

0922

MAN CEO Samuelsson hands in resignation pages 11 - 12

VW's Winterkorn named CEO at Porsche SE also page 11

Hyundai starts US build of new 2.4 GDI engine pages 18 - 19

02.12.09

Brazil

Brazil's motor is still firing on all cylinders

BRAZIL's passenger car market, even at a time of global economic meltdown and collapsing car markets, has evolved into one of the world's fastest gaining car markets.

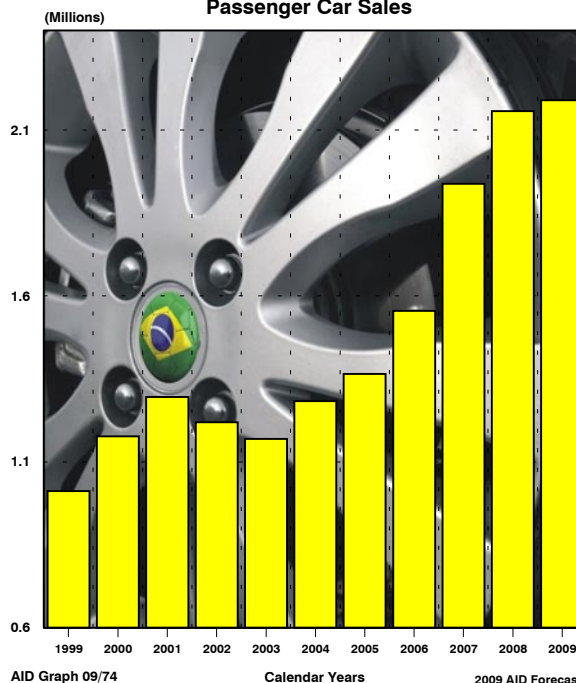
Both Brazil and China in particular, two of the four BRIC countries, have fully lived up to upbeat earlier expectations by acting as powerful motors at a time when many other global automotive markets were dogged by persistent serious misfire.

Brazil's autoindustry executives, albeit with some extra help from one-off special factors rather than a booming economy, will be heading for this year's Christmas break with the soothing satisfaction that this year is guaranteed to set yet another new all-time car sales record. Brazil, in so doing, has nudged into the Premiere global car sales league.

With this year's passenger car sales total almost certain to set a new record, probably exceeding 2.3 million units, Brazil's passenger car market, excluding all light commercials, will be bigger than major West European markets such as France, Italy or even the UK. Brazil is Latin America's most populous country,

Brazil

Passenger Car Sales



Markets:

W-Europe 1, 2, 6 - 9, 11 - 15, 16, 18
Brazil 1, 2, 3, 4, 5, 6, 12
China 1, 2, 5, 7, 9
France 1, 6
Germany 5, 6, 7, 8, 11, 16
Italy 1
Japan 2, 10, 16
Latin America 1, 5, 6
Sweden 9, 10
South Korea 2, 15, 16, 17, 18, 19
UK 1
USA 2, 8, 9, 10, 11, 16, 18, 19
World 5, 7, 16

"Highly geared"

Volkswagen's new Golf 1.6 TDI - Impressive on paper, but on-road economy is less striking 13 - 15

In Depth & Other Topics:

"200 million shoppers"
Brazil giant has woken up from long-held slumber 1 - 4

"Preparing for the rush"
VW Brazil gearing up to sell 1 million vehicles by 2014 5 - 6

"Brighter Horizon"
Peugeot-Citroën raises current year outlook 6 - 7

"Car Aid"
Europe's 2008/2009 car sales recession looks mild by historical standards 7 - 9

"Not a happy New Year"
Outlook for next year's US market is mediocre Fitch says 10 - 11

"Car Export juggernaut"
Korea's domestic car makers retain 95% of their tightly guarded home market 15 - 18

Alfa Romeo	2	Land Rover	17
Audi	2, 9, 17	Lexus	2, 17, 18
Bentley	17	MAN	11, 12
BAIC	9	Maybach	17
BMW	7, 9, 10, 14, 15, 18	Mercedes	2, 7, 9, 10, 12, 17
Cadillac	17	Merrill Lynch	8
Chevrolet/Daewoo	2, 3, 4, 17	Mini	17
Chrysler	10, 11, 17, 18	Mitsubishi	3, 17, 18
Citroën	2, 6, 7	Nissan	2, 8, 10
Daimler	2, 9, 18	Nissan Infiniti	17, 18
Deutsche Bank	7, 8	Peugeot-PSA	2, 6, 7, 9, 17
Fiat	2, 3, 4, 7, 9	Renault	2, 6, 8, 9
Fitch Ratings	8, 9, 10, 11	Renault Samsung	17
Ford	2, 17, 19	Porsche	9, 10, 11, 17
Global Insight	8, 9	Rolls-Royce	17
GM	3, 4, 9, 10, 11	Saab	9, 10, 17
GM Opel/Vauxhall	6, 7, 9	Scania	11, 12
Honda	2, 10, 17, 18	SsangYong	17
Hyundai/Kia	2, 10, 16 - 18, 19	Tata Group	17
Jaguar	17	Toyota	2, 6, 7, 10
J.D. Power	11	VW	2, 3, 4, 5, 6, 7, 9, 11 - 17, 19
Karmann	19	Volvo	17
Koenigsegg	9, 10		



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