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Anfavea, Sindipeças, Abeifa will have new presidents

Marcos Rozen | rozen@autodata.com.br

During the coming weeks, a number of changes will occur in three of the four major associations that represent the Brazilian automotive sector. Anfavea, which represents the vehicle producers, Sindipeças, the automotive parts manufacturers, and Abeifa, the vehicle importers and three local vehicle producers, will elect new presidents.

All three, due to coinciding dates, will hold their elections during the same period, despite having different presidential mandate terms.

Autodata Newsdesk, in an exclusive article, reveals the names of the next leaderships for these three important associations.

Fenabrave, vehicle distributors' association, is the only association that will continue with Alarico Assumpção Junior as president. He took office on January 1, 2015, until the end of 2017.

Anfavea - Antônio Megale, VW's director of institutional affairs, will be the new president of Anfavea, the Brazilian association of automotive vehicle manufacturers, from 2016 to 2019. The election will take place in the coming days, with only a single ballot in the running. The official ceremony should take place in São Paulo, around April 20.

This will not be Megale's first term in office in an automotive sector association. He was president of AEA, the Brazilian automotive engineering association, for two mandates, between 2012 and 2014.

Megale, a mechanical engineer who graduated from UFRJ, with a post-graduate degree in business administration from FGV, began his career at Ford, in 1981, having experienced the Autolatina phase. He also worked at Volkswagen, where he arrived in 2008, and Chrysler and Renault, later. In these companies, he worked with in the engineering, development,



Antônio Megale



Rogelio Golfarb

marketing, and institutional affairs departments.

The first vice president will be Rogelio Golfarb, vice president of government relations, communications, and business strategy for Ford South America. This should enable him to become president of Anfavea, following Megale's term in office, from 2019 to 2021. If confirmed, Golfarb would become president once again, after having occupied the position in the 2004-2007 term.

The election at Anfavea, in this manner, occurs without any surprises or dissidents, respecting the policy instituted long ago: now, GM will be succeeded by the VW, which, in turn, should be succeeded by Ford. The negotiations and possibilities of change in this scenario, nevertheless, were not lacking. There were talks of reelecting Moan, as well as, at least, the formation of an opposing ballot led by an executive

from a newcomer vehicle manufacturer to compete for the presidency. None of these, however, became confirmed.

Sindipeças - Sindipeças, the association of automotive parts manufacturers, will have a new president after 22 years: Dan loschpe will succeed Paulo Butori, who has been president of the association since 1994.

loschpe will lead Sindipeças from 2016 to 2019. He is currently president of the board at loschpe-Maxion. His favorite football team is Grêmio. He studied journalism at UFRGS, and obtained his MBA in Boston, U.S., having worked with companies within the Group itself.

The single ballot election will take place on

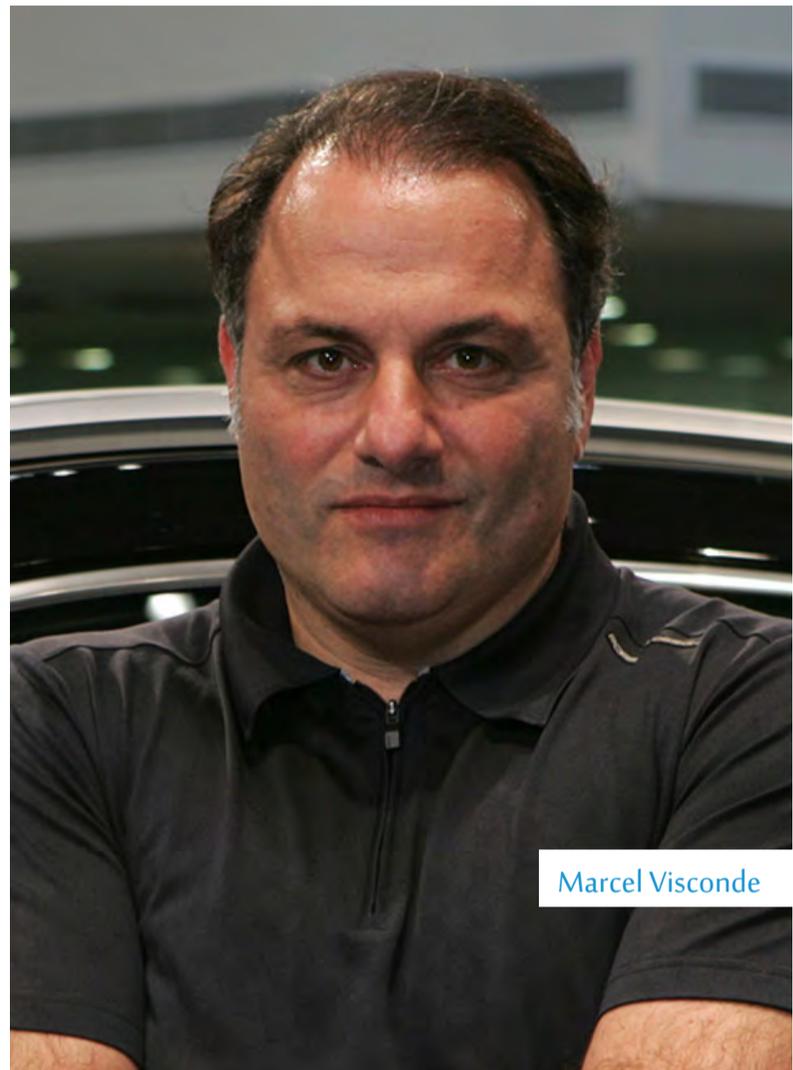


Paulo Butori

Thursday, 18, at the headquarters of the association in São Paulo, as well as in the states where the association has regional presences - Bahia, Minas Gerais, Paraná, Rio de Janeiro, Rio Grande do Sul, and Santa Catarina.

Butori will not leave the leadership of the association. He will remain a member of the board. Ioschpe's administrative board is also composed of Adilson Sgarini, from ThyssenKrupp, Besaliel Botelho, from Bosch, Edison da Matta, from Mahle Metal Leve, George Rugitsky, from Freudenberg-NOK, Luis Pasquotto, from Cummins, and Mario Milani, from Alleward Molas.

Abeifa - Abeifa the Brazilian association of automotive vehicle importers and manufacturers,



will conduct an election on March 15 to choose the successor of Marcel Visconde, from Stuttgart Sportcar, who has been in office for the 2014-2016 mandate.

The negotiations surrounding the name to lead the association between 2016 and 2018 are still underway, but it is practically certain that Visconde does not plan to go for reelection.

The strongest name to succeed him is currently José Luiz Gandini, from Kia Motors. If confirmed, this would be his fifth term in office at Abeifa, which was initially called Abeiva - he left the position in 2012, after the election of Flávio Padovan, who, at the time, was at Jaguar Land Rover and, today is at Subaru. Previously, Gandini was voted into the office as well as substituted the previous president, as a vice president.

The other name being rumored for the new mandate as president is the current vice president,

Sérgio Habib, president of Jac Motors. This would make him the most obvious contender. However, according to sources linked to the association, heard by our reporters, his name is not unanimous within the membership, who argue that the company being led by the executive is not experiencing the best moment - it recently revealed the 13th change of plans for the construction of a manufacturing facility in, Camaçari, in the state of Bahia, which was announced in 2011 and still remains on paper.

This scenario, say those who oppose Habib's candidacy, could complicate eventual Abeifa negotiations with the federal government in Brasília, DF, as the executive himself is trying to solve a complicated issue with the MDIC: Jac Motors was

admitted into the Inovar-Auto program in 2013 as an investor, for its manufacturing plans, but never received the annual obligatory renewal. When it joined the program, Habib imported vehicles without paying the increased IPI tariff and its current CKD production plan does not fulfill the obligations that were agreed upon at the time.

Gandini has in his favor the fact that Kia Motors still represents the biggest Abeifa member in terms of sales of imported vehicles, as well as his previous experience ahead of the association. He never hid his interest in returning to the position, including during the negotiations that resulted in the indication of Visconde in 2014. However, Habib, according to sources, also wants to occupy that position. **WE**



VW begins revealing the new Gol line

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Volkswagen do Brasil should begin to strongly increase its bets on onboard information and entertainment systems, known as infotainment, for its models produced in the country. This is what the company's press release, issued Thursday, 11, indicates, when it states that it is "preparing the launch of new models equipped with the most innovative infotainment systems in the world."

According to sources heard by Autodata news agency that are linked to the company, it's the new generation of the Gol family, composed of the

hatchback, the Voyage sedan, and the Saveiro pickup. The VW press release contains a picture of the panel of the new models, confirmed by a source, but not by the manufacturer.

According to the release, which does not provided any additional details, "Volkswagen will soon offer the models for Brazil. They will be the most technological and connected in their segments in the Brazilian market. They are equipped with Volkswagen's mobile technology, the new App-Connect system, which allows the mirroring of the smartphone with the MirrorLink, Apple CarPlay, and Google Android Auto."

The system is currently offered only in the 2016 Fox family, and is compatible with the Android and iOS systems. It enables access smartphone apps such as Spotify, Google Maps, Parkopedia - which locates the nearby parking spaces - and others, as well as programs developed by Volkswagen itself. From a USB modem, the system also allows the creation of a Wi-Fi hotspot for use by the passengers, who can interact with the system from their own smartphones.

The vehicle manufacturer did not inform which models have been chosen to receive the technology, or the expected launch dates - but sources revealed that the first exhibition should take place in approximately 2 weeks.

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A beginning of year of dreams for General Motors

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This year could not have begun any better for General Motors in the Mercosul: even though total sales dropped in its biggest markets in the region, the vehicle manufacturer became the leader in Brazil and Argentina in January, a slightly unusual scenario.

Last month, the vehicle manufacturer overcame Fiat, closing with an 18.1% share of the passenger and light commercial vehicles market in Brazil - with a considerable advantage over the Italian vehicle manufacturer, which has led the market for 14 years and closed with a 15.4% share, followed by Volkswagen, with a market share of 13.8%. The companies closed with 27.1 thousand units, 23.0

thousand vehicles, and 20.7 thousand units in sales, respectively.

The numbers were provided by Fenabrave.

It must be taken into account that January was, once again, an atypical month for the ranking, with Hyundai closing in the fourth position, with a 9.9% share, followed by Toyota, 8%, and Ford, with only 7.7%, in the sixth position. These changes repeat December's also unusual scenario when GM was the leader, Hyundai closed in the fourth position, and Ford closed only in the sixth position - however, behind Renault, in the eighth position in January.

In Argentina, GM was also the market leader in

January, overcoming Volkswagen, the 2015 leader. The numbers from Acara, which reflect the retail segment, show that the manufacturer licensed 8.5 thousand vehicles last month, when compared to 8.3 thousand units licensed by VW, 7.8 thousand units licensed by Ford, and 7.2 thousand units licensed by Fiat. All four dropped in the annual comparison, but, in the meantime, GM, Ford, and Fiat remained in the high one digit range, while the VW dropped considerably, almost 28%.

Similar to Brazil, GM's leadership in sales in Argentina repeats December's performance.

The manufacturer's numbers are naturally being driven by the sales of its models. In Brazil, once again, GM has a lot to celebrate during the beginning of 2016 in both major Mercosul markets.

In Brazil, the Onix using the hold on to the leadership position by models in January, after a historic victory in 2015 - GM had not been the annual leader for nothing less than 29 years - in 1986, the Monza was the market leader.

Already during the first week of February,

before Carnival, the Chevrolet hatchback had already registered a lead of 1000 units I had of second-ranked HB20, according to figures divulged by Fenabrave.

In neighboring Argentina, the old warrior Classic made the honors. It was the second best selling model in January, with 2.9 thousand units, approaching the leader Palio, which registered sales of 3.3 thousand units - however, in the annual comparison, sales of the Chevrolet model increased 21.4%, while Fiat's model registered a significantly lower increase of 8.7%. Both are fighting for the leadership position while the local 2015 champion, the Volkswagen Gol, hasn't even appeared in the top 10 best-selling models list in January, having closed in the sixth position in December. The Classic also closed last year in the second position of the ranking, with 28.8 thousand units, an increase of 12.8%, with an advantage of slightly less than 2.0 thousand units ahead of the Golf, which registered 30.7 thousand units and a drop of 10.9% in sales. The Palio closed in the third position in that country, with sales of 26.7 thousand units, a stable result when compared to 2014. **WE**



Mercedes-Benz: celebration of 60th anniversary in Brazil begins.

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Mercedes-Benz will officially celebrate its anniversary in Brazil on September 28 - the day its São Bernardo do Campo manufacturing facility in the state of São Paulo was officially inaugurated - but this year, the party will be special: the three-pointed star manufacturer is celebrating its 60th anniversary in the country and, as a result, the commemorations have already begun.

The vehicle manufacturer placed a 60-year illuminated logo next to its logo at the top of the administrative building. According to the company, the initiative marks the official beginning of the public commemoration and "throughout 2016, other initiatives will take place, involving, for example, social media and cultural competitions. This will be communicated in a scheduled form as they happen."

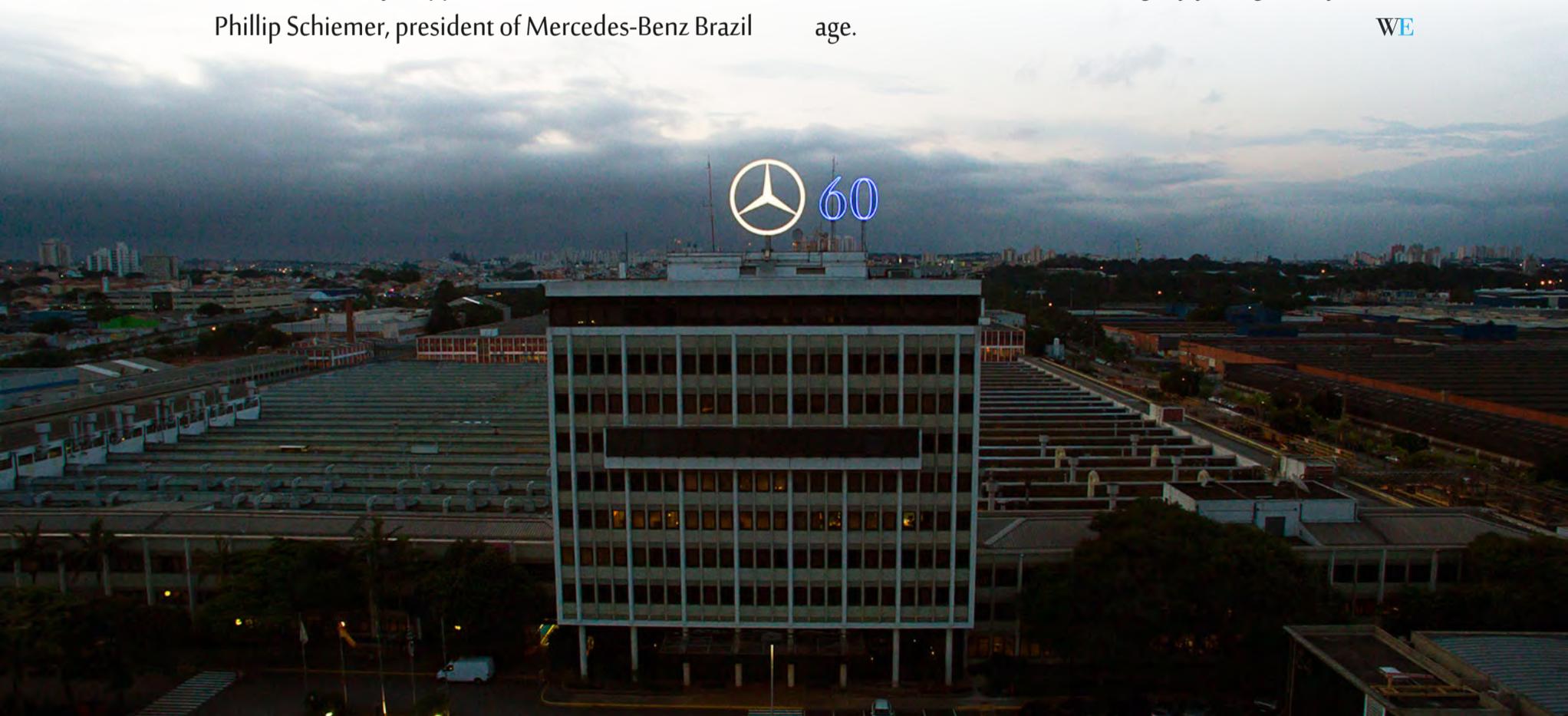
Phillip Schiemer, president of Mercedes-Benz Brazil

and CEO for Latin America, stated in the release that he believes "this will be a very special year for the company, which accounts for the first diesel engine, first truck, and the first bus produced in the country. Since then, we have contributed decisively to the evolution of commercial vehicles and the development of transportation, as well as for the growth of the country's automotive industry. This is the reason of immense pride and satisfaction for the company and all of its collaborators."

One of the major events marking the celebration of the anniversary will be the inauguration of the automobile plant in the city of Iracemápolis, in the state of São Paulo, which should occur, in principal, in March.

There will also be a party for the Mercedes-Benz Bank, which also celebrates its decades-long anniversary in 2016, but, in this case, it is slightly younger, 20 years of age.

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GM puts workers on vacation in Gravataí until the end of the month

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The metalworkers at the General Motors plant in Gravataí, in the state of Rio Grande do Sul, will remain on vacation from Thursday, 11, until Monday, 29, when production of the Onix and Prisma should return to normal.

The company issued a press release informing about the vacation in response to an article in the press published on Wednesday evening, 10, which stated GM would suspend all of its activities in Brazil up to June - in all of its plants.

The article contained mistaken information and remained in the air until the beginning of Thursday, 11, afternoon. The publication removed the article, replacing it with the information divulged by the vehicle manufacturer.

In the release, GM explains that the collective vacation leave is necessary to adjust production to the current market demand. "Today, the industry is operating in the country with an idle capacity of more than 50%, and costs do not stop increasing, resulting from the impact of the increase of inflation and the strong devaluation of the real."

In November of last year, the company had placed approximately 800 workers at this facility on layoff. This measure, however, was considered insufficient by GM:

"The Brazilian automotive market registered a drop of approximately 30% in sales in 2015, and the expectation for this year is (for) around 2 to 2.2 million units in sales. This would represent a drop of almost 50% when compared to the record 3.8 million vehicles sold in 2012."

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