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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**。

## PowerTALKを中国語と日本語でお読みいただけるようになりました

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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## Data Point: *Rough Terrain Forklifts*

### 14,400

By *Carol Turner*, Senior Analyst, Global Operations

This is the estimate, by Power Systems Research, of the number of Rough Terrain Forklifts to be produced in the United States during 2019, an estimated gain of approximately 771 units or 6% over 2018.

In 2018, production was 13,629, up 1,650 units or 13.7% from 11,979 in 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 combined plant totals of 42%, **JLG Industries** leads in production of Rough Terrain Forklifts in the United States. In second position is **Terex-Oklahoma City** with 17%; third, with combined plant totals, is **Manitou Group America's Region** with 14%.

#### Engines Used by OEM:

- **Bright Coop:** 23% Deere (22) and 77% Kubota (72) diesel.
- **Case:** 100% FPT Industrial (528) diesel.
- **Chrisman:** 45.5% Kubota (127) and 54.5% Kohler (152) diesel.
- **Custom Mobile:** 49% GM (47) MF and 51% GM (49) LP.
- **Harlo:** 37% Cummins (106) and 63% Deere (178) diesel.
- **Hoist:** 3.5% GM (5) LP and 96.5% Cummins (134) diesel.
- **Hol-Mac:** 2% Kubota (6) gas, 18.5% Honda (52) gas and 79.5% Kubota (224) diesel.
- **Independent RT Center (Kalmar):** 100% Cummins (9) diesel.
- **JCB – Georgia:** 100% JCB (74) diesel.
- **JLG McConnellsburg:** 8% Deutz (447) and 92% Cummins (5184) diesel.
- **JLG-Shippensburg:** 100% Deutz (102) diesel.
- **Landoll Corp:** 100% GM (14) MF.
- **Manitou Group-Texas:** 8% Deutz (29), 43% Kubota (152) and 49% Perkins (175) diesel.
- **Manitou Group-Yankton:** 2% Yanmar (24), 6% Kubota (87), 13% Deutz (199) and 79% Cummins (1182) diesel.
- **Marine TraveLift:** 50% Cummins (2) and 50% Deere (2) diesel.
- **Master Craft:** 28% Caterpillar (15) and 72% Perkins (38) diesel.
- **McDonald Services:** 100% Deutz (12) diesel.
- **Nasco:** 100% Deere (13) diesel.
- **NMC Wollard:** 100% Kubota (9) diesel.
- **Pettibone/Traverse Lift:** 100% Cummins (100) diesel.
- **Taylor Machine:** 3.5% PSI (39) LP, 4% GM (46) LP; 9.5% Deutz (102) diesel, 24% Volvo Penta (253) diesel and 59% Cummins (632) diesel.
- **Terex:** 34% Perkins (814) and 66% Deutz (1571) diesel.
- **Wiggins:** 18% Volvo Penta (7) and 82% Cummins (39) diesel.
- **Xtreme:** 3% Kubota (17), 25% Deutz (137) and 72% Cummins (401) diesel.

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## Data Point

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*From 2017 to 2018, production of Rough Terrain Forklifts in the United States increased nearly 14%. Production is expected to gain 6% in 2019 over 2018.*

**Industry News:** In June 2018, Kalmar RT Center LLC was acquired by Independent Bankers Capital Funds, and the name was changed to Independent Tough Terrain Center LLC.

**Exports:** Collectively, up to 40% worldwide.

**Trends:** From 2017 to 2018, production of Rough Terrain Forklifts in the United States increased nearly 14%. Production is expected to gain 6% in 2019 over 2018. This growth is attributed to the increase in domestic and European construction markets and the overall stabilization of the global economy.

Rough terrain forklifts can improve jobsite productivity by moving and placing equipment and material around construction jobsites quickly and efficiently.

One of the biggest challenges for this industry is the slowing housing sector/construction market. However, other sectors, such as farming and forestry, are beginning to boom. At the same time, many rental companies are replacing older machines in their fleet. Production is expected to gain steadily over the next couple of years, gaining up to 10% as increased government spending on infrastructure drives market growth. **PSR**

## North America Report

*By Tyler Wiegert, Project Manager and Research Analyst*

### First-Timer's Perspective: EGSA Spring Conference

In early March, I had the opportunity to attend my first Electrical Generating Systems Association (EGSA) conference. The conference ran from Sunday, March 3 to Tuesday, March 5 just outside of Austin, Texas.

Power Systems Research has been active in EGSA for many years; but as a first-



*Tyler  
Wiegert*

timer I experienced first-hand an association and conference that was well organized and offered an enriching experience from several aspects.

What I found was a friendly environment that simultaneously facilitated abundant networking opportunities and collaboration between competitors, all with the goal of improving the power generation industry.

The conference had three core activities. The first were large group sessions focused on industry perspectives, case studies and professional development. High-caliber speakers delivered meaningful instruction and inspiration on how to be a better leader amongst other themes. These sessions also included more down-to-earth topics like the logistics of taking on a project that stretches your capacity and how to improve your cyber-security game.

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## North America Report

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Following the large group sessions, we broke off to join committee meetings. The committee meetings provide an opportunity to put into action EGSA's mission to improve the power generation industry. In committees, members roll up their sleeves and discuss selected topics from their perspective (with strict rules against plugging their own organization) in efforts to share insight with people who may very well be suppliers, competitors, customers, etc.

I attended the Market Trends committee with my PSR colleagues Joe Zirnhelt and Marilyn Tarbet, where we discussed trends towards microgrids. Joe and Marilyn then went on to the newly created Microgrid and Renewables Committee meeting, while I joined the International Trade Committee.

As we discussed projections for growth in each region, we heard members from South America and India walk us through political and economic changes that were affecting internal growth and trade practices. We also received insight on how to navigate the complex trade regulations in South America.

I greatly enjoyed my time at EGSA, for its networking opportunities, professional development and value-added experience. I am grateful to be able to expand PSR's presence and participation and look forward to being back for the next conference.

## Generator Sales Continue Strong in Q4 2018 Q1 2019 Sales Expected To Slip

**SUMMARY:** Gen-set sales in North America continued to grow in Q4 2018, with dealers reporting an overall unit sales increase of 6.7% over Q3 2018. The change was largely due to a continued strong demand for standby units by private consumers.

Fourth quarter performance also was bolstered by an historically unusual surge in demand for temporary gen-sets. The strongest growth in Q4 2018 came from the <10kW and 21-50kW ranges, driven by 3-6% growth for both diesel and gaseous gen-sets in those ranges.

Overall unit sales for Q4 2018 were up 21.1% compared to sales levels in Q4 2017.

Five quarters after the hurricane season at the end of 2017, the gen-set market has not yet corrected. Both Q3 2018 and Q4 2018 saw 20+% YoY growth over 2017, despite the dramatic increase in unit sales in Q3 2017 and Q4 2017 to meet the demand caused by hurricanes in the southeast.

We see this as further evidence that those hurricanes brought new consumers into the market, beyond those directly affected by the hurricanes in 2017.

This data comes from the proprietary **PowerTracker™** series of syndicated surveys conducted each quarter by Power Systems Research. A total of 1,400 interviews are completed each quarter with gen-set dealers and distributors, businesses and households across North America.

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## North America Report

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Growth in Q4 2018 was due in large part to the low-to-mid single-digit growth in diesel sales in all power ranges except 10-20kW. While gaseous gen-sets performed similarly in the ranges below 100kW, they declined by 1-2% QoQ in the 101-500kW range, and by about 10% QoQ above 1MW, a normal showing for the fourth quarter.

In the last five years, of the nine power ranges we consistently receive data for on the dealer survey (5MW+ is intermittently available), Q4 has only shown positive performance for diesel in 5 power range-year combinations.

This year, eight of those nine power ranges for diesel were in positive territory. While only the <10kW, 21-50kW, and 101-300kW ranges surpassed 2% growth QoQ it was enough to keep overall growth positive for diesel in the 51kW-1MW ranges.

Dealer inventory levels expanded 2.3% QoQ during Q4 2018. This leaves inventories 2.7% higher than Q4 2017, which is historically modest growth, showing OEMs have struggled to meet the increased demand.

Many dealers reported that OEMs currently are not able to fill their orders quickly enough, particularly with the complete phase-in of Tier 4 Final during 2018.

As part of our **PowerTracker™** series, we also monitor trends in gen-set unit sales by application type. Standby sales increased 7.2% in Q4 2018, QoQ which is slightly above average for changes in the fourth quarter.

Dealers attribute this to normal winter purchasing behavior, but they note that the seasonal effect has been increased by a larger, younger customer base, as well as improved economic confidence.

Portable sales increased another 3%, QoQ marking the second consecutive fourth quarter of gains, and only the second fourth quarter since 2013, with positive growth for portables.

Temporary units were the standout, however, with a sales increase of 7.6%. Temporary units nudged out standby applications for the best performing application in Q4 2018.

Dealers and distributors expect unit sales in Q1 2019 to decline modestly, following the pattern set in previous years. They anticipate low single-digit declines in the below-300kW ranges, partially offset by low-to-mid single-digit gains in the 300kW-2MW ranges.

The largest gains expected are a 4.5-6.5% increase in diesel sales in the ranges of 51-100kW, 101-300kW, and 301-500kW, followed by a roughly 5% bump in gaseous gen-sets between 500kW and 2MW. During Q1 2019 we expect to see moderate growth in all power ranges for diesel, while gaseous gen-sets receive their typical first quarter prediction of moderate declines in all power ranges.

**METHODOLOGY:** Since 1998, Power Systems Research (PSR) has been continuously maintaining its **PowerTracker™** series of syndicated surveys,

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## North America Report

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*Power Systems Research, completes 200 interviews each quarter among dealers and distributors; the focus of this survey is on recent sales and market observations for the current quarter as well as expectations for the coming quarter.*

conducting 1,400 interviews each quarter among three key respondent groups in North America: gen-set dealers and distributors, businesses and households.

We complete 200 interviews each quarter among dealers and distributors; the focus of this survey is on recent sales and market observations for the current quarter as well as expectations for the coming quarter.

Our Business Consumer survey consists of 900 completed interviews per quarter among a wide cross section of businesses to gather their input concerning ownership, usage trends and motivating factors for purchase, including any concerns about the reliability and availability of electric power.

Finally, our Household Consumer survey consists of 300 completed interviews per quarter to learn more about gen-set ownership trends among households and monitor the likelihood of a gen-set purchase. **PSR**

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## Brazil/South America Report

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



*Fabio  
Ferraresi*

### Argentina LV Production Drops 22%

Production of Light Vehicles (Passenger Car, Minivans and SUVs, LCV) in Argentina dropped 22% for the first two months of 2019, compared to the same period in 2018.

Sales in February dropped 58.8% compared to February 2018 with sales of 30,404 units compared to 73,733 units in February 2018.

In the first two months of 2019, sales of automobiles and light commercial vehicles counted by Adefa, the Argentina association of the vehicle manufacturers, dropped 53.3% below the same period in 2018.

Exports in February 2019 are about the same level as reported in February 2018, which demonstrates the solid performance of the Brazil car sales market, the key export market for Argentina. Production in February 2019 was 16.4% lower than February 2018. With the low market performance, OEMs are planning plant shut downs.

**Source:** *Cosas de Autos* [Read The Article](#)

**PSR Analysis:** The bad performance for the Argentina market in February is concerning for OEMs in Argentina and Brazil, since Argentina is the biggest export market for Brazil. Although the original article touches on the January performance of production and exports, it is biased by the traditional year-end shutdown, which has been longer this year due to the crisis.

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## Brazil/South America Report

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## Colombia Associations Forecast Sales of 260,000 Light Vehicles in 2019

Two leading trade associations, Fenalco and ANDI, are forecasting sales of 260,000 vehicles in 2019 in Colombia, 2.8% higher than 2018. While the full year forecast shows moderate growth, the year has started with a sales drop of 2.9%, comparing January 2019 with January 2018. While internal sales growth is moderate, ANDI and Fenalco are optimistic about production growth driven by exports. Brazil is the key target market.

**Source:** *Portafolio* [Read The Report](#)

**PSR Analysis:** The growth forecast announced is below the forecast based on economic considerations. Credit lines are better and family revenues are higher, since the economy is growing at a rate that suggests robust growth. A poor start to 2019 has been caused by currency fluctuations and effect of anticipated sales in the Car Show in November 2018.

In the long run, trade agreement inroads between Colombia and Brazil in 2019 should be better for Brazilian OEMs exporting to Colombia rather than the other way because of emissions regulations and associated incentive programs, which are tighter in Brazil than in Colombia

## MWM Starts Manufacturing Gen-Sets in Brazil

MWM has started producing its own line of generator sets in São Paulo, Brazil and Cordoba, Argentina. The gen-sets are expected to have 95% local content and will be available in a range from 40 kVA to 800 kVA. The initial production capacity is set at 4,000 units annually and they expect a ramp up of 600 gen-sets in 2019 and 1,200 in 2020 for Brazil and an additional 200 gen-sets for export to Colombia, Chile, Ecuador and Paraguay.

**Source:** *Diesel Progress / M and T* [Read The Report](#)

**PSR Analysis:** With its main customer and former market leader, Stemac, in Chapter 11 bankruptcy, MWM has stepped up in the supply chain, invested in sales and distribution and has started its journey as a gen-set builder, following Cummins and FPT.

Although gen-set brand and engine brand compete on importance on purchasing decision factor, selling gen-sets to end users is not the same business as selling engines to OEMs. FPT saw its volumes fall short of its goals, and MWM may have the same issue. **PSR**

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## China Report

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

### China To Boost Methanol-Powered Vehicle Manufacturing

March 19, 2019, Beijing – (The State Council, PRC) Eight ministries jointly have released guidelines for a pilot program of methanol-powered vehicle in selected provinces in China.



Qin Fen

**Sources:** State Council of the People's Republic of China –  
March 19, 2019 [Read The Article](#)

**PSR Analysis:** As a low carbon alternative fuel, methanol might play a significant role in China's campaign for cleaner air quality and energy security. "In terms of methanol fuel application and industrialization in vehicles,... it is extremely helpful to understand the vital role methanol plays in winning the 'Blue Sky' campaign and securing energy supply for our country", says Mr. Wei Anli, the secretary of the methanol vehicle pilot work group under MIIT (Ministry of Industry and Information Technology).

There still is much work to be done as to how to expand methanol presence in new products and in-place equipment. If properly done, methanol can help reduce emission of NOX and particulate matters, given its low carbon nature.

**PSR**

### 我国将加快甲醇汽车制造体系建设和应用

2019年3月19日 – 北京--(中国政府网)--近日，工业和信息化部、国家发展和改革委员会、科学技术部、公安部、生态环境部、交通运输部、国家卫生健康委员会和国家市场监督管理总局联合印发《关于在部分地区开展甲醇汽车应用的指导意见》，提出将加快完善甲醇汽车产业政策、技术标准，推动产业合理布局，加快甲醇汽车制造体系建设并提高市场应用水平。

**新闻来源:** 中国政府网 – 2019年3月19日 [阅读原文链接](#)

**PSR分析:** 作为一种低碳替代燃料，甲醇可能会在中国的清洁空气保卫战和能源安全方面，发挥重大的作用。正如工信部甲醇汽车试点专家组秘书长，魏安力先生指出，“在甲醇燃料作为车用燃料的应用，产业化开发方面，... 了解其对于我国推广应用甲醇汽车，打赢蓝天保卫战的积极作用，对于保障能源安全的积极意义，大有裨益”。

目前在新车和在用设备上推广甲醇仍然有许多工作要做，如果举措得当，基于甲醇低碳的物理特性，可以极大地帮助减少氮氧化物和细微颗粒物的排放。

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## China Report

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*Hainan is a major tourism destination and with properly implemented policies, it will, without doubt, accelerate development of EVs and fuel cell vehicles (FCV) in the province.*

## Hainan Plans To Use 100% Clean Energy Vehicles in 2020

March 15, 2019, – Hainan, China's island province, plans to run all public transportation vehicles on clean energy such as electricity and hydrogen beginning in 2020. Under the recently released "Hainan Clean Energy Vehicle Development Plan," the work will be carried out in phases.

**Sources:** Hainan Province Government – March 15, 2019 [Read The Article](#)

**PSR Analysis:** Hainan is a major tourism destination and with properly implemented policies, it will, without doubt, accelerate development of EVs and fuel cell vehicles (FCV) in the province. It's encouraging that buses and taxis will run on clean energy, as well as municipal and government vehicles. This is definitely very good news for the electric vehicle and fuel cell vehicle industries. **PSR**

## 海南省计划2020年起全省公共用车全部清洁能源化

2019年3月15日 --(海南日报)--海南，中国的海岛省份，计划从2020年起，将所有的公共交通工具，全部使用如电和氢气的清洁能源。按照日前印发的《海南省清洁能源汽车发展规划》，这项工作会分阶段实施。

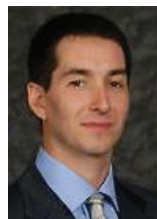
**新闻来源:** 海南省政府 – 2019年3月15日 [阅读原文链接](#)

**PSR分析:** 海南省是中国的旅游大省，适宜的温度加上适宜的政策措施，会促进电动车和氢能源车在海南更快发展，让人鼓舞的是，不光是巴士和出租车会使用清洁能源，市政用车和政府公务用车将来也会按步骤全部使用清洁能源，对于电动车行业和燃料电池车行业来说，这绝对是非常好的消息了。

## Europe Report

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

## Deutz Posts Rock Solid 2018 Performance



*Emiliano  
Marzoli*

Deutz AG has announced very positive financial results for 2018, exceeding company targets. Revenue was up by 25% compared to 2017 and EBIT, up 177%. For 2019, the company is projecting further growth.

[Read The Article](#)

**PSR Analysis:** All segments were up, but according to our database **EnginLink™**, power generation and construction

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## Europe Report

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showed very strong percentage growth, while marine offered the worst performance. Material handling machinery in particular posted a strong performance, showing an increase of 41%.

Operating profit more than doubled in 2018 up to €82 million. This was mainly due to higher volumes, economies of scale and the Deutz efficiency program. Another aspect to consider is the strong push Deutz is making towards electrification; the company recently acquired Torquedo. The firm specializes in electric drives, and it sold 10,000 units in 2018.

The Cologne based manufacturer also launched a hybrid powertrain and the E-Deutz program to introduce hybrid machines. We expect to see more prototypes during the Bauma show in Munich in April. **PSR**

## Far East/Southeast Asia Report

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

小室明大 極東および東南アジア PSRリサーチアナリスト

## Far East: Japan Report

### Kawasaki Completes India Construction Equipment Factory

Kawasaki Heavy Industries reports it has opened a factory at Wipro Kawasaki Precision Machinery Private Ltd., a manufacturing, sales and service base for hydraulic equipment for construction machinery in India.



*Akihiro  
Komuro*

Demand for hydraulic excavators in the Indian market is rising. The new factory is located near the present factory in order to meet the demand for hydraulic equipment from local construction machine manufacturers.

By adding the new factory, the total factory building area has been doubled to approximately 6,000 sq. meters, and the production capacity increased to 40,000 units a year. (20,000 units in the existing factory). The factory provides increased flexibility to meet changes in customer demand.

**Source:** *Source: kikai-news.net, 18 February 2019*

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**PSR Analysis:** In the global construction equipment market, India is now considered to be one of the strongest regions in the world, along with China. Construction of large-scale infrastructure projects such as railway and road construction are expected to drive the India market.

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## Far East/Southeast Asia Report

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Construction equipment OEMs are preparing the local production system to meet growing demand. The new Kawasaki factory will begin operations in April and will double the company's annual production to 40,000 units. Including the presence in the market and branding, their investment value more than double. **PSR**

## 極東 > 日本:

### 川崎重工、インドで建設機械用油圧機器の新工場が完成ー 2 倍の年産4万台に増強

川崎重工業は 2 月 18 日、インドにおける建設機械用油圧機器の製造・販売・サービス拠点である Wipro Kawasaki Precision Machinery Private Limited に新工場を完成させ、2 月 16 日に開所式を行ったと発表した。新工場は、インド市場において油圧ショベルの需要が高まっていることから、現地の建設機械メーカーからの油圧機器需要に応えるとともに新規需要の開拓を目的に、現在の工場と同じベンガルール市内に建設した。新工場が稼働することによって、総工場建屋面積が 2 倍の約 6,000m<sup>2</sup> となり、生産能力を 2018 年度比で 2 倍の年間 4 万台 (既存工場で 2 万台) に増強する。これにより、従来以上に顧客生産変動へのフレキシブルな対応が可能になる。

出典: [kikai-news.net](http://kikai-news.net), 2019 年 2 月 18 日

**PSR 分析:** 建設機械の市場に於いて、現在インドは世界で最もポテンシャルがある地域だとみなされている。短期的な需要の上下動はあるものの、鉄道をはじめ大規模インフラ整備工事が見込まれていて、全体としては安定して成長していくと見られる。川崎重工業に限らず建設機械メーカー各社は旺盛な需要に応えるために現地生産体制を整えようとしている。彼らの新工場の稼働は 4 月が予定されており、年産 2 万台から 4 万台へ倍増するが、これは単純に数字が 2 倍になったというだけでなく、市場における存在感やブランディングを含めると何倍にも膨れる、価値のある投資だといえるだろう。市場の成長に比例して OEM 間の競争は激化することが予想されるが、投資した資金の回収は強い需要に支えられて早期に達成するだろう。 **PSR**

## Far East: South Korea Report

### Doosan Wins Supply Contracts in Central Asia and Middle East

Doosan Infracore announced it signed a contract to supply 47 units of construction equipment (including hydraulic excavators and wheel loaders) in Uzbekistan. Shortly before this announcement, they signed contracts to supply 46 units of hydraulic excavators and wheel loaders for mining and infrastructure and oil pipeline construction projects in Saudi Arabia.

Two major customers that have signed supply agreements with Doosan

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*In the Uzbekistan market, the demand for railway construction machinery is expected to increase, so additional orders for Doosan's construction equipment are expected.*

Infracore are a construction equipment rental company and a conglomerate, both of whom have purchased and operated Doosan's construction equipment for quite a while.

Despite aggressive promotion by competitors, including price cuts, Doosan Infracore is acquiring orders based on proven reliability and quality of its machines and strong relationships it has built up with local customers over many years.

In the Uzbekistan market, the demand for railway construction machinery is expected to increase, so additional orders for Doosan's construction equipment are expected. In Saudi Arabia, demand for construction machinery has steadily increased, following the announcement of plans to expand investment in infrastructure construction and increase fiscal expenditure.

**Source:** *kikai-news.net*, 4 March 2019

**PSR Analysis:** I forecast that the news of activities in the Middle East and Central Asia of this South Korean OEM will continue to increase. According to data recently announced by the Korea Construction Equipment Manufacturers Association (KOCEMA), domestic sales have decreased by about 9%, while exports increased by 15%.

In other words, overseas demand is making up for the domestic downturn. It's a very difficult challenge to improve domestic demand. China and India are still two major important markets for South Korean OEMs, but they also aim to expand presence in new markets such as Central Asia and the Middle East. The balance between low initial cost and the quality of products is particularly important in these two regions, and in this respect South Korean products have an advantage. **PSR**

## 極東 > 韓国:

### 斗山インフラコア、中央アジアと中東で大規模な供給契約

斗山インフラコアは3月4日、ウズベキスタンで油圧ショベルやホイールローダーを含む47台の建設機械を供給するための契約を締結したと発表した。先に、サウジアラビアで、採掘作業やインフラストラクチャーおよび石油パイプライン建設プロジェクトで使用するための46台の油圧ショベルとホイールローダーを供給する契約を締結した。斗山インフラコアが供給契約を締結した2つの大手顧客は、建設機械レンタル会社とコングロマリット企業であり、どちらもかなり長い間斗山の建設機械を購入して運営してきた。ウズベキスタンでの契約獲得における最新の成功は、同社が製品の品質とサービス能力に焦点を合わせていることに起因している。値下げを含む競合他社の積極的な

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販売促進にもかかわらず、斗山インフラコアは、その機械の品質に対する信頼性と長年にわたり地元の顧客と築き上げてきた友好的な関係に基づいて注文を獲得することに成功している。ウズベキスタン市場では、鉄道建設機械の需要が増加すると予想されるため、同社の建設機械に対する追加の受注が見込まれている。サウジアラビアでは、コスト競争力を維持しながら、パフォーマンスと品質を提供するハイエンド製品の現地市場での需要に先を見越して準備することで、受注を獲得することに成功した。サウジアラビアでは、インフラ建設への投資を拡大し、財政支出を増やす計画が発表されたことを受けて、建設機械の需要が着実に伸びている。

**出典:** [kikai-news.net](http://kikai-news.net), 2019年3月7日

**PSR 分析:** このような中東やアジアにおける韓国OEMのアクティビティニュースは今後もますます増えると私は予測している。韓国建設機械工業会(KOCEMA)が最近発表したデータによると、2018年の国内建機販売は約9%減で、輸出が15%増だったとのことだ。これはつまり、海外需要が国内の低迷をリカバーしているという状況に他ならない。国内需要が上向くためには相当の努力が必要で、難題と言える。やはり中国とインドが2大市場であることに変わりはないが、斗山や現代は新たな市場である中央アジアやアフリカ、中東などでもプレゼンスの拡大を狙う。これらの地域ではイニシャルコストの安さと一定の製品の品質とのバランスが特に重要であり、この点において韓国製品はアドバンテージがある。 **PSR**

## Southeast Asia: Indonesia

### Indonesia Develops EV Policies

**(Excerpt 1)** Indonesia, the largest automotive market in Southeast Asia, is considering fiscal policies and regulations to encourage production and purchases of electric vehicles. The goal of Indonesia is to own 2.1 million electric motorcycles and 2,200 electric cars in 2025. Currently, the country has about 1,300 charging stations, 71% of which are located in Jakarta.

**(Excerpt 2)** The establishment of a battery material factory for EV (QMB New Energy Materials) in Sulawesi province has been announced. The total investment is US\$ 4.3 billion. The plant is expected to be completed in 16 months and will perform nickel refining, nickel hydroxide production, and cobalt refining.

This project is led by Chinese capital mainly, which is funded by GEM (a leading battery recycling company in China), Tsingshan Holding Group (the world's largest stainless-steel manufacturer), CATL (the world's largest EV battery maker), and Hanwa Industries of Japan.

**Source 1:** *LUBES'N'GREASES*, 15 February 2019 [Read The Article](#)

**Source 2:** *JETRO*, 18 January 2019 [Read The Article](#)

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*Currently in the EV battery market, South Korea (LG Chemical, Samsung SDI, SK Innovation), China (CATL, BYD), Japan (Panasonic, GS Yuasa, Toshiba + Hitachi) are in intense competition.*

**PSR Analysis:** Many automobile industry players are paying attention to activities in Indonesia, the largest automobile market in Southeast Asia. First of all, consider how market formation will take place in urban areas, especially in Jakarta. Given the expansion of the charging infrastructure etc., it seems natural to think that the small size two-wheeler EVs are expected to be seen in the market as the first EV mobility. Although the spread of EVs in Indonesia faces many hurdles, including energy policy, its market size and its potential are substantial.

On the other hand, in relation to EV batteries, it has been reported that the establishment of a battery material factory for EVs in Sulawesi province is moving ahead. Indonesia aims to build a position as a major production base of lithium batteries for EVs, utilizing its abundant domestic mineral resources. At the same time, China sees a business chance there and is entering the market. In Indonesia, Chinese automobile manufacturers such as Wuling and DFSK already are operating assembly factories.

Currently in the EV battery market, South Korea (LG Chemical, Samsung SDI, SK Innovation), China (CATL, BYD), Japan (Panasonic, GS Yuasa, Toshiba + Hitachi) are in intense competition. Koreans have already established bases in Poland and Hungary and China CATL has established a foothold in Germany and is trying to build up its forces in these respective markets.

Indonesia will actively attract overseas investment by making full use of its strength as the largest automotive market in Southeast Asia and being as the source of resources such as nickel.

Under such circumstances, Chinese makers, who are taking advantage of national policy for EVs, are highly likely to have a major influence on the power chart of EV battery production. **PSR**

## 東南アジア > インドネシア

### EV優遇策を策定中／中国系資本43億ドルのEV用バッテリー素材工場を設立

(抜粋 1) 東南アジア最大の自動車市場であるインドネシアは、電気自動車の生産と購入を促進するために新しい財政政策と規制を検討している。インドネシアの目標は、2025年に210万台の電気二輪車と2200台の電気自動車を所有することである。現在、国には約1,300の充電ステーションがあり、そのうち71パーセントがジャカルタにある。

(抜粋 2) スラウェシ州モロワリ県での電気自動車 (EV) 用バッテリー素材工場 (QMB New Energy Materials) の設立が正式に発表された。中国系メーカーを中心とした案件で、投資総額は43億ドルに及ぶ。工場は16カ月で完成させ、

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ニッケル精錬、水酸化ニッケル製造、コバルト精錬などを行う予定だ。このプロジェクトは中国系資本が主導しており、バッテリーリサイクル大手のGEM、世界最大手のステンレスメーカー青山控股集团、世界最大手のEV用バッテリーメーカーCATL、日本の阪和興業などが出資している。

**出典1: LUBES'N'GREASES, 2019年2月15日**

**出典2: JETRO, 2019年 1 月18日**

**PSR 分析:** 多くの自動車業界のプレイヤーが東南アジアで最も大きな自動車市場を持つインドネシアの動きには注目している。まずは都市部、特にジャカルタでの市場形成がどうなっていくかに照準を当てるべきだ。充電インフラの拡充等を考慮すると、2輪の小型EVが、最初のEVモビリティとして市場から期待されると考えるのが自然だろう。現状を考えるとインドネシアでのEV普及にはエネルギー政策を含む多くのハードルを越えなければならず、目標達成はチャレンジングだ。だがそれでもなお、その市場規模とポテンシャルは無視できない大きさである。

一方、EVの電池関連では、スラウェシ州にEV向けバッテリー素材工場の設立が決まったと報道された。インドネシア当局は豊富な国内鉱物資源を活用してリチウム電池の主要生産拠点としての立場を築くことを目指しており、中国がそこに商機を見出して参入している。インドネシアにおいてはWulingやDFSKといった中国系自動車メーカーがアッセンブリー工場をすでに操業している。現在EVバッテリー市場においては韓国 (LG化学、サムスンSDI、SKイノベーション) 中国 (CATL、BYD) 日本 (パナソニック、GSユアサ、東芝+日立) などが激しい競争の真っ最中である。すでに韓国勢はポーランドとハンガリーに拠点を、中国CATLはドイツに拠点を構築し、それぞれの市場で勢力を増強しようとしている。

インドネシアは東南アジア最大の自動車市場であることと、ニッケル等の鉱山資源産出国であるという自国の強みを生かし、海外からの投資を積極的に誘致する。その中でEVを国策にしている中国勢力がどういうアクションしていくのかは、EVバッテリー生産の勢力図に大きな影響を与える可能性が高い。

**PSR**

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## India Report

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

### Import Duty Hike Planned on EV Parts, Lithium-Ion Cells

The government has announced a phased increase of 15% in the basic customs duty on parts of electric passenger vehicles to be assembled in India starting April 2020 and a 10% increase on imported lithium-ion cells by April 2021 to promote domestic manufacturing of EVs. [Read The Article](#)



*Jinal  
Shah*

**PSR Analysis:** With the launch of FAME II April 1, 2019, which directly incentivizes electric vehicles according to their battery capacities, irrespective of indigenous manufacturing/ imports of components, it is likely that the OEMs would import relatively cheap EV parts rather than use local manufacturing. Earlier, during drafting of FAME II, it was proposed that only indigenously manufactured battery vehicles would get incentives.

Currently, except Lithium-ion battery packs, all other EV components such as charger, motor, motor controller, power control units have nil import duty, which will be hiked to promote indigenous manufacturing in a couple of years. This phased import duty hike roadmap is to allow faster penetration of EVs in India coupled with increase in local manufacturing. **PSR**

### FADA: Auto Retail Declines in February; Inventories Climb

Indian automobile retail sales declined 8.06% YoY in February 2019, leading to an increase in passenger vehicle inventories of up to 60 days, almost double that of January this year, according to a report by the Federation of Automobile Dealers Association (FADA).

Two-wheeler inventories, on the other hand, reached an alarming level of 90 days from 55 days a month ago. According to the data, the inventories have reached up to 100 days in certain areas. [Read The Article](#)

**PSR Analysis:** High interest rates, rising fuel prices, higher price tags, low consumer sentiments and a lack of new models has damaged the India automobile market for six straight months. Even after heavy discounting, the situation didn't improve except for a spike in Dec-Jan during stock clearance. These are indications of a slow-down in the auto industry for 2019 after a robust 2017 and 2018. **PSR**

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*The engine sector was represented by two companies—Mercury and Yamaha. They showed a wide range of outboard motors up to 400-425hp.*

## Russia Report

By *Maxim Sakov*, Market Consultant, Russia

### Moscow Boat Show 2019 Smaller than Last Year

This year's version of the Moscow Boat show was smaller than last year, with only 111 participants versus 126 last year. The number of boats also was smaller—only 75 motor boats and two sailing boats above three meters were shown.

Both sailing yachts presented at the show had been used previously, and even though their condition was far from ideal, the presenters hoped to sell them at the show. The accessories of “dolce vita-like” luxury motorhomes, seashore villas and supercars were wiped out completely; there were no products like that at the show.

The engine sector was represented by two companies—Mercury and Yamaha. They showed a wide range of outboard motors up to 400-425hp. In addition, Yamaha delivered waterbikes and aluminum speedboats, and Mercury showed a 90hp stationary diesel motor.

The show was held in the Moscow Crocus Expocenter March 6-10, and it covered 16,000 sq. meters, the same size as last year.

Local companies were the major suppliers of the boats to the show in any quantity. The second largest group were the Polish builders. Yachts made by Turkish, French and Italian builders also were shown. The market leaders, like Princess, Sunseeker, Ferretti, and Bavaria did not participate.

It's worth noting that none of the boats presented (except two boats, which were presented as “stars of the show”) could pretend to be “toys of the millionaire”. The boats shown are supposed to use outboard motors and are not equipped with expensive accessories such as thrusters, radars and chart plotters.

Based on the previous observation, one might come to conclusion that the boat market in Russia has finally closed its luxury part and completely turned to utilitarian applications.

However, a couple of things that I noticed at the fair disprove this conclusion. These are the above-mentioned “stars of the show”. Two big luxury boats were presented by the dealers of Italian Azimut and Polish Galeon. The first was the Azimut 55. This is a 16.7-meter, three cabin yacht and is equipped with a flying bridge. It's powered by two MAN engines of 800 hp each plus a bow thruster. The price of this boat starts at 1.1 million Euro.

The second yacht was the Galeon 500 Fly. This boat was 16.2 meters long and was equipped with two Volvo engines of 725 hp each. The yacht had

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## Russia Report

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three cabins and two lavatories. In spite of a significantly lower price (starting at 620K Euro), the boat incorporated features that previously were seen only on top yachts.

They include hydraulic expanders on the sides, plus a hydraulic platform, rotating cockpit, transformed furniture, electric sliding top on the flybridge, and a drawer-style TV hidden in the furniture, etc. According to a company representative, lead time for the new boat currently is about five months.

The Russian customer has to pay an extra 35% custom's tax for this boat, if he decides to bring it to Russia.

What's interesting about this situation, is that both companies showed large boats at the boat show a year ago, but they were smaller in size – an Azimut 43 and a Galeon 460.

It appears there are two opposite trends operating in the Russian boat market. The main one, the mass market with the cheaper stuff, has reached the bottom and has become stable. It reduces the number of foreign products (domestic and Polish boats have increased their shares, while the share of the other countries has declined), discards reach and beautiful toys, and substitutes cheaper and more functional products such as aluminum boats and outboard motors.

On the other side, luxury products have found customers in Russia. It is a small number, but it still exists. And in competition some boat makers are ready to offer much more boat for the same or less money.

Anyway, the Moscow boat show has been transformed during the years of crisis. The Vanity Fair, as it appeared 6-7 years ago, no longer exists. Instead, we see a small local fair, dedicated to watersports and vacations. A few added luxury boats do not change the picture.

On top of this, the fair opens new opportunities. For example, the Sailing Association is offering to pass a sea practice on the world's largest sailing ships, the "Sedov" and the "Kruzenshtern".

## Small Market for Electric Cars in Russia

Autostat has published sales statistics of new and used electric passenger cars in Russia that show sales of new electric passenger cars in 2018 were 144 vehicles. Among the models were – Nissan Leaf, Tesla (X, S and 3 models), Jaguar I-Pace, Renault Twizy.

The market of used electric cars is 2,239 vehicles. Models include Nissan Leaf, Mitsubishi i-MiEV, Tesla Model S and X, BMW i3, LADA Ellada.

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## Russia Report

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### Read The Report

**PSR Analysis:** This statistic clearly shows that the market for electric passenger cars does not exist in Russia. Another interesting fact from these statistics, is that the Russian OEM AutoVAZ has its own serially produced electric car. This is the Lada Ellada.

Production of this model started in 2012 (prototype was shown in 2011). It has a Chinese 26kWt/h battery, a 30 kWt electric motor, an 8 hour charge time and 150 km of run distance on a fully charged battery (increased to 350 km with “Range Extender” technology). AutoVAZ has produced about 100 of such cars and stopped it because of no demand. In spite of this, AutoVAZ is developing new electric car with similar parameters.

### Electric Buses Will Start Working in St.Petersburg in March 2019

At the end of March, 10 electric buses will begin serving people in St Petersburg. The route will be in the center of the city.

Within a weekly test run, the vehicles show stable work. Run distance of electric buses is 220 kilometers with remaining battery charge of 15%

Buses using electric motors made at the Volgabus’ plant, arrived at St Petersburg at the end of 2018.

### Read The Article

**PSR Analysis:** Electric buses are supplied to various Russian towns under the program of renewal of passenger transport fleet, together with regular diesel vehicles. Electric buses are produced by several Russian manufacturers – Volgabus, Electric Transport Systems, NEFAZ (KAMAZ division), GAZ Group, Trolza. Some of them are even exporting electric buses. For example, Trolza has sold 12 buses with dynamic charge to Argentina, where their work during the year show good results.

### Construction on Plant To Produce Japanese Trucks Will Start in April

Construction work on the HINO truck plant in the Moscow region is scheduled to begin in April, and construction is expected to be completed by the end of the year. At the moment there are earthmoving works going on the site. Planned production capacity is 2,000 trucks/year. HINO plans to invest US\$ 17 million in the project.

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**PSR Analysis:** There are a long list of Japanese companies making machines in Russia. In the truck segment, it's Isuzu, in construction, Hitachi and Komatsu. Mazda is making cars and engines. Mitsubishi Fuso is working with KAMAZ. HINO also is added to the list. **PSR**

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