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Launched in April last year, with approval planned for August, Rota 2030 has been, since then, several postponements. August was postponed to November and December. At the end of last year the government conditioned its approval of the agreement with the European Union.

It was supposed to be approved in January by an interim measure – it did not happen. Some may condition their approval only after the social security reform. The new automotive regime is expected to be announced and implemented from late February to early March: "If you asked me in November if Rota 2030 would be approved I would say yes, but today I think there was a step back. "

The new Rota 2030 automotive regime aims to replace Inovar-Auto, which ran until December 31: "I think there is a before and after innovation in our industry, and that the government had the vision to make cars to evolve into technology, and with that companies began to invest. "

For Di Si, Brazil has gained a lot in research and development and engineering with the old policy: "There were mistakes, yes, and their correction is what we tried to do with Rota 2030." WE

Rota 2030 complicates incentives for P&D

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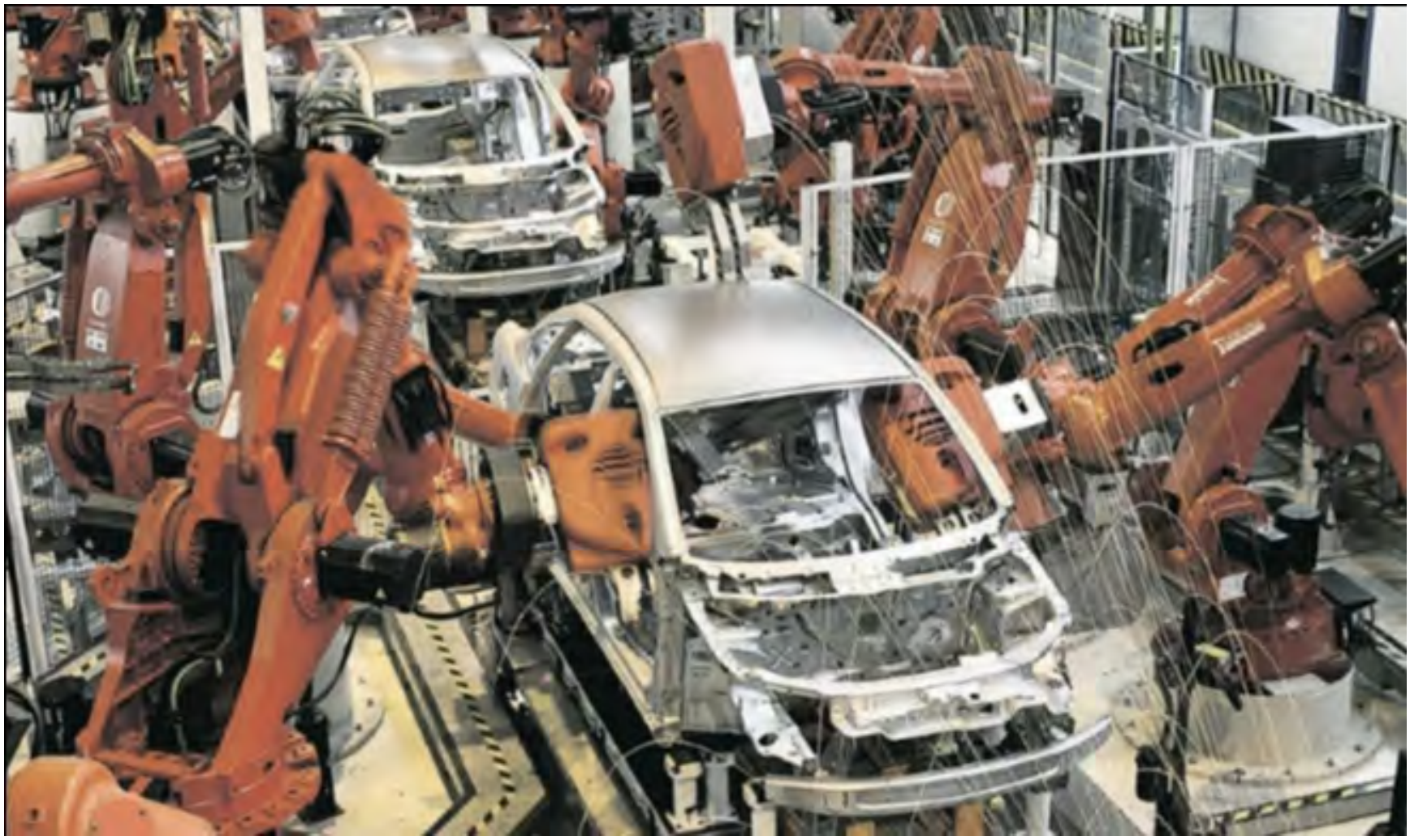

AD

New policy for the automotive sector that will succeed InovarAuto, Rota 2030 still runs into the uncertainties regarding the incentive for P&D, research and development, said Antônio Megale, president of Anfavea, on Tuesday, 6, during the monthly collective of the entity:

"From the government's point of view there is an understanding of the need for a plan for the sector. It is relatively equated that there will be a support for P&D and what is discussed is how this will happen. We believe that something should happen from the end of February to the beginning of March. "

What the industry defends is something in the mold of InovarAuto, which ran until December 31 and granted presumed IPI credit to companies that made minimal investments in research and development. The estimate is that this incentive would represent something close to R$ 1.5 billion - and the Ministry of Finance would not be willing to give up this collection.

"It is not closed yet, and an alternative that is being discussed is something similar to the Law of Good, which would be conditional on Income Tax, which for some companies can be tricky."

The Law of Good, in force since 2005, has some requirements to ensure that tax incentives are obtained: companies must have fiscal regularity, fiscal profit and be part of the real profit regime, for example.

The Interim Minister of the MDIC, Ministry of Industry, Foreign Trade and Services, at an event held last week at the Genereal Motors plant in Joinville, SC, highlighted the MDIC's performance in the formulation of public policies for the productive sector and, in particular, the automotive one:

"Currently the Federal Government debates the future of the industry for mobility and logistics. The Rota 2030 program was built on a long-term vision, with clear rules, predictability and legal certainty, to ensure private investment in new projects, research, development and engineering."

He also said that the goal is to induce national industry to achieve international production standards, inserting Brazil into global value chains.

Impact - "We need predictability and clarity in the development of the policy for the automotive sector," recalled the president of Anfavea, for the ones this predictability will contribute, so that the sector has better products and, consequently, the Brazilian industry becomes stronger in all Latin America.

"With InovarAuto we advance in our products and conquer the Chilean market. If we advance more with better products, through Rota 2030, we can win other markets. "

WE

Differential in the purchase of vehicles has name: cybersafety.

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A study produced by KMPG and released on Monday, 5, showed that cybersafety will decide on purchases and that the companies that make up the automotive sector should seek consolidation as a way to stay ahead of business in a context that technology companies advance on sectors. Dieter Becker, the company's global director of automotive, said that the more capitalized technology sector could exert economic influence on the vehicle industry and lead an upcoming innovation movement:

"The financial strength of the biggest technology companies outshines the biggest automakers today. Together, the top 50 car manufacturers represent only 20% of the market capitalization of the fifteen largest technology companies. In 2010 they represented 40% ".

These are two of the key findings of the nineteenth global Automotive Executive Survey, a work that covered nine hundred executives and 2 thousand consumers around the world. According to Ricardo Bacellar, a consultant for the automotive sector at KPMG, the industry has an advantage in being currently undergoing transformations: "It has the advantage of happening now, after other industries, that have gone through their earlier revolutions have made mistakes and got some things right. To evolve, you must drink from the history of others."

Another idea highlighted in the research is that, in 2030, the share of vehicles produced in Europe will be less than 5%. Nearly 74% of executives interviewed agree with this projection, showing an intensification of the process of decentralization of global production, being restricted to developing markets, such as China, India and Latin America. About this, Bacellar said that "Brazil is no longer technologically isolated from the rest of the world, because the factories here produce global vehicles."

The study also reveals that more than 80% of executives are convinced that the use of the car and driver data will be the main element for building a business model for the automotive industry. And it will decide to buy: nearly 85% of executives and 75% of customers surveyed believe that in the future cybersafety will be a prior condition for the acquisition of a car. WE

Official program contemplates industry 4.0

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VW

The government will announce in the first half of March an incentive package to make factory migration viable for the industry concept 4.0, or the fourth industrial revolution. The document should be presented during the World Economic Forum, in São Paulo, and contains guidelines that deal with the dismissal of electronic components and the creation of credit lines for the acquisition of equipment.

The development of the package is in its final details, according to ABDI, the Brazilian Industrial Development Agency, which participated in the planning with the MDIC, Ministry of Development, Foreign Trade and Services, and representatives of industry areas, as in the case of automotive sector. According to the ministry, Anfavea, Sindipeças and several unions have participated in the construction of the program since last year.

Regarding the lines of credit, ABDI said that the companies that request resources will be evaluated by the level of automation they have. Studies produced by the government indicate that up to 5% of Brazilian factories already adopt the concepts of the 4.0 industry.

The subject has been treated by vehicle manufacturers as a priority because it is a tool to increase export volumes and may also pave the way for the signing of new bilateral agreements favoring the automotive chain. Rota 2030, the policy that should replace Inovar-Auto, expired in December, represents for the sector a way of accelerating the evolution of the production lines in the country and, therefore, should contemplate mechanisms that benefit the adoption of new technologies linked the production. WE

Mercedes-Benz forecasts a 30% higher truck market

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MBB

Mercedes-Benz believes that the year will be good for trucks and buses and announced its projections on Monday, 5, with sales growth of 30% and 15%, respectively, to the market, and the growth of the company following the same pace. Roberto Leoncini, vice president of sales, marketing, parts and services, said that the truck market could reach 70 thousand units sold - depending on the financing:

"The good news is that at current interest rates, the segment does not just depend on Finame, because the CDC is very close to the cost and there is still operational leasing and consortiums."

Last year the resumption of the truck sector was pulled by the extra heavy trucks, he recalled, and must continue this year: "For the business we are doing and for those that are planned throughout the year our flagship will be extra heavy because in this segment are the most mature entrepreneurs in relation to the need for investments in fleet not to run with older trucks ".

The executive expects the extra-heavy to account up to 43% of sales in 2018, but this segment is separated on on and off road and the forecast for the second one is a decrease, as purchases from the agricultural sector will be smaller and the construction sector will not should retake growth this year. As a result, the company intends to increase its sales in the on road segment, to compansate off road losses and continue with the same market share, from 50% to 60%.

The lightweight segment will represent up to 23% of sales and the semi-heavy segment will

reach 30%. Leoncini pointed out that the middle segment is small and should not have large sales space throughout the year. Expecting high in business he has appointed some sectors that must move the sales of trucks, in the case of agribusiness, logistics, industrial cargo, fuel and chemicals, mining and wood.

About the major deals carried out in January he pinned the 533 extra-heavy trucks sold to Raízen, a manufacturer of ethanol, three hundred Actros to transport fuel from Shell and 233 Axor to off-road operations.

Light commercials - For light commercials with PBT from 3.5 tons to 5 tons, the company expects to increase sales in 15%, and last year sold 6 thousand 332 units and obtained a 36.7% market share. To achieve the expected increase in sales Mercedes-Benz expects some segments to move the market, in the case of bids, school, stocking, tourism, ambulance, e-commerce, logistics and retail.

Buses on the rise - Mercedes-Benz projects a 15% expansion of the bus segment, with its sales going the same way, and for that to happen, the company bets on school transport bids and fleet renovation in the urban and road segments to pull growth.

The company highlighted the large deals closed at the beginning of the year, such as the negotiation of 1 thousand 600 micro buses to the federal government, after winning bidding for the FNDE›s Way to School (Caminho da Escola) program - the vehicles will be distributed to municipalities throughout Brazil . WE

Sales of implements increased by 53.1%

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Sales of road implements totaled 5 thousand 331 units in January, up 53.1% compared to the same month last year, when 3 thousand 882 units were marketed, according to data released by Anfir, the National Association of Manufacturers of Road Attachments. According to its president, Alcides Braga, "the first month of the year is usually a period of smaller sales, but we are coming out of the crisis and the reflection is this high performance compared to the previous year."

He noted that part of the volume traded is a reflection of closed deals during Fenatran, when 23 associated companies negotiated about 150 units of the body segment on chassis and 2 thousand products in the segment of trailer and semi-trailer: "The business dynamics in the industry indicates that once the business is completed products will be shipped at different times. So it is likely that these license plates will appear inside Amphir's statistics over the next few months. "

The heavyweight segment, trailers and semitrailers has been recovering since the second half of last year and sold 2 thousand 991 units, compared to 1 thousand 467 in the same period last year, up 62.99%. Of the fifteen types of implements that form this segment, only two fell in January: aluminum tanks, with a fall of 66.67% and log transport, down 52.07%.

The light segment, bodywork on chassis, started the year with 2 thousand 940 products sold, compared to 2 thousand 155 in January last year, up 45.91%. For the president of Anfir, it is too early for the industry to feel the effects of the circular 43 published by BNDES, which offers up to 100% financing for micro and medium sized companies.

All seven categories that are part of the light segment were up in comparison with January last year. WE

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