	Delga
NSK	G-KTB
Panasonic	JCI
Rassini	Mueller Plásticos
Sanko	Nitto Denko
Schaeffler	Pecval
Sumidenso	Pilkington
Thyssenkrupp	Pirelli
ZF	Stanley
	TRBR
	Triospuma
	Tyco
Logistics	
Olsa	3M
Regali Fundação	Dana
Maxion	Fujitutsen
ZF	Pionner
	Sanko
	Stabilus
	TRBR
Costs	
Olsa	Bosal
Stanley	G-KTB
Tenneco	JCI
	Pirelli
	Sanoh
	Takata
	TRBR
	Pioneer

# Every vehicle manufacturer and importer have now joined the PNEV

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In its eighth year of measurement activities, the Brazilian Vehicle Labeling Program, PBEV, led by Inmetro, is now able to state that every vehicle manufacturer and importer in the Brazilian market has joined the program. As a result, 90% of the cars sold in Brazil will have labels containing consumption and emissions information, similar to the 795 models and versions already certified by the program up to last year - the choice of models depends on the companies.

According to Inmetro, this number should increase to 926 vehicles at the end of this year, including all of the models and versions containing different engine and transmission configurations. This time, the classification will bring new information: gas emissions will also be classified by letters, from A to E, similar to what already occurs with fuel consumption. The institution expects that, as a result, the consumer will better understand whether the vehicle is more or less pollutant, in addition to verifying consumption, always comparing against its competitors in the category.

As a result, there are now 14 PEBV categories: micro-compact, sub-compact, compact, medium, big, sport, compact sport utility, big sport utility, extra-big, light commercial, minivan, big off-road, pickup and cargo derived from passenger vehicle.

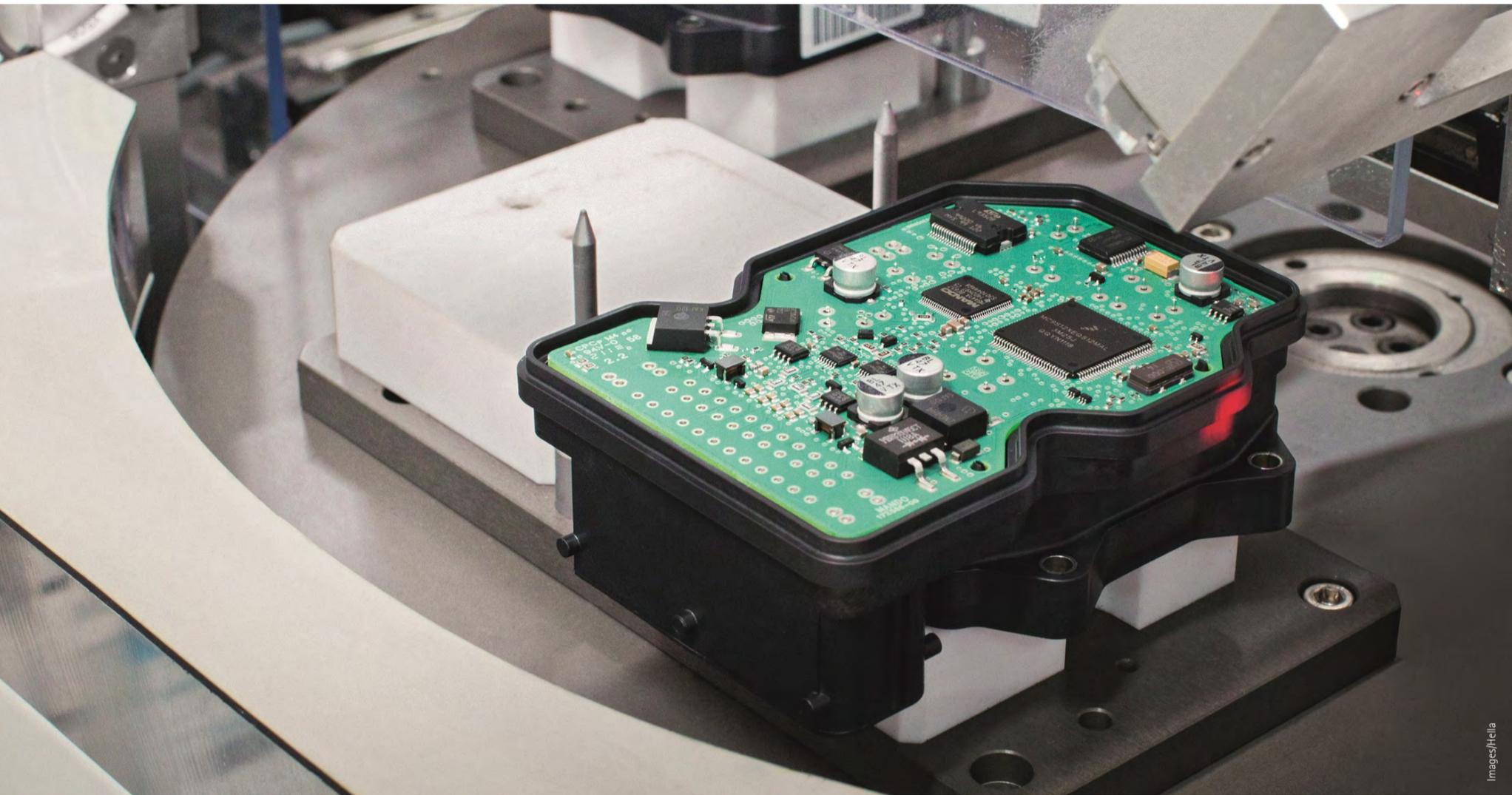
According to Alfredo Lobo, Inmetro's director of compliance evaluation, the consumer will have a clearer way of obtaining the information that should help choose the less polluting and more economical model. "The objective is to stimulate the citizen to look for the label and compare vehicles in the same category, helping him to make a conscious purchasing decision," he stated in a press release.

The most efficient models in each category and the general overall ranking, will receive the Conpet Energy Efficiency Seal, provided by Petrobras, Inmetro's PEBV partner.

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Image/Inmetro



# Hella inaugurates its first plant in Brazil

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**O**n Thursday, 28, Hella inaugurated its plant in Indaiatuba, state of São Paulo, the company's first exclusive unit in Brazil.

The operation will begin with production of comfort modules, which control electric windows, door locks, internal lighting, and other vehicle functions, part of investments currently valued at R\$ 43 million.

According to Carlos Bertozzi, director responsible for Hella do Brasil, the second component to be produced at the new manufacturing facility, starting

July, should be the fuel pump module, which, by itself, enables fuel savings of 1%. There are plans for the electric steering module and other items, depending on internal demand.

Until recently, the company maintained a partnership with Emicol Eletro Mecânica in a plant located in Itu, also in the interior of the state of São Paulo, where it assembled comfort modules.

"We want to produce the components with as much local content as possible. With the exception of

the electronics, which is not available in the country, we should purchase the entire mechanical part here in Brazil.”

Initially, with 50 employees, and plans to hire another 50, Hella is programming production of 300,000 comfort modules during the 1st year, which should be supplied to Volkswagen, and 400,000 fuel pump modules. “Regarding the second item, we are already in the final stages of negotiation with a big vehicle manufacturer here,” revealed Bertozzi to Autodata news agency.

According to the executive, there are good expectations regarding the fuel pump modules, since they allow fuel consumption reduction, a theme that is dominant throughout the automotive industry nowadays. The electric steering modules the company plans to produce here also fall within this overall theme:

“These modules generate savings of up to 5% and it is expected that approximately 70% of the cars in the country should be equipped with them up to 2020.”

Another item that is in the pipeline to receive local content is the accelerator pedal.

The 5000 m<sup>2</sup> building is located in a 25,000 m<sup>2</sup> plot of land. The plant in Indaiatuba is highly

automated, according to Bertozzi, and equipped with last generation machinery that arrived from Japan. The executive says that, despite the Brazilian crisis, Grupo Hella never thought about abandoning the local plant project.

“Headquarters always asks what’s happening, but they know the crisis is temporary. They don’t know, however, how long it will take.” According to the director, it is important that the company will have additional flexibility to supply to the vehicle manufacturers as a result of higher local content.

“In some cases, the component can take 30 weeks to arrive in the country. In addition, with the crisis, it is not unusual to receive an order and half-way along, being cut in half.”

Globally recognized in the automotive lighting segment, where it is one of the major manufacturers, Hella does not have any plans to produce rights and lanterns here - at least, not for now - which are already used in Brazilian vehicles in exports conducted by the vehicle manufacturers themselves. “We will always be observing this market but, for now, the group’s option is to supply South America from its units in Mexico and the United States.”

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# Megale: predictability as a flag.

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Image/Anfavea

Antonio Megale, government relations director at Volkswagen do Brasil, with a 36-year career in the Brazilian automotive sector, became president of Anfavea, the local manufacturers association, on Monday, 25, for the period ranging up to April 2019.

The last time a Volkswagen executive was president of the most important automotive sector association in Brazil was in 2004, 12 years ago. It was Ricardo Carvalho, who was president between 2001 and 2004, after the passing away of Célio Batalha, from Ford, who was president only between April and October of that year.

In a press conference in São Paulo, on Monday afternoon, 25, Megale said that his career has enabled him to deal with executives from Germany, France, U.S., and Japan, which should help him in the negotiations he will have to face from now on. "I believe this experience will be valid."

As a flag of his mandate, the leader chose what he calls predictability - undoubtedly, a less tangible choice than the one adopted by his predecessor, Luiz Moan, who chose the objective of making exports account for 20% of production by the end of his



mandate, which, at the time, would have represented 1 million units.

As a matter of fact, Moan opened the press conference wishing good luck to the new association leader. In a retirement mode, wearing no tie and, in his own words, using rancher trousers, he stated in his speech that “in the recent history of Anfavea, never has a transition taking place in such a tranquil manner.” At the end, he simply declared: “I’m gone.”

Megale explained that predictability is essential to the industry: “We need firm and long-lasting rules, as well as a clear horizon ahead.” These also relate to the different links in the industry, he argued: “Sometimes, the manufacturer will develop a project and there is a change in legislation, for example, affecting a specific component. That’s when the project has to go into reverse, and be redone, which

generates a big impact. The same occurs for tax norms. Without predictability, the automotive industry’s work approach is significantly affected.”

At the event, the executive suggested negotiations with the government for what can become the Inovar-Auto 2 should begin, since the current program will end in 2017. “One and a half year to discuss a legislation of this magnitude is already very little time.”

Megale also stated that Anfavea will not take any position regarding the possibility of impeachment, because it is not “a political” association. However, he defended a rapid solution for the crisis, especially the one related to confidence, which, according to him, is the biggest reason for the sharp drop in sales being experienced since last year, a position also defended by Moan.

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# Mercedes-Benz brings Future Truck 2025 to Brazil

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**M**ercedes-Benz wants to show that a 60-year-old company can be lean and that it does not feel the weight of age when the subject relates to modern times. As part of its 60th anniversary celebrations in Brazil, the company brought the Future Truck 2025 to the country for the first time.

The vehicle represents the manufacturer's vision regarding trucks of the future, based principally on autonomous driving.

In order to present the vanguard-style model, with a futuristic design, the manufacturer held a pre-celebration event for the press on Thursday, 28, at its plant in São Bernardo do Campo, in the ABCD region, where everything here started. In the coming days, the same event will take place for its workers, dealer network, suppliers, and customers.

Present at the celebration, Wolfgang Bernhard, member of the Daimler AG board responsible for Daimler Trucks & Buses, stated the manufacturer should be ready to produce autonomous driving trucks by the end of this decade - that is, within only another 4 years. Since last year, Mercedes-Benz has been conducting practical road tests with this vehicle in Germany, using models that are identical to the ones in production, which is not the case of the FT 2025.

According to him, the application of autonomous truck technology makes a lot of sense in Latin America when compared to Europe and the United States. Despite difficult road maintenance conditions in Latin America, a truck logs an average of 100,000 km per year in the region, much higher than the latter two. "This is why the application of a system that not only reduces the cost of operations to the fleet owner, but also enables an increase in the level of safety and comfort for the driver, in addition to contributing to improving traffic conditions, is of strong relevance."

The vehicle manufacturer's events department within the plant also provided a just tribute to the manufacturer's historical models, with the exhibition of a-liter 7500 1952 and a LP 331 1961 trucks, as well as two classic buses, the O 355, from 1970, and the O 321, from 1958, the first single block in the country - all in an exceptional state of conservation.

"Side-by-side with the transporters and drivers, we have been making history in transportation means in Brazil for 60 years," stated Philipp Schiemer, CEO of Mercedes-Benz for Latin America. According to him, "Mercedes-Benz increasingly listens to what the roads have to say."

The exact date of the 60th anniversary of the vehicle manufacturer in the country is September 28. **WE**

# Mercedes-Benz will have a new VP of operations in Brazil

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**M**ercedes-Benz do Brasil announced on Tuesday, 26, that the current vice president of the company, Wolfgang Hanle, will retire on June 30, being succeeded by Carlos Santiago, current director of truck production.

Hanle began at Daimler in 1995, with the acquisition of Kässbohrer GmbH by the group. He became a member of the board at DaimlerChrysler do Brasil in 2004, responsible for the production of buses throughout Latin America. In 2007, he left the country to become the leader of the production area at EvoBus, taking on responsibilities for the global production of buses for Daimler. In 2013, he returned to Brazil, and became responsible for the production of trucks, aggregates, logistics, and maintenance.

Santiago, an electric engineer from the University of São Paulo, has been in the automotive industry for the past 18 years. He has coordinated truck production areas of Mercedes-Benz in São Bernardo do Campo and Juiz de Fora, in the state of Minas Gerais, for slightly more than one year. He also worked at Fiat and Ford.

In a press release, Philipp Schiemer, president of Mercedes-Benz Brazil and CEO for Latin America, stated that “Wolfgang Hanle strongly contributed to our commercial vehicles business. Under his management, we increased productivity at our truck and aggregates production lines. At the same time,



Image/Mercedes-Benz

the executive played an essential role to ensure that the desires of Brazilian customers were met through the quality of our products. With the arrival of Carlos Santiago, a professional with broad experience in the automotive sector, we will continue to be successful in our operations.”

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# Brazil and Argentina disagree about the renewal of the automotive agreement

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The meeting that took place in Brasilia, DF, on Monday, 25, to discuss the renewal of the Brazil-Argentina agreement, which ends in June, did not produce any results. The biggest barrier has been the issue related to free trade, which is defended by Brazil, but the partner prefers the maintenance of the current system, regulated by the flex of US\$ 1.50 for every US\$ 1.00.

The Minister of Development, Industry, and Foreign Trade, MDIC, Armando Monteiro, declared, next to his Argentinean colleague, at the end of the meeting, that “we will find a point of equilibrium that will justify the expression of this agreement in the short term. Brazil understands that we need to have a broader mark that must also contemplate the outlook of a free trade agreement. In order to reach this objective, we need to create the conditions for the agreement to be a sustainable and balanced process.”

However, the minister believes the short-term

renewal should continue with the flex system - and expressed optimism with the chance of reaching an “adjustment” and “balanced conditions” when compared to the ones that are currently in effect.

Francisco Cabrera, the Argentinean Minister of Production, believes the ratios of the flex system are a “theme that is open for discussion,” but he added that, for the meantime, the position of the Argentineans is the maintenance of the levels currently in place, since “we have not yet modified this ratio.” He said he was concerned with the idle capacity of the Brazilian industry and the drop in sales of the automotive sector.

According to the MDIC, “the ministers emphasized the importance of the strategic partnership of both countries, with a view to the formation of a regional automotive platform, searching for the increase of productivity and competitiveness at a global level.

The last day of the current agreement is June 30 - practically two months away.

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