

## Top Stories

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## About Us

**Power Systems Research (PSR)** is a world leader in providing power equipment information, whether it's pure data, analysis, forecasting or specific business intelligence. This product information ranges from IC engines to battery-electric and hybrid powertrain technologies. PSR has been providing world class business and market intelligence to industry leaders for more than 40 years. How can we help you? For details, call **+1 651.905.8400** or email **info@powersys.com**. **www.powersys.com**

**Power Systems Research: Data....Forecasts...Strategies**

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我们的读者有人更喜欢阅读PowerTALK中文和日文，为了更好的满足这些读者的要求，我们现在亚洲部分的文章，提供中文，日文还有英文阅读。点击这里直接阅读**中文**，这里直接阅读**日文**。

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中国語や日本語で読みたいという読者のニーズに応えるために、アジアから中国語と日本語の記事を提供しています。中国語をご希望の方は**こちら**を、日本語をご希望の方は**こちら**をクリックしてください。

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## Construction Equipment Report India

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## Data Point: North American Cranes 2,100

By *Carol Turner*, Senior Analyst, Global Operations

This is the estimate, by Power Systems Research, of the number of Cranes that will be produced in the United States during 2019. Estimated 2019 production will be down about 7% from 2018.

In 2018, production was 2,259 units, up 143 units or 6.7% from 2017.

This information comes from two proprietary databases maintained by Power Systems Research: **EnginLink™**, which provides information on engines, and **OE Link™**, a database of equipment manufacturers.

**Market Share:** With half of the total units produced, **Manitowoc Cranes** – Shady Grove leads in North America crane production. In second position is **Terex Cranes** – Oklahoma City with 17%; third, **Link-Belt** with 16.5%.

**Exports:** Collectively up to 25% worldwide

**Trends:** From 2017 to 2018, production of cranes in North America increased nearly 7%. Production is expected to drop 7% from 2018 to 2019, mostly due to the sale of Terex products to Custom Truck (Load King LLC). This segment has been flat after the increase two years ago that was attributed to energy related projects and the demand for small-size cranes for residential construction endeavors.

The last increase also is attributed to the demand for cranes deployed to construction sites in the Americas region, as well as high demand in emerging markets that include Brazil, Asia/Pacific and Africa. As a result, the crane market is coming back to life.

Increased infrastructure activity and high-rise construction are two of the major contributors cited for improving crane demand. Expect crane production to gain up to 5% over the next three years as warranted by current economic factors for construction related activities. This specific market has seen improvement, but it has not recovered to the high volumes during the peak in 2008. **PSR**

### Like what you see?

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*Our vision is to continue to be recognized as the world leader in providing specialized business intelligence to the power products and drivetrain industry.*

## Executive Notes

### New Initiatives at Power Systems Research

By *Joe Zirnhelt*, President and Chief Executive Officer



Joe  
Zirnhelt

You may have read recently about significant changes at Power Systems Research (PSR), specifically, the retirements of **Dennis Huibregtse** and **Ted Hadingham** from day-to-day management. These two gentlemen have contributed a total of more than 60 years of successful effort to building the global reputation of this company. They will continue to make valued contributions as they serve on our Board of Directors.

At the same time we recognize and celebrate the retirements of Dennis and Ted, we're developing several important initiatives to provide more value-added business solutions to our clients .

Our vision is to continue to be recognized as the world leader in providing specialized business intelligence to the power products and drivetrain industry. This vision was formulated in 1976 when my father, George Zirnhelt, founded the company.

He realized early on that there was a need for information and insight in the supply chain for powertrain, components and equipment. Over the years, those needs of our clients have evolved just as the industries we serve have evolved in terms of technologies, regulations and other industry forces.

Along these lines of “evolving” we realize there is a need to always be thinking ahead of the curve as to how we can better serve clients. Probably the most prolific trend surrounds questions about how the engine-based industries will shift towards a greater penetration of hybrid and electric drives.

This trend is no secret and is well under way in various forms; we have a grasp on this trend and are integrating this type of information into our databases and knowledge base. We are providing our clients with a global view of the newest drive types and that considers ways markets will develop in the future.

We are confident in the legacy, knowledge and insights provided by those that have served this company from its founding and that are instilled into our worldwide team. With a truly global footprint, we take pride in having “boots-on-the-ground” in all major regions offering perspectives that extend well outside of North America and Europe.

As we stand at this important juncture, we have several exciting initiatives at Power Systems Research that you will see in the coming months.

First, you now are seeing products from the new partnership between Power Systems Research and IHS Markit, two leaders in the global research of power equipment. The partnership is producing a series of Off-Road Equipment Market

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## Executive Notes

*Continued from page 3*



Reports focused on the construction and agricultural segments targeted to specific countries.

Coming soon is the updated 2019 Edition of the Construction Equipment Report for India. This unique report describes, in detail, several aspects of the Indian construction market. With contributions and expertise from each Power Systems Research and IHS Markit we feel that these country-level reports will serve as a valuable tool for clients to assess demand in various markets at a reasonable price point.

You'll find more information about these reports on our website [here](#).

The second major new initiative at Power Systems Research is the development of the company's dramatic new website, which will be launched this summer. The upgrade of our popular website has a dynamic new look, and it's much easier for visitors to quickly drill down through the large amount of useful information contained on the site to find exactly what they need.

Visitors to the website also will find a convenient Archive of our informative **PowerTALK** monthly newsletter, and Asian visitors will find easy-to-use bi-lingual sections in Japanese/English and Chinese/English.

After you use the new site, be sure to give us your feedback. We want to make it as useful and convenient as possible for you.

Thanks for reading and for your continued support of Power Systems Research. We look forward to continuing our relationship into the future! **PSR**



## Truck Production Index

### Q1 2019 Truck Production Index (PSR-TPI) falls 5.2%

*Power Systems Research*



*Truck Production Index*

**The Power Systems Research Truck Production Index (PSR-TPI)** slumped from 115 to 109, or 5.2%, for the three-month period ended March 31, 2019, compared to the fourth quarter of 2018. Year-over-year (Q1 2018 to Q1 2019) activity for the PSR-TPI was basically flat, slipping from 110 to 109, or .91%.

The PSR-TPI measures truck production globally and across six regions: North America, China, Europe, South America, Japan & Korea and Emerging Markets.

This data comes from **CV Link™**, the proprietary database of commercial vehicles maintained by Power Systems Research.

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Here is the analysis of changes by region.

**SUMMARY:** Commercial truck demand in North America and portions of Eastern Europe is expected to be relatively strong for much of the year while most other regions are experiencing a slowdown. However, no regional recessions are expected.

**GLOBAL:** Much like the global economy, medium and heavy truck demand is expected to slow this year and into 2020. Currently, a global recession is not forecasted. However, a cooling off is expected. According to IHS Markit, global GDP was 3.2% in 2018 and is expected to edge down to 3.1% in 2019 and 2.9% in 2020.

**NORTH AMERICA:** Medium and heavy commercial truck demand continued to be strong during the first quarter, driven by the current state of the economy. Class 8 truck demand is expected to remain strong through most of the year, but a cyclical slowdown is expected toward the end of 2019 and into 2020. The medium duty segment continues to enjoy strong consumer and vocational demand.

**EUROPE:** Despite the slowing European economy primarily due to weak external demand and political uncertainty, MHCV sales are expected to remain relatively strong this year. Demand in Eastern Europe is expected to be stronger than Western Europe as the trucking companies continue their replacement demand.

**INDIAN SUBCONTINENT:** After exceptionally high sales during the past two years, MHCV demand is expected to decline in 2019 primarily due to weakness in India. Truck overcapacity of 15% – 18%, along with an overall slowdown in the automotive segment will contribute to this situation. With the industry focusing on the BS-VI emission regulations scheduled for implementation in April 2020, we can expect some choppy demand toward the end of the year.

**SOUTH AMERICA:** Primarily driven by Brazil, MHCV demand continues to improve after several years of poor sales as a result of a weak economy. Domestic and export sales started to improve in 2017 and continued through last year. While truck exports are the main reason for this increase, domestic demand has also significantly improved during the past year.

**FAR EAST:** Demand for MHCV's is expected to decline slightly this year as both the domestic and export economies slow. Most of the production in Japan is for export which provides for very diverse vehicle markets.

**GREATER CHINA:** After two years of very high demand in the heavy commercial truck segment, demand is expected to decline this year primarily due to a slowing economy and relatively high truck capacity and higher truck prices partly due to the cost of emission technology and lower freight rates. The combination of a slowing economy and relatively high truck capacity, demand is expected to be soft during the next few years.

The next update of the Power Systems Research TPI will be in July 2019 and will reflect changes in the TPI during Q2 2019. **PSR**

## COMPONENTS

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## Truck Production Index

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*During H2 2018, the economy remained stable and pure economic conditions in the region were favorable. Most industries performed very well, and the short-term outlook remains flat to positive for most market segments*

## North America Report

By *Yosyf Sheremeta*, Director Product Management & Customer Experience



Yosyf  
Sheremeta

### Economy Shows No Significant Signs of Slowing in H1 2019

*A more extensive version of this report first appeared in the Q1 2019 Update Bulletin published for its clients by Power Systems Research on April 5, 2019.*

**SUMMARY.** During H2 2018, the economy remained stable and pure economic conditions in the region were favorable. Most industries performed very well, and the short-term outlook remains flat to positive for most market segments. We expect such positive conditions to last at least another 6-12 months.

At the same time, there will be some minor differences among market segments, especially those that are consumer oriented. Additionally, we have seen that some markets have bottomed out and have started a new up-trend in 2018; this trend should further strengthen in 2019.

Going forward, we expect the near future growth mainly will be tied to economic factors and performance, and not political speculations, either global or domestic, as in the past. However, some risks remain on the horizon due to global trade disagreements, tariffs and policies that potentially could have an impact long term.

The general economy in the U.S. is in its ninth year of growth, and markets are performing well. This has been an uncommon economic cycle with a very prolonged, low and slow recovery. At the same time, we see that some segments experienced a series of shorter cyclical growth patterns within a growth cycle.

We believe slower growth for some products will continue for the next year. For example, the Agricultural segment is finally coming off a major decline (2014-2016) and has started nicely to regain ground in 2018-2019; however, recovery will be slow and long.

The job market is very strong, and combined with continuing strong housing starts, and extra cash in the hands of the consumers, 2018 turned out to be very strong year. While interest rates have risen lately, they remain historically low and help drive the momentum forward. Based on current economic activities and market conditions, we expect similar performance in H2 2019, but the end of the trend looks as though it might be on the horizon within the next 6-12 months.

As we projected in 2015, the Federal Reserve Bank started rate increases in Q4 2015; since then the rate was increased nine times, and currently is 2.5%

Going forward, we expect maybe one rate increase in 2019 and one more increase in 2020. However, the number of rate increases will greatly depend on



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## **North America Report**

*Continued from page 6*



inflation rates and economic performance, as well as economic policies of the Trump Administration and the Federal Reserve Bank. We may see the reverse in the current trend of raising the rate, if economic conditions were to worsen and put a significant break on the economic growth.

Nevertheless, we do not see rate increases having any significant immediate impact on most segments in the region during 2019. Consumer-oriented products, such as personal transportation and recreational products, will be among the first to feel the impact of rising rates. While sales of passenger cars have slowed, it has been mainly due to the growth of SUV products. Recreation products, such as motorcycles, ATVs, snowmobiles and boats, also have been very strong and are projected to remain solid during 2019.

Business fixed investments, as well as consumer spending, are very strong and show signs of continued performance at present levels.

While consumer spending is still strong, we believe spending and consumer confidence will reach its peak in H1 2019. Current strong consumer spending levels are driven by low interest rates and the strong job market. Employment statistics were strong over the past few years and will carry over into H2 2019.

Across all market segments, we expect overall total OEM equipment production numbers to be flat for 2019, which is in line with our previous projection in Q4 2018 at -0.4%. We see an almost flat to slightly lower level of overall activity in 2020 at -1.0%, as the overall economy reaches its peak in productivity, and as demand levels decline.

At the same time, we expect tax reform implementation to give a major boost to the U.S. economy for at least several years, with first results and benefits already visible in 2019. Furthermore, we already have started to see upbeat interests from the corporate world and activities related to tax reform, such as new investment plans, job creation and new production capacity planning.

On the opposite side, current trade rhetoric and proposed policies most likely will bring some disruptions in the market. 2019 continues to be a year of political turbulences and economic uncertainties.

During the last few quarters, we have seen a significant increase in construction equipment activities. Major OEMs like CAT, Deere and Cummins showed increased sales and orders in 2017-2018. However, we expect that trend will slow in H2 2019. Again, trade rhetoric might have an impact on these OEMs in the future, which will force industry re-grouping and global rebalancing.

Production in 2016-2017 reached record levels for some segments such as Minivan/SUVs and Passenger Cars, with very strong demand levels throughout the region. However, we believe these markets peaked in 2017, and we already saw a slight decrease in production numbers in 2018. During 2019, this trend will continue, but we do not see a rapid decline in demand, mainly due to strong economy and low interest rates

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## North America Report

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*We saw a slight drop in demand for consumer products, starting at the end of 2016-2017, but the overall level of demand remained stable in 2018. We project these markets to be flat this year.*

We saw a slight drop in demand for consumer products, starting at the end of 2016-2017, but the overall level of demand remained stable in 2018. We project these markets to be flat this year. Most of the decline is cyclical and is mainly due to markets having reached their peaks in 2016-2017. At this point, over the mid-term and long-term, we do not expect any major or significant declines in any of the segments.

Across other markets, we forecast that short-term growth is expected to be flat to slightly positive at low-single digits annually for some segments such as Construction and Industrial, with the mining sector likely to experience much stronger growth.

The Agricultural segment has not yet delivered the promised recovery, but we expect activities to improve in 2019-2022. Other segments, such as Passenger Cars, and Minivan/SUV, experienced a slowdown in 2018 and will further turn into negative territory in 2019-2020. **PSR**

## Brazil/South America Report

*By Fabio Ferraresi, PSR Director, Business Development, South America*

### Agrishow 2019 Writes US\$ 750 Million in Sales, Up 6.4%



*Fabio  
Ferraresi*

The biggest Agricultural Show in Latin America recorded 6.4% more sales than last year and recorded a record attendance of 159,000 people. During the show, the minister of Agriculture announced additional funding for Agricultural machines of US\$ 125 Million, yet that's less than the US\$ 750 million requested by Agricultural sector representatives. **Read The Article**

**PSR Analysis:** Sales at the Agrishow are an important barometer of the agricultural market for the year. These figures reinforce the growth forecast we set in our databases. The fact that the credit level is below expectations plus the uncertainty for funding, is encouraging farmers to purchase equipment.

This situation is not causing a bubble because the harvest forecast is strong, and the productivity increase forecast is based on machine purchases.

### Automotive Aftermarket Shows Solid Growth in Brazil

Automec is considered the biggest aftermarket trade show in Latin America and the fourth largest in the world. The 2019 edition in late April reported a 36% business increase over the edition of 2017. Most auto parts suppliers reported important deals both with national distributors and foreigners visiting the show.

**Read The Article**



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## Brazil/South America Report

*Continued from page 8*

*Scania has announced a new round of investment totaling US\$ 350 million, or US\$ 1.4 billion for the period 2021-2024.*

**PSR Analysis:** Aftermarket sales in Brazil to end users are growing because of the economic recovery that increases higher auto and truck utilization causing an increase in parts consumption. Year to date part sales is not significantly above 2018, but the perspective of recovery in H2 2019 contributed to the higher level of business at the show. A weak 2017 also makes the growth looks high.

### Scania Plans US\$ 350 Million Investment in Brazil

Scania has announced a new round of investment totaling US\$ 350 million, or US\$ 1.4 billion for the period 2021-2024. It is 33% of the yearly investment of last cycle of R\$ 2.6 Bi from 2016 to 2019. The tax incentive program from São Paulo state, where Scania is located, has its influence in the decision, as happened with GM that is cutting expenses and investment around the world and announced strong investment in its plants in São Paulo.

Scania grew 31% from Jan to April, compared to the same period in 2018. On new propulsion technologies, Scania is betting on NG and Biogas propulsion.

#### Read The Article

**PSR Analysis:** Ford quit the region, but VW AG invested in the same region, demonstrating that the strategy of companies often has a greater effect on business continuity than external factors.

The growth of Scania is affected by Ford's exit, because Ford played an important role in lighter categories of the MHV segment. Scania is strong in the Class 7-8 which is the segment growing more in South America. **PSR**

## China Report

By *Qin Fen*, 秦奋 PSR Business Development Manager-China. 业务拓展经理



*Qin Fen*

### China Expanding NS6 Implementation

On July 1, 2019, many more provinces/cities environmental authorities will roll out China NS 6 implementation plans, following Beijing, Shenzhen and Guangzhou.

**Sources:** CV World **Read The Article**

**PSR Analysis:** Like previous emission moves, especially China 4, the China NS 6 implementation is not moving ahead without opposition. Yet this time it's different. The public is more informed, in terms of the correlation between air quality and health. There have been many debates which lead to public agreement as more data, facts and numbers come out of the debates.

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## China Report

Continued from page 9

This time, though, we have to wait and see if the government will delay the implementation, as it did before. **PSR**

## 21省市国六实施及国三淘汰补贴政策 你想了解的都在这里了

2019年5月10日 - 临近7月1日，继北京、深圳、广州等地宣布实施国六后，近期又有上海、河南、陕西等多个省市公布了国六排放实施的具体时间，及相应政策细则。从这些政策可以看到，“打赢蓝天保卫战”不仅仅意味着排放升级，国三车报废、新能源车布局等方面也是国家节能减排规划的重点。

**新闻来源：**第一商用车网 - [阅读原文链接](#)

**PSR分析：**和之前的排放切换一样，道路国六的实施，或者更大范围的说，加上非道路国四实施，这些切换并不是没有反对声音。但是这次不一样。公众对空气质量和健康之间的关联认识更加清楚，针对这些有很多争论，但其实争论是好事，因为随着争论，会有越来越多的数据，事实和数字出现，公众会倾向在一些问题上达成共识。

不过这次，我们仍然需要观察，看政府是否会像原来一样，推迟实施日期。

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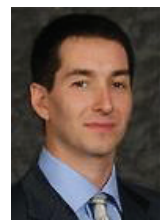
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## Europe Report

By *Emiliano Marzoli*, Senior Business Development Manager - Europe

### New Record Order for JCB

JCB is celebrating its biggest single order, an order from the leading



*Emiliano  
Marzoli*

equipment rental business Nixon Hire for a new telehandler machine fleet worth almost USD18 million (GBP14 million).

Nixon Hire has signed a deal for 235 JCB Loadalls which will join the fleet at its depots across the UK.

Nixon Hire managing director Graham Nixon says the decision to buy JCB was based on the quality and efficiency of the product as well as the excellent aftermarket support offered by Scot JCB throughout the UK. "The machines come with class-leading telematics and this is a huge benefit to our own customers," he said

### Read The Article

**PSR Analysis:** Demand for telescopic forklifts continues to grow steadily. This application has been one of the most successful in the past three years.

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## Europe Report

Continued from page 10

Strong double-digit increases in production and sales have raised the interest of the industry for this machine.

The versatility of this product is behind the success story. Both agricultural, construction and general industrial missions can be carried out with the same machine, making it very attractive for rental companies.

According to the **Power Systems Research** database **OE Link™** while the growth will slow down in 2019 and 2020, demand will remain very positive, generating a further 9%-10% growth YoY. JCB was one of the most successful companies and our forecast which says it will outperform the industry and close 2019 and 2020 with an increase in sales of telescopic forklifts above 10%. **PSR**

## Far East/Southeast Asia Report

By *Akihiro Komuro*, Research Analyst, Far East and Southeast Asia

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### 極東 > 日本:

ホンダの新型EV、車名は『ホンダe』に…欧州で2万2000人以上が購入に関心



Akihiro  
Komuro

ホンダの欧州部門は5月8日、近い将来に市販予定の新型EVの車名を、『ホンダe』に決定した、と発表した。ホンダは2019年3月、スイスで開催されたジュネーブモーターショー2019において、ホンダ『eプロトタイプ』を初公開した。2019年後半から生産を開始する予定のホンダeは、同車の市販バージョンとなる。eプロトタイプには、EV専用プラットフォームを採用。小型ボディながらロングホイールベースと短いオーバーハングを実現し、街中での取り回しの良さと優れた走行性能を追求する。さらに、力強いモーターと後輪駆動による走りの楽しさを実現しながら、航続は200km以上を達成。30分でバッテリー容量の80%まで充電が可能な急速充電にも対応する。

なおホンダは、ホンダeには欧州全域で、2万2000人以上の顧客が購入に関心を示している、としている。

**出典: レスポンス, 2019年5月9日**

**PSR 分析:** 2017年の東京モーターショーで展示されていたコンセプトモデルがほぼそのままのイメージで市販される見込みだ。FR駆動、サイドミラーレス、航続距離約200km、30分で80%まで充電可能というスペックだ。車名にブランド名のホンダを冠していること自体が、ホンダのEVに関する熱を示唆して

[↑ Click Here To Go To Page 1](#)

## Far East/Southeast Asia Report

Continued from page 11

*Honda says that more than 22,000 potential customers have expressed interest in purchasing the Honda e throughout Europe.*

いる。目を引くデザインは近年の日本ブランドに無かったユニークさを持っている。日産のnote、三菱のi-MiEVなど、すでに日本ブランドのEVは世に出ているが、ホンダの名を冠したホンダeが今後どれだけ市場に受け入れられるか。日本ブランドのEVが世界市場でどれだけの存在価値を得られるかの試金石なのかもしれない。**PSR**

## Far East: Japan Report

### Honda Prepares To Launch EV “Honda e”

Honda’s European division announced it will name its new EV the “Honda e,” and said the Honda e is scheduled to start production in the second half of 2019. Honda unveiled the “e-prototype” at the Geneva Motor Show 2019 in Switzerland in March 2019.

The e-prototype uses an EV-only platform. It uses a long wheelbase and a short overhang, and despite its small size, it claims good maneuverability and excellent running performance in the city. Furthermore, it achieves driving pleasure with a powerful front engine and rear wheel drive, and the cruising range reaches more than 200 km. It also supports fast charging that can charge up to 80% of the battery capacity in 30 minutes.

Honda says that more than 22,000 potential customers have expressed interest in purchasing the Honda e throughout Europe.

**Source:** *Response* **Read The Article**

**PSR Analysis:** It is expected that the concept model exhibited at the 2017 Tokyo Motor Show will be marketed with almost the same image. The eye-catching design has a uniqueness not found in recent Japanese brands.

Japan already has EVs on the market from OEMs such as Nissan and Mitsubishi. But it’s a question how much the Honda name will attract consumers. The entry of the Honda e may be a test of how much value the Japanese EV has in the global market. **PSR**

## 極東 > 韓国:

### ソカー、テスラと手を組んでカーシェアリングの底辺拡大

韓国の車両共有企業ソカー(SoCar)社は電気自動車市場の強者の米テスラ(TESLA)社と手を握り、車両共有市場の拡大に乗り出す。ソカーは16日、テスラと「ソカーXテスラプロジェクト」のための業務協約(MOU)を締結したと発表した。このプロジェクトはテスラのプレミアム電気自動車「モデルS」をソカーのプラットフォームで、長期共有方式として提供することだ。今回のMOUで顧客は革新的な未来車を車両共有プラットフォームで体験できることになった。また、

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所有しなくても自分の車のように利用できるサービスモデルを提示し、車両共有市場の底辺を拡大する。車両のオーナーはふだん自分が所有する車のように使用し、オーナーが使用していない時間に他のユーザーと共有することができる。車両の共有時間を多くすればするほど、オーナーに対するレンタル料の割引幅が大きくなる。月5回の共有時には50%程度の割引が予想される。車両内部のオプションとアイテム選択が可能な項目を追加し、個性と趣向を反映できるようにした。先月、ソカーXテスラプロジェクトのパートナー1次募集では、定員20人が開始と同時にあっというまに完了した。現在、車両の引き渡しまでを仕上げた。ソカーは今回のMOUでコストと資源の効率性を高めながらも、多くのユーザーの移動の問題を解決できると説明した。両社は共有サービスに最適化された車両の購入、共同マーケティングやプロモーション、充電施設の開発などの全分野にわたって密接に協業する予定だ。ソカーは今回のプロジェクトを皮きりに、テスラのような特色のある車両の提供を拡大する。リーズナブルな価格で自分の車のように使用したいユーザーは、車両とともに特別な経験や好みを他の人と共有できるように結び付けるプラットフォームとして育成する。車両共有の経済的利点に趣向までを反映したパーソナライズサービスで、日常生活の移動経験を変えるように誘導する。このために今年の下半期に、多様な個人的趣向の反映が可能なカスタム車両共有サービスモデルとプラットフォームを構築する。オーナーとユーザーの好みに合った多様な車種と合理的な料金プランを提供する。現在、ミニハッチバックなどの多様な完成車に対しても、オーナー募集を行っている。ソカーのイ・ジェウン代表は、「オーナーとユーザーの好みや経験によって、さらにパーソナライズされた車両の共有文化とシステムを構築するためにさまざまな実験を継続する」と語った。

**出典: 毎日経済新聞, 2019年4月17日**

**PSR 分析:** 2012年に設立された SoCar は韓国におけるカーシェアリングのファーストランナーと言っているだろう。彼らのサービスはUberのようなドライバー付きのライドシェアではなく、個人カーシェアリングである。日にち単位でのレンタルではなく、時間単位で借りられる。事故には保険の補償もある。ユーザーは車の予約、開錠、決済をアプリで一元的に完結する。自由な時間に好きな車を運転することができる。

SoCar は1月の時点で、韓国内の3,200地域で8,200台の自動車サービスを提供しており、メンバーは340万人超にのぼる。

SoCarの成功は韓国の首都ソウルの「シェアリングシティ宣言」に支えられている。ソウルは人口1,000万人を超える大都市で、その人口密度は東京以上である。韓国の全人口の20%がソウルに集中していて、過密度は年々深刻化している。不景気で税収が減る中でも、交通、環境などの都市問題に対策を講じる必要に迫られていたソウルは、2012年に「シェアリングシティ・ソウル推進計画」を発足し、「ソウル特別市共有促進条例」を制定した。

これはシェアリングエコノミーを促進する基盤を整え、民間の企業や団体の活動を支援するための条例だ。つまりシェアリングシティ・ソウルは、行政主導型



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で民間がシェアリングエコノミーを開拓・実施し、行政はその活動を促進する基盤を整える・支援するという都市政策である。このような背景の下、EVやシェアリングという新しいカルチャーが育つ土壤ができつつある。

ユーザーの志向に合わせた製品拡充が求められるなか、テスラのプレミアムEVであるモデルSを安価にシェアできるこのサービスは、需要に確実にフィットするだろう。また、テスラにとっては韓国市場におけるプレゼンスを高める上で正しい選択と言える。PSR

## **Far East: South Korea Report**

### **SoCar To Collaborate with Tesla in Ride-Sharing Venture**

South Korea's largest car-sharing service provider SoCar has added the premium electric vehicle Model S by Tesla Inc. to its fleet so users can own the cars and share them when they don't drive them.

The two companies plan to develop a car-sharing platform that allows users, called partners, to rent cars for the long term on a monthly payment plan and share their cars with other SoCar users when they don't use their cars. They expect the new car-sharing plan to transform people's lifestyle. Under the plan, the more partners share their cars with other users, the higher discount rate on the car rental fee, SoCar said.

For instance, partner users would receive a discount of about 50% off a monthly fee if they share their cars with other users five times a month.

SoCar said it has already delivered the first 20 units of Tesla Model S to partners registered for the long-term car-sharing program last month. The partners were allowed to choose car interior options and items to reflect their personal preferences, the company added.

SoCar plans to introduce a personalized car-sharing service platform in the second half of this year.

**Source:** MK News, 17 April 2019 [Read The Article](#)

**PSR Analysis:** SoCar, established in 2012, is one of the leaders in the car-sharing business in Korea. All their car-sharing services (from reservation to driving to payment) are completely controlled by a smart phone app. There is also insurance compensation for accidents.

As of this January, SoCar offered 8,200 vehicles in 3,200 areas in Korea, and has more than 3.4 million users.

SoCar's success is supported by Seoul's "sharing city declaration." Seoul is a big city with a population of over 10 million, and its population density is higher than Tokyo. With over 20% of the population of South Korea



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concentrated in Seoul, overcrowding is getting worse year by year. Even though the recession has reduced tax revenues, it was necessary to take measures against urban problems such as traffic and the environment, so Seoul city launched the Sharing City Seoul program and the Seoul Metropolitan Government Ordinance on the Promotion of Sharing in 2012.

The ordinance aims to create a foundation to promote the sharing economy and to support the activities of private companies and organizations. In other words, Sharing City Seoul is an urban policy in which private companies develop and implement a sharing economy, and the government prepares and supports a base to promote its activities. In such a background, a new culture of EV and sharing is growing.

With product expansion tailored to the user's preferences, this service, which can share Tesla's premium EV model S at a low price, could meet consumer demand. For Tesla, it might be the right opportunity to increase its presence in the Korean market. **PSR**

## 東南アジア > マレーシア

### マハティール首相、自国の産業には新しい国産車が不可欠と改めて発表

マレーシアの運輸部門のさらなる発展のためには、プトラジャヤで新たな国産車のブランドを創出することが不可欠であると、マレーシアのマハティール・ビン・モハマド首相は声明を発表した。首相は、2018年のマレーシアの自動車と部品の輸出が、それぞれ20億リンギット(≒525億円)と120億リンギット(≒3,150億円)に達したことに触れ、同国の経済における自動車産業の重要性を実証していると述べた。年に一度、マレーシアアグロエクスポジションパークセルダン(MAEPS)にて開催されるASEAN最大のモーターショー、マレーシアオートショー2019で、マハティール首相は次のように発表している。「マレーシアには、国産ブランドと海外ブランドをあわせると27の自動車メーカーがあります。また、700を超えるベンダー、53,000を超える代理店およびサービスセンターがあり、そこでは70万人もの人々が、自動車およびモビリティ分野で働いているのです。マレーシアの自動車産業は、自国がグローバルに発展していくにつれて、マレーシア経済に副産物をもたらす可能性を秘めています。」さらに首相は、通商産業省(Miti)が国家自動車政策を見直していると述べ、自動車エコシステムなどを含めた改訂政策は、次世代自動車(NXGV)、サービスとしてのモビリティ(MaaS)、第4次産業革命、人工知能など、新しい技術や概念によって支えられるだろうとしている。

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*There are over 700 vendors, 53,000 distributors, retailers, and service centers, as well as over 700,000 individuals working in the automotive and mobility sectors.*

出典: malaymail, 2019年4月11日

**PSR分析:** マレーシアの市場規模はインドネシア、タイに次ぐ第3位だ。マレーシアでは公共交通網が急ピッチで整備されている。軽量輸送システム(LRT)は1990年代から運営されていたが、2017年7月、首都クアラルンプールで大量輸送システム(MRT)1号線が開通した。MRT2号線、3号線の計画も進んでいる。しかし、市民の日常の足は、いまだに自家用車が主流である。一家族で複数台を所有するケースも珍しくない。自動車を保有する世帯は全体の約8割に上る。国民2人に1台という高い所有率を持っている。

マレーシアには国産車メーカーを育てようとする気概がある。現在はProtonとPeroduaが広く受け入れられている。マレーシアの人口は3000万人弱と市場としてそれほど大きくない。このため、ProtonはASEAN全体を一つの市場と捉え、将来的に域内で増える中間層を狙って競争力の高いモデルを投入する計画だ。これまで東南アジアでは日本車を見かけることが多かったが、その様子は大きく変わろうとしている。

2014年に政府は国家自動車政策(NAP21)を発表し、マレーシアを省エネルギー車(EEV: Energy Efficient Vehicle)の生産拠点にすることを目指すと言った。それに応じて各メーカーが発売する新モデルも、販売が好調な小型車を中心に燃費のよいEEVが主流だ。このNAPについては実効性について否定的な意見もある。タイやインドネシアも新しい技術に関する動きは鈍い。充電インフラ整備より道路そのものの整備が優先だという声も聞こえてくる。米中の貿易摩擦などの外的要因やASEAN内における保護主義など、多くの不確定要素が市場を揺らす。そのため決して楽観的にはなれないが、マレーシアにおいては自国ブランドの成長が次世代技術を普及させるためのキーなのかもしれない。 **PSR**

## Southeast Asia: Malaysia

### Malaysia Pushes New National Car Brand

The Malaysian government is pushing a new national car brand to stimulate development of Malaysia's transport sector, says Prime Minister Tun Dr Mahathir Mohamad.

He said the exports of Malaysian cars and components in 2018, that reached USD 480 million (RM2 billion) and USD 2.9 billion (RM12 billion), respectively, demonstrate the importance of the automotive industry to the economy.

There are 27 car-makers in Malaysia, consisting of both national and international brands. There are also over 700 vendors, 53,000 distributors, retailers, and service centers, as well as over 700,000 individuals working in the automotive and mobility sectors.

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*Malaysia has a desire to grow domestic car brands. Currently, Proton and Perodua are widely accepted by the public.*

The automotive sector could generate spin-offs for the Malaysian economy to align it with global developments, said Dr Mahathir at the launch of the Malaysia Autoshow 2019, the largest annual auto show in Asean.

Dr Mahathir said a new national car project would spark a technology cluster and promote learning of the latest automotive engineering technologies.

He also said a revised National Automotive Policy would include the automotive ecosystem supported by new technologies.

These include concepts such as the Next Generation Vehicle (NXGV), Mobility as a Service (MaaS), Industrial Revolution 4.0, and Artificial Intelligence.

**Source:** malaymail, 11 April 2019 [Read The Article](#)

**PSR Analysis:** Malaysia has the third largest auto market after Indonesia and Thailand in Southeast Asia. In Malaysia, public transport networks are being developed at a rapid pace. The Light Rail Transit (LRT) has been in operation since the 1990s, and in July 2017, Mass Rapid Transit (MRT) Line 1 opened in Kuala Lumpur. Plans for the MRT Line 2 and 3 are in progress.

However, private cars are still the primary daily transportation for citizens. About 80% of households own cars, and they have a high ownership rate of one in two people.

Malaysia has a desire to grow domestic car brands. Currently, Proton and Perodua are widely accepted by the public. Malaysia has a population of less than 30 million and is not a very large market. For this reason, Proton views the whole of Southeast Asia as one market and plans to introduce a highly competitive model aimed at the growing middle class.

In 2014, the government announced the National Automotive Policy (NAP 21) and said that it planned to make Malaysia a production base for Energy Efficient Vehicles (EEV). New models released by OEMs in response to the policy, are mainly fuel-efficient EEVs, small cars with strong sales.

Various uncertainties such as US-China trade friction and protectionism within ASEAN affect the market. But in Malaysia, the growth of its own brand may be the key to disseminating next-generation technology. **PSR**

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## India Report

By *Jinal Shah*, Regional Director, South Asia Operations



Jinal  
Shah

### e-bike Sales Grind To Halt in April.

A reduced subsidy under FAME-II and related certification requirements hit the electric two-wheeler industry with a double blow. From the 20 or so lithium-ion battery powered electric two-wheeler models available in the local market, the product range has shrunk drastically. From sales of 6,000 units in March, the number is now down to almost nil, according to some insiders.

#### Read The Article

**PSR Analysis:** The FAME II became effective April 1, 2019, and required certification of models to be eligible for the subsidy. With more stringent and higher technical requirements for two wheelers, the eligible models shrunk to just 20.

These eligibility criteria now are being challenged by OEMs. NITI AYOJ has set the criteria to level the quality of EVs produced in India.

With this in place, OEMs have to go back to the drawing board to redesign their models. This would affect the market for another couple of months until the consumer sees favorable buying options. Higher costs due to improved technical specifications will also impact the already sluggish sales.

### Tractor Sales, Production Tumble in April

During the first month of the current fiscal year, tractor production fell by 11% to 68,623 units, while exports declined sharply by over 28% to 5,142 units.

#### Read The Article

**PSR Analysis:** Adding to weak farmer sentiment due to reduced rainfall in 2018, the domestic tractor market took a hit due to the ongoing general elections. Also, reduced demand from countries in Europe hit by drought caused exports from Indian manufacturers to tumble sharply.

The tractor market is expected to be sluggish for another quarter in FY20 as light rainfall in FY19 resulted in a significant drop in planting areas of major crops in the states of Gujarat, Maharashtra, West Bengal, Rajasthan, Karnataka, Andhra Pradesh, Telangana and Tamil Nadu. Also, reducing demand is the Indian Meteorology Department prediction for 10% lower rainfall than the country's 50 year average. **PSR**

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## Russia Report

By *Maxim Sakov*, Market Consultant, Russia



*Maxim  
Sakov*

### Government Ready To Support GAZ Group.

The Russian government is ready to support the Gaz Group, which has requested an additional US\$ 500 million (30 billion Rubles), an amount that is seen as reasonable, said Vice-Premier Kossack during the Yalta Economical Forum.

According to Kossack, the requested sum is not provided automatically. The government will evaluate the request and determine the real need.

Earlier, the source said GAZ Group is asking additional support from the government, threatening to default and drop production 40% in Q3 2019 and Q4 2019. The OEM considers the current level of State support insufficient, given existing sanctions. [Read The Article](#)

**PSR Analysis:** This news has several aspects. First, the GAZ group is experiencing problems because of the sanctions. The main reason is that the OEM uses many foreign-made component in its machines.

Secondly, GAZ management is trying to squeeze as much profit as possible out of the situation and is trying to scare officials, then obtain a significant amount of financial support.

And, finally, while large Russian OEMs are considered as private companies, and in a critical situation, the State can take control of the plant in question.

### New Hino Truck Plant Will Create About 300 Jobs

Japanese Hino has begun construction of a truck manufacturing plant in the Moscow region. The plant will make light, medium and heavy trucks of the 300 and 500 Series. Production capacity will be 2,000-3,000 trucks per year. Investment amount is US\$ 17 million, and the plant is expected to open in the middle 2020. [Read The Article](#)

**PSR Analysis:** One more Japanese brand opens assembly plant in Russia. New terms of "Special investment contracts" are attractive for global truck makers.

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## Belaz Mining Trucks Tests 5G Drone Module

Belaz is testing dump trucks with a driverless module using 5G technology. The main goal of the technology is to reduce data transmission delay times. Currently, it's about 10-11 milliseconds – faster than current 4G technology.

The next stage calls for creation of an autonomous test network in a working mine in Mikashevichi, Belarus. If this is successful, Belaz would begin mass production. According to the OEM's estimates, the price of a drone truck will be about 20%-25% higher than the regular one. But these expenses will be paid back through fuel and service economies. **Read The Article**

**PSR Analysis:** These technologies could be more productive than driverless cars. **PSR**

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