



Paulo Cardamone  
Director, CSM South America

11 May 2009



## Brasil

Vendas	2008		2009		2010	
	Volume	%	Volume	%	Volume	%
<b>Automóveis</b>	2.190.864	9,8%	2.198.087	0,3%	2.275.503	3,5%
<b>Comerciais Leves</b>	470.849	28,7%	462.964	-1,7%	489.910	5,8%
<b>Total</b>	<b>2.661.713</b>	<b>12,7%</b>	<b>2.661.051</b>	<b>0,0%</b>	<b>2.765.413</b>	<b>3,9%</b>

Produção	2008		2009		2010	
	Volume	%	Volume	%	Volume	%
<b>Automóveis</b>	2.423.694	6,8%	2.338.798	-3,5%	2.493.017	6,6%
<b>Comerciais Leves</b>	432.960	15,0%	355.614	-17,9%	400.324	12,6%
<b>Total</b>	<b>2.856.654</b>	<b>7,9%</b>	<b>2.694.412</b>	<b>-5,7%</b>	<b>2.893.341</b>	<b>7,4%</b>

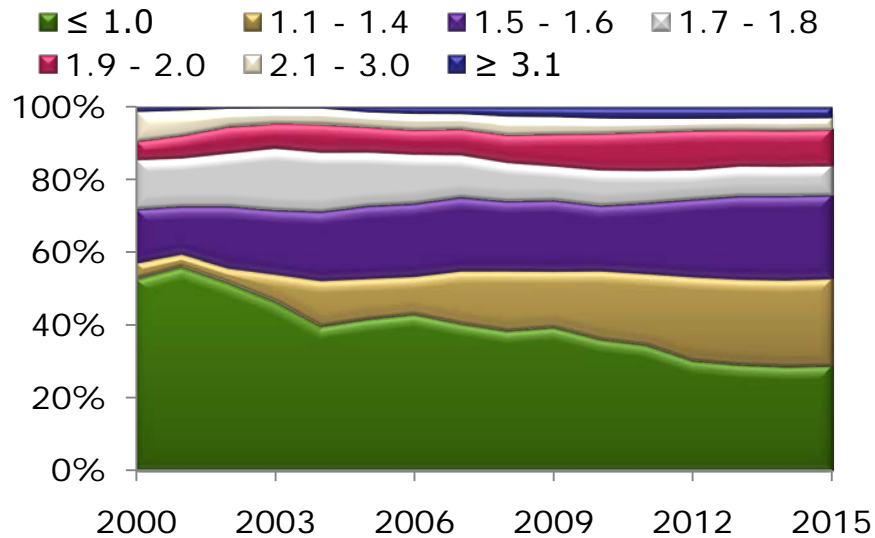
## Mercado Global

Vendas	2008		2009		2010	
	Volume	%	Volume	%	Volume	%
<b>Europe</b>	21.031.767	-4,7%	15.831.246	-24,7%	16.132.937	1,9%
<b>Greater China</b>	7.765.648	6,4%	7.963.241	2,5%	8.688.346	9,1%
<b>Japan/Korea</b>	5.994.281	-4,8%	5.509.331	-8,1%	5.551.391	0,8%
<b>Middle East/Africa</b>	2.010.137	-3,8%	1.471.533	-26,8%	1.390.191	-5,5%
<b>North America</b>	15.838.946	-16,2%	11.540.132	-27,1%	12.826.563	11,1%
<b>South America</b>	4.125.301	4,9%	3.862.310	-6,4%	4.051.785	4,9%
<b>South Asia</b>	4.591.849	3,8%	4.255.475	-7,3%	4.939.214	16,1%
<b>Total</b>	<b>61.357.929</b>	<b>-5,6%</b>	<b>50.433.268</b>	<b>-17,8%</b>	<b>53.580.427</b>	<b>6,2%</b>

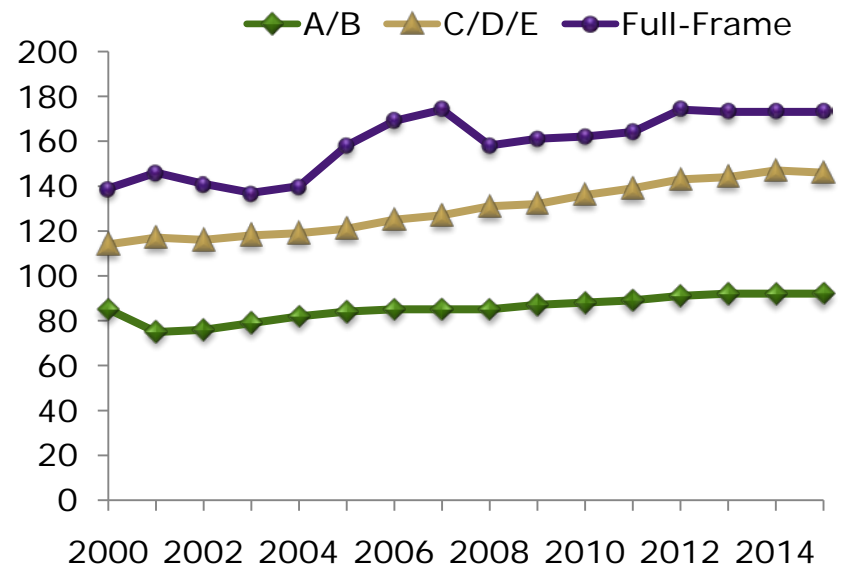
Produção	2008		2009		2010	
	Volume	%	Volume	%	Volume	%
<b>Europe</b>	20.489.571	-5,6%	15.885.379	-22,5%	16.805.064	5,8%
<b>Greater China</b>	7.492.201	4,0%	8.084.868	7,9%	8.964.674	10,9%
<b>Japan/Korea</b>	14.400.921	-2,5%	10.337.352	-28,2%	12.638.946	22,3%
<b>Middle East/Africa</b>	1.716.734	-1,0%	1.620.723	-5,6%	1.726.448	6,5%
<b>North America</b>	12.641.422	-16,3%	8.156.622	-35,5%	9.895.515	21,3%
<b>South America</b>	3.738.406	4,8%	3.438.534	-8,0%	3.751.910	9,1%
<b>South Asia</b>	5.010.069	10,7%	4.299.992	-14,2%	5.123.988	19,2%
<b>Total</b>	<b>65.489.324</b>	<b>-4,6%</b>	<b>51.823.470</b>	<b>-20,9%</b>	<b>58.906.545</b>	<b>13,7%</b>



## Segmentos e Motorização



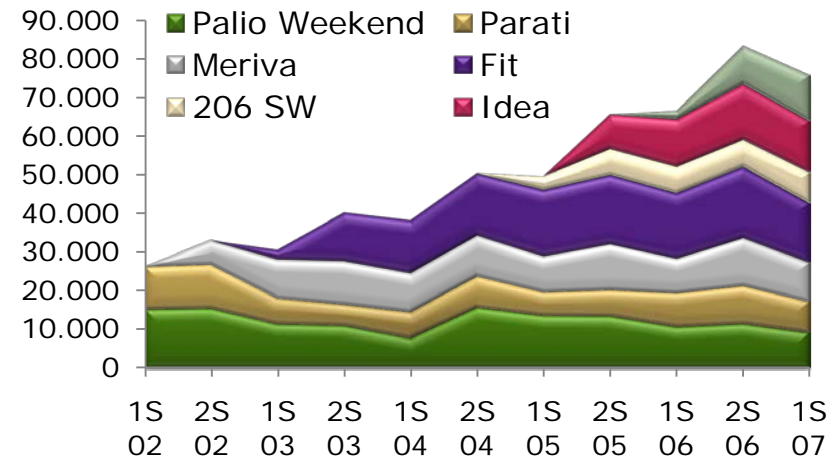
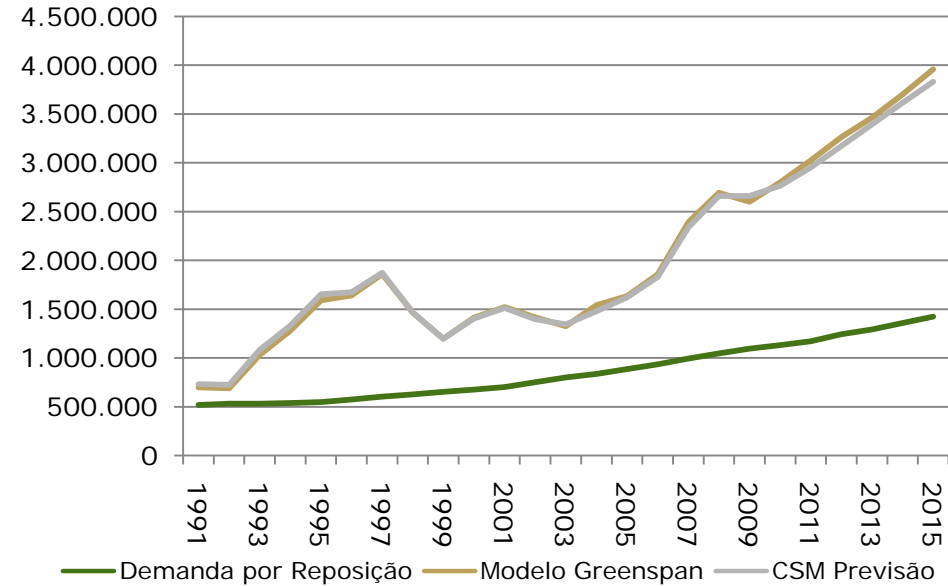
## HP - Conteúdo





## Automóveis e Comerciais Leves

	Veículos em Uso	Demanda por Reposição	Modelo Greenspan	CSM Previsão	dif %
1991	182.303	517.344	699.647	732.444	4,48%
1992	159.625	528.982	688.607	724.651	4,97%
1993	501.257	529.698	1.030.956	1.081.386	4,66%
1994	742.036	535.692	1.277.729	1.330.459	3,96%
1995	1.045.086	545.683	1.590.769	1.652.278	3,72%
1996	1.066.809	574.270	1.641.079	1.673.136	1,92%
1997	1.258.094	601.682	1.859.776	1.873.665	0,74%
1998	835.975	625.647	1.461.622	1.466.423	0,33%
1999	545.727	652.553	1.198.280	1.195.609	-0,22%
2000	739.303	676.067	1.415.370	1.403.833	-0,82%
2001	820.313	702.008	1.522.321	1.511.187	-0,74%
2002	666.953	749.644	1.416.596	1.396.139	-1,47%
2003	523.874	801.140	1.325.014	1.346.330	1,58%
2004	706.020	837.178	1.543.198	1.478.118	-4,40%
2005	748.166	884.472	1.632.639	1.618.947	-0,85%
2006	922.104	933.518	1.855.623	1.831.712	-1,31%
2007	1.397.741	992.919	2.390.661	2.340.063	-2,16%
2008	1.646.319	1.045.712	2.692.031	2.661.713	-1,14%
2009	1.502.812	1.097.450	2.600.262	2.661.051	2,28%
2010	1.668.331	1.133.035	2.801.366	2.765.413	-1,30%
2011	1.854.528	1.171.666	3.026.195	2.950.696	-2,56%
2012	2.023.523	1.242.191	3.265.713	3.171.998	-2,95%
2013	2.171.051	1.292.880	3.463.931	3.394.038	-2,06%
2014	2.338.925	1.360.295	3.699.220	3.614.650	-2,34%
2015	2.535.416	1.424.561	3.959.977	3.831.529	-3,35%





# Cycle Plan

OEM	2009	2010	2011	2012	2013	2014	2015
Fiat	Uno [327], Ducato [SEVEL X2], Doblo [178]	Bravo [TYPE C/D(2)], Strada X4 [178], Fiorino [TYPE B]	Palio, Siena, Doblo, Idea and Strada [TYPE 199]	Uno [327]	Punto [TYPE 199], Daily [X62]	Linea [TYPE 199], Bravo [TYPE CD/(2)]	Palio, Siena and Strada [TYPE 199]
Ford	-	Explorer [D2/D3]	-	Ranger [T6], Fiesta and Ecosport [B2e]	Focus [C1], Ka [B402]	Courier Pickup [BE91/B146]	Fiesta and Ecosport [B2e]
General Motors	Vectra and Vectra GT [GME 3000/3300], Viva [GM 4200]	Viva Pickup [GM 4200], Optra [GLOBAL DELTA], Spark [GLOBAL MINI], Meriva [GAMMA]	GSV, Aveo [GLOBAL GAMMA], Corsa [GAMMA]	Colorado [GMT 355/700]	Celta, Prisma [GM4200], Vectra and Vectra GT [GME 3000/3300]	Meriva [GAMMA]	-
Honda	Fit Aria [GSP]	-	Global Under Fit [GSP], Civic [C-5]	-	Fit and Fit Aria [GSP]	-	Global Under Fit [GSP], Civic [C-5]
Hyundai	Tucson [HD], Getz [PB]	-	Tucson [HD]	Elantra [HD], Getz and	-	Elantra [HD]	Tucson [HD]
Kia	-	Rio [PB]	-	Soul [PB]	-	Rio [PB]	Soul [PB]
Mitsubishi	Pajero Sport [Q]	Lancer [GS], Pajero TR4 [FR]	-	-	L200 [CR]	Lancer [GS], Pajero Sport [Q]	Pajero TR4 [FR]
PSA	C4 Picasso, 308 [PF2], Boxer and Jumper [SEVEL X2]	C3 Picasso [PF1], 207 Pickup [T34]	C3 [PF1]	Partner, Berlingo [PF2], 207 [T3], 207 Passion [T33]	C4, C4 Picasso and Pallas [PF2]	308 [PF2]	C3 and C3 Picasso [PF1]
Renault/Nissan	Symbol [X65/X76], X-Trail [C], Livina and Grand Livina [B]	-	Fluence and Megane EM [C], Logan MCV [B], Master [X62]	Frontier [X61B]	Livina and Grand Livina [B], Sandero [B]	Symbol [X65/X76], X-Trail [C]	Fluence and Megane EM [C]
Toyota	Hilux and SW4 [IMV]	-	Corolla [MC-C]	EFC [EFC], Terios [J]	-	Corolla [MC-C], Hilux, SW4 [IMV]	EFC [EFC]
Volkswagen	Pickup [RPU], Saveiro [PQ22], Fox and Spacefox [PQ24/PQ25]	Polo [PQ24/PQ25]	Gol, Voyage [PQ22], Golf [PQ33/PQ34]	Fox and Spacefox [PQ24/PQ25]	Saveiro [PQ22]	Polo [PQ24/PQ25]	Gol and Voyage [PQ22]