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General Motors can already begin to celebrate

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[More on pg. 2](#)

Sales volume is practically the same as in September

[More on pg. 5](#)

A preview of the near future

[More on pg. 7](#)

Small, and good, Troller news

[More on pg. 9](#)

General Motors can already begin to celebrate

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With only 50 days of sales left to the end of the year, based on the figures divulged by Fenabreve, the podium of the best-selling brands in the domestic market should have General Motors at the top in 2016. The company, which during the first 10 months of year closed with sales of 275.8 thousand vehicles, representing a market share of 17.1%, closed ahead again in October, in a still more evident manner: 29.7 thousand vehicles licensed, accounting for 19.2% of sales.

Fiat registered sales of 24.4 thousand passenger and light commercial vehicles last month, equivalent to a market share of 16.8%. Year to date, it closed with 248.4 thousand units sold, a



15.4% market share. The difference of more than 27,000 vehicles - more than one month of sales - already enables the assurance that, for the 2nd time in more than 91 years of presence in Brazil, General Motors should be the leader of the domestic market.

The first and only opportunity GM had to stand at the highest position in the podium was in 2004, when it celebrated its 80th anniversary in the country. That year, Chevrolet products detained a 24.6% share of sales, against Fiat's 23.6% market share.

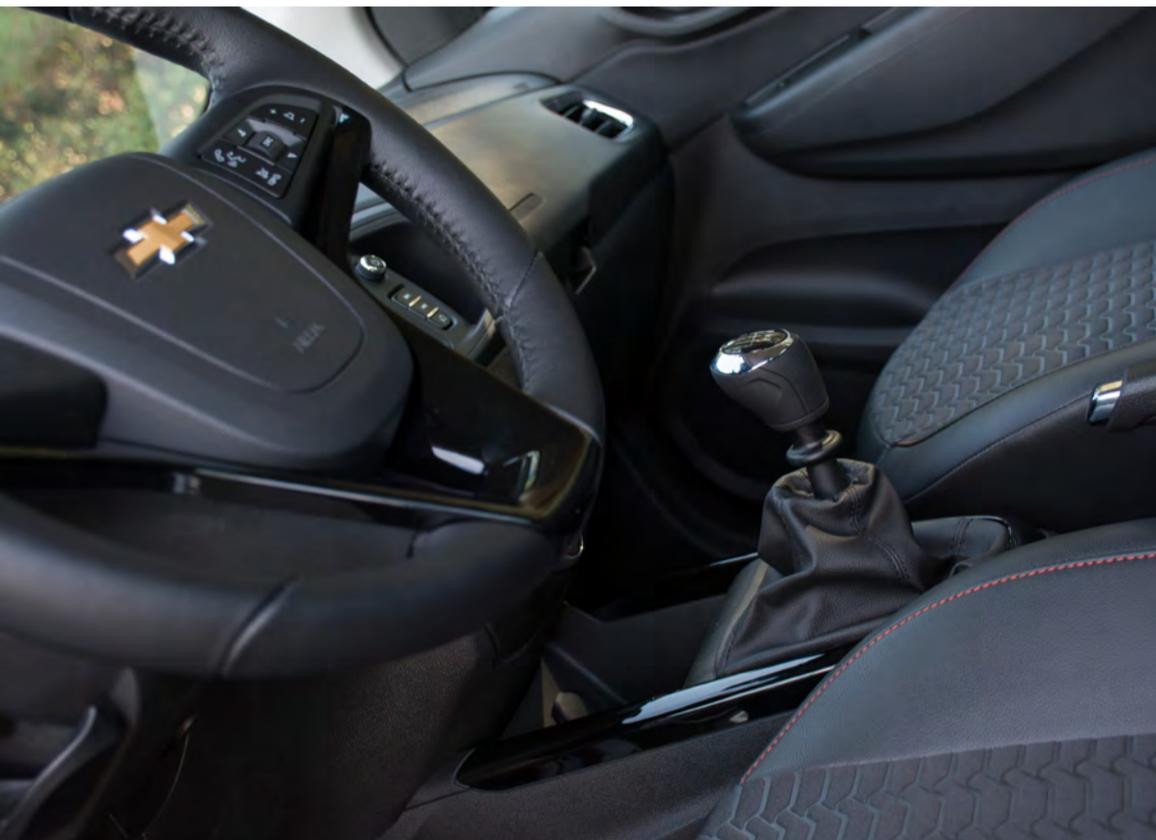
Now, however, the American vehicle manufacturer will have an additional reason to celebrate. Unlike 12 years ago, when the Celta was only the third best-selling car in the country, the Onix should close the year also as the sales leader. Sales of the model during the first 10 months of the year totaled 119.2 thousand units, 22,000 units ahead of second-ranked Hyundai HB20.

While General Motors and Fiat run little risks of losing or inverting their positions, the same can't be said regarding third-ranked Volkswagen after Hyundai has closed in behind it during the past 2 months.

The interruption in the supply of components that forced VW to stop its production at its plants partially in August and September, still strongly affected the brand's performance in October. The number of vehicles licensed divulged by Fenabreve indicate that VW's more than 500 dealers had a lot of work to get close to their targets.

The German company saw only 2.6 thousand of its passenger and light commercial vehicles licensed in October, representing only 6.9% of the domestic market, placing it in the 7th position of the best selling brands. Year-to-date, however, it continues in the 3rd position: 189.3 thousand vehicles, representing a share of 11.7%. However, the difference to 4th-ranked Hyundai dropped from 2.9% in August, prior to the production halt, to 1.7%.

The lack of its major products was the determining factor for this approach. The Gol, the brand's bestselling car for decades in Brazil, closed the first 10 months of the year with 44.9 thousand units licensed, and in the 9th position in the passenger vehicles segment.



In October, a true picture of momentary difficulties: with only 1.9 thousand units, the hatchback closed in the 25th position of the ranking - and the brand's best-selling car in

October, the Up, registered 2.7 thousand license registrations, closing in the 14th position.

In any event, with production accelerating in October and November, when it should produce somewhere 100,000 units, according to David Powels, the company's president, Volkswagen expects to reestablish the flow of business to the dealers and, in the least, ensure the 3rd position in 2016, especially because it will hardly have the conditions, and time, to threaten the second-ranked competitor, since the gap is significant.

Hyundai, however, can still fuel a small - almost inexistent - hope of stealing Volkswagen's position, something that was rarely imagined less than one year ago. In 2015, for example, the brand closed in the 5th position, with an 8.3% market share, 6.2 percentage points behind Volkswagen, 3rd-ranked in the year, and 2 points below Ford, which closed in the 4th position.

The American vehicle manufacturer, by the way, could play a major role in the ranking this year and drop 2 positions. Between January and October, with sales of 146.7 thousand vehicles in the domestic market, Ford closed with a share of 9.1%, only in the 6th position. In addition to being overcome by Hyundai, it also closed behind Toyota, which licensed 147.9 thousand vehicles during the period and moved from the 7th position at the end of 2015, to the 5th position this year.

Sales volume is practically the same as in September

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The behavior of the vehicles market in October remained stable compared to September, but still continues to register significant drops when compared to last year. According to a Fenabrave report divulged on Tuesday, 1, the market absorbed 159,046 passenger and light commercial vehicles, buses and trucks, which represented a small drop of 0.57% when compared to the previous month, and a drop of 17.22% when compared to October 2015, when 192,133 units were licensed.

Between January and October this year, the number of vehicles licensed totaled 1.66 million units, representing a drop of 22.28% when compared to the same period last year.

Regarding the passenger and light commercial vehicles segment, 154,875 units were licensed, exactly 100 units less than the volume registered in September, that is, a drop of 0.06%. It is important to note that in October, the total number of working days was 20, one less than September. As a result, the average daily sales volume in October was 7.7 thousand passenger and light commercial vehicles, against 7.4 thousand units in September.

When compared to October of last year, however, when the market acquired 185,250 units, the result represented a drop of 16.4%. The year-to-date drop was even more significant, 21.92%. During the first 10 months of the year, 1.61 million light vehicles were licensed, against slightly more than 2 million units registered during the same period last year.

According to Fenabrave estimates, divulged last month, the passenger and light commercial vehicles market in 2016 should total 1.99 million units, which would represent a drop of 19.5% when compared to 2015.

The October, the truck segment registered another significant drop. Last month, 3417 units were licensed, representing a drop of 17.74% when compared to September's 4154 units, and a drop of 40.92% when compared to October of last year, when 5784 trucks were licensed.

Year to date, the figures are not the least bit cheerful. The sales of 42,067 trucks during the first 10 months year represents a drop of 31.55% when compared to the volume so during the same period last year.

The behavior of the bus market is also bleak. Only 757 units were licensed in October, representing a drop of 8.57% when compared to September, and a drop of 30.61% when compared to the same in 2015. During the first 10 months of the year, sales of 11,913 buses represented a drop of 32.56% when compared to the same period last year.

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A preview of the near future

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The São Paulo Auto Show will have hybrid and electric models for immediate consumption, and not so many

A recent projection that is part of a global study jointly conducted by McKinsey consulting company and Bloomberg New Finance states that electric cars should account for two thirds of the automobile fleet in the most expensive cities of the world in 2030. It states 3 reasons: more rigorous emissions regulations, drop in the costs of the technologies, and greater interest of the consumer for cleaner products.

Perhaps São Paulo will not be one of these cities, at least not during the same period. However, the Auto Show that is taking place in the city between November 10 and 20 suggests that some manufacturers are already concerned, at least, in showing future consumers that they have the technologies and products for when this reality gets a lot closer to here.

In addition to the hybrid products that are already known to the Brazilians, such as the Toyota Prius and the Ford Fusion Hybrid, as well as others that will still become known, such as the Kia Niro and, the still concept, Volkswagen Golf GTE Sport, the more than 700,000 people expected to visit the event will be able to see pure electric models from manufacturers that are investing in this segment.

A vehicle manufacturer that became an icon in electric technology, Tesla, will make its debut at the event. The company, from California, founded only 13 years ago, will exhibit its sports car Model S, which has a range of 435 km and accelerates from 0 to 100 km/h in only 4.5 seconds.

In reality, energy efficiency is the current expression of fashion in the Brazilian industry since the Inovar-Auto Program, which was implemented in 2012, established that manufacturers achieve average consumption ratios in their product lines in order to pay fewer taxes. Antonio Megale, President of Anfavea, says the event will be the stage of the Inovar-Auto Generation of vehicles.

However, the time for locally produced electric or hybrid vehicles has still not arrived. Every vehicle manufacturer that is promising attractions for the segment will have only imported models.

General Motors is one of the. The vehicle manufacturer brought the Bolt especially for the event, "an accessible electric car with the biggest range in its segment," according to the company.

With lithium-ion batteries, the model has a range of more than 380 km on a single charge. Or, according to the manufacturer's calculations, approximately 5 times what a regular driver rides, on average, per day.

The Bolt is charged by a cable connected to a plug. The express 240-Volt home system allows express charges. One hour of electric energy corresponds to approximately 40 km of driving. In high-voltage public stations, only 30 minutes needed for the car be ready to be driven for 150 km.

The car is produced in the United States, and will have a starting price of US \$30,000, which already takes into account the tax benefits. "The role the Bolt will be playing at the event is to show Brazilians the Chevrolet brand technology leadership in vehicle electrification," stated Marcos Munhoz, Vice President of GM Brazil.

Peugeot, unlike GM with the Bolt, will only exhibit a trend of what its sports cars might look like in the future. The Fractal is a convertible equipped with rear electric engines with a total of 204 hp and a 450 lWE



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Small, and good, Troller news

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A niche vehicle manufacturer, and an owner of an enthusiastic tribe, Troller exhibited good expectations for 2017 during the pre-launch of the new version of its model T4, the Bold. For example, the company plans to expand its dealer network still this year by 10%, from 21 to 23. Next year, it also plans to expand, which is not small stuff, especially in a moment when the majority of the dealer networks are shrinking significantly.

The company, which has been controlled by Ford since 2007, has also invested. It spent R\$ 200 million to expand its plant in Horizonte,

47 km south of Fortaleza, the capital of the state of Ceará. According to Demétrio Fleck, manager of sales, marketing, and after-sales, “We physically invested in our production capacity, extending the covered area from 5000 m² to 21,000 m², and in a new parts deposit. In addition, we created the test track, thinking about making our product even better.”

The Troller customers have an off-road profile - the brand is a genuine synonym of off-road -, and this is why expanding the production unit its dealer network, principally the Center-West and North, is a message that can only be understood as a lot of confidence in the future.

Troller sales have been increasing. In 2013, sales totaled 1146 units; followed in 2014 with 1474 units, and closing with 2100 units last year. Fleck believes that sales this year should experience a 30% drop, a performance that is expected for the market as a whole. “I believe our sales should total 1.5 thousand units, perhaps a little more, 1.6 thousand units. Sales during the first 9 months of the year totaled 1.3 thousand units.”

At first sight, numbers may seem a little insipid. However, according to Fleck and his sales and marketing supervisor, Carla Freire, who research and acquire research quite regularly, there are good reasons to be optimistic regarding Troller's growth. According to them, 70% of their new customers basically derive from SUVs and diesel pickups, which happen to also be their major competitors: Ford Ranger, Toyota Hilux, Mitsubishi Pajero, and the Chevrolet S10.

The group also includes the Jeep Wrangler. Fleck and Carla Freire are confident that prices practiced by Troller are competitive when compared to the well positioned and famous competitors. Such is the case of the Bold version of the Troller T4, which the company expects to produce exactly 180 units.

It is priced at R\$ 129,990, R\$ 5000 more than the XLT model, its origin. Its special items, which can be acquired separately costing an additional R\$ 8000: snorkel, multimedia central and special painting. Troller believes that the Bold, which will go on sale on November 26, during the Troller Bold Day, is the, shall we say, the "animal" version of its line. It will be on exhibit at the International Auto Show, from November 10 through the 20th, at the São Paulo Expo.

Worthy of its "animal" classification, the vehicle is shown as being "inspired in the ready-to-fight side of nature", a definition that is also worthy of Troller followers. The description: 17-inch wheels, a flat black snorkel, and front red anchorage points. The body has two options of combined colors in yellow, red, and white. The top, front grid, bumpers, rear door and accessories are gray with exclusive side adhesives.

The interior is equipped with a 6.95-inch Kenwood Ecelon multimedia center: GPS with a Garmin navigator, voice command dialing, DVD, Bluetooth connection, USB. It is equipped with the Ford Duratorq 3.2 200-hp 47.93 kgfm torque turbodiesel 5-cylinder engine and 6-speed manual transmission. Troller will also exhibit a new concept, code-named Extreme. Based on the teasers presented by accompany, it should accompany the sagas of the Expedition and the Desert Storm. And now, the Bold also.

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