Inside Brazil: Understanding Brazil’s Current and Future Automotive Industry

“Focus on the Future”
UM Automotive Research Conferences

WELCOME!

Presentations available at:
www.umtri.umich.edu/ aad

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Affiliate Program
- Supporting Members
- Research Partners

Funding

Research
- Globalization
- Powertrains
- IT

Conferences
- 5 Annual Conferences

UMTRI
## Affiliates Members and Research Partners

### IT Organizations
- Oracle Corporation
- IBM
- HP
- Siemens-PLM

### OEMs
- General Motors
- Toyota Tech Center
- Nissan Tech Center
- Ford Motor Company
- Chrysler LLC

### Government/NGOs
- NREL / EPA
- NSF
- Motor Carrier
- Energy Foundation
- The Hewlett Foundation
- National Resources Defense Council
- Union of Concerned Scientists
- CALSTART
## Affiliates Members and Research Partners

**Suppliers**
- Chevron
- Visteon
- Denso
- Dana
- Delphi
- Peterson Spring
- Continental
- TRW
- Valeo

**Suppliers**
- Michelin
- Continental
- JCI
- BorgWarner
- Yazaki
- Eaton
- BASF
- Dow
- Bosch
Upcoming UMTRI-AA Conferences

• July 25, 2012 (Wednesday): *Powertrain Strategies for the 21st Century*. This 4th annual conference will focus on current powertrain topics and their effects on the future of the industry.

• September 12, 2012 (Wednesday): *The Business of IT: Transforming the Organization and the Vehicle*. This 4th annual conference provides insight into how IT increasingly is being called upon to support its use in the vehicle as well as within the organization.

• November 7, 2012 (Wednesday): *Inside China: Understanding the Current and Future Chinese Automotive Industry*. Our 5th annual conference that brings to the audience the knowledge of people who truly know the Chinese auto industry.
Panelists (AM Session)

- **Augusto Amorin**, Lead Analyst: South America Forecasting, Polk

- **Paulo Matos**, Business Development/Innovation, Fiat Chrysler America

- **Marcos Amatucci**, Associate Dean of Research at the College of Marketing and Communication in Sao Paulo, Brazil
Panelists (PM Session)

- **Mauro Frangipani**, Sabo USA
- **Andre Ferrarese**, Product Technology, Mahle SA
- **Marcos Amatucci**, Associate Dean of Research at the College of Marketing and Communication in Sao Paulo, Brazil
- **Adcley Souza**, University of Sao Paulo
Morning Schedule

• 9am
  – Bruce Belzowski
  – Augusto Amorin
  – Paulo Matos

• 10:35am  Break

• 10:50am
  – Marcos Amatucci

• 11:20am  Q&A

• Noon-1:30pm  Lunch
Afternoon Schedule

1:30pm
  - Mauro Frangipani
  - Andre Ferrarese

2:25pm Q&A

2:40pm Break

2:55pm
  - Marcos Amatucci
  - Adcley Souza

3:55pm Q&A

4:15pm Adjourn
Conference Questions

• How do Brazil’s auto buyers differ from other global auto buyers?

• What, if anything, will force change in the industry over the next 5-10 years?

• What key issues have led to Fiat’s success in Brazil? What was the turning point for Fiat in Brazil?
Conference Questions

• What are Fiat’s biggest challenges and opportunities when looking to the future?

• What effects will Brazil’s new auto policy have on consumer behavior?

• Will the new auto policy affect the structure of the industry where some companies will be winners and some losers?
Conference Questions

• What strategies are Brazilian auto suppliers employing to become global suppliers?

• How have Brazilian suppliers developed their capabilities to meet global customer demands?

• Are there new forms of process or product innovation being used by Brazilian suppliers?
Conference Questions

• What are the forces that have driven Brazil’s development of ethanol? Is it sustainable?

• What are the different forms of ethanol fuel, and how do customers differentiate between them in vehicle buying and in everyday use?

• Can the Brazilian model of technology introduction be used in the introduction of new types of vehicles such as electrics?
Conference Questions

• Will global factors affect the rise of electric vehicles in Brazil?

• What role can local suppliers play in the introduction and growth of electric vehicles?

• What kinds of End of Life support will be needed to make the system sustainable?
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