

Sunday December 20th 2009

AUTOMOTIVE DESKTOP 2009

CONTENT:

1. World News from **JUST-AUTO** <http://just-auto.com>
2. The Week in Brussels. <http://www.smmmt.co.uk>
3. The Week in Westminster. <http://www.smmmt.co.uk>
4. Latest UK CBI economic data. <http://www.cbi.org.uk>
5. News from "Aftermarket". <http://www.aftermarketnetwork.com>
6. News from Bodyshop Magazine. <http://www.bodyshopmag.com>
7. Fleet News Online. <http://www.fleetnews.co.uk>
8. Highlights
9. E-COMMENT.

MY WEBSITE IS www.christophermacgowan.com

SKYPE: Contact me on [felsted500](#)



Odette International is an organisation, formed by the automotive industry for the automotive industry. It sets the standards for e-business communications, engineering data exchange and logistics management, which link the 4000 plus businesses in the European motor industry and their global trading partners.

<http://www.odette.org>

1. WORLD NEWS FROM JUST-AUTO.

<http://just-auto.com>



US: FEARS OVER GLUT OF SMALL CARS

Source: just-auto.com editorial team

The US market could face an over-supply of smaller, fuel efficient cars next year at a time when petrol prices remain stable, an industry forecasting firm said last week. CSM Worldwide said that both GM and Ford are planning to launch small cars -including the European developed Ford Fiesta - and electric vehicles in 2010 to meet tighter fuel economy standards and attract buyers that have gravitated toward smaller cars, mostly from Asian manufacturers.



US buyers will be offered new Ford Fiesta as both the hatchback Europeans prefer and this stylish sedan shared with China and other markets

But fuel prices are expected to stay steady at today's levels of under US\$3 per gallon. This will put manufacturers under "extreme pressure to channel smaller vehicles into the market due to CAFE and emissions standards [but this] will raise incentives and lower profitability", said Michael Robinet, vice president of forecasting at the firm. Car makers are required to raise their US fleet-wide average to 35.5 miles per gallon by 2016 under a new law aimed at cutting carbon emissions and spurring development of fuel-efficient vehicles. Globally, automakers and governments are estimated to spend about \$428bn a year by 2020 under a world-wide push for promoting greener transportation, CSM said.

Increasing competition in the subcompact and compact segments, which have long been dominated by Asian automakers, may also hamper Detroit automakers' goal of making money on selling small cars, CSM said. Craig Cather, president and chief executive of CSM, said, "It is very possible that US automakers will not achieve their objectives of selling small cars at a profit."

GM plans to launch its Chevrolet Cruze small car in the US in the third quarter of 2010, a vehicle it said was capable of reaching 40mpg in highway driving. GM also aims to launch the Chevrolet Volt electric car at the end of next year. The top US automaker is counting on a series of upcoming fuel-efficient vehicles like the Cruze and the Volt to revitalise its lineup as it tries to reverse a long-running slide in market share after emerging from a government-financed bankruptcy on 10 July. Ford is set to roll out the Mexican-built Fiesta small car in the United States by early summer and a redesigned Focus compact car later in 2010 - which the company has touted as two key US car launches next year.

Chrysler Group, now under Fiat management, also plans to bring the unbranded Fiat 500 subcompact to the US at the end of 2010. The trend toward smaller, more fuel-efficient vehicles will continue as the US economy recovers and gas prices start to rise, CSM said. But a gradual increase in prices is not sufficient enough to drive demand for such vehicles, it added.

"We need a little bit more than that," Robinet said, citing petrol taxes or another oil shock as possible catalysts for boosting demand.

2. THE WEEK IN BRUSSELS.

<http://www.smmmt.co.uk>



1. European Parliament approves EU budget for 2010

The European Parliament has voted to approve the EU's budget for 2010. The budget is worth €141.4 billion, of which €64 billion will go towards measures linked to research, education and innovation. Funding for research will see an increase of 12% (€7.5 billion) and funds for energy and transport by rise by 10% (€2 billion). The 7th Research Framework Programme will receive €7.5 billion, an increase of 11.7%. Algirdas Šemeta, EU commissioner for financial programming and budget said: "The 2010 budget is a recovery budget. It's about getting ready for better times, maintaining jobs, stimulating growth. Despite the difficult economic situation, the 2010 budget guarantees the financial resources to keep EU programmes on track and focused on areas linked to recovery. The fastest growing areas are the ones most geared to an upturn like innovation, research or the financing of energy links, where spending is increasing faster than the budget itself". (Source: European Parliament, European Commission)

europa.eu/rapid/pressReleasesAction.do?reference=IP/09/1958&format=HTML&aged=0&language=EN&guiLanguage=en

2. ACEA releases November EU car registration figures

ACEA, the European automobile manufacturers' association has released EU car registration figures for November. New car registrations were down 2.8% over 11 months to November 2009. Although new registrations for November in Europe (EU27) have risen by 26.6% amounting to 1,182,082 units in November 2009, compared to a drop of 25.8% in the same month last year. Western Europe has experienced a 30.6% increase in new car registrations reflecting the impact of a number of fleet renewal schemes. Most markets expanded in Western Europe ranging from 1% in Portugal to 57.6% in the UK, with France (48.3%), Spain (37.3%) and Italy (19.7%) also experiencing growth last month. In contrast new registrations in the new EU member states were down 16.7% in November. Only the Czech Republic (31.5%) and Slovenia (3.7%) saw their markets grow. The downturn in other new EU countries continued, ranging from -23.9% in Slovakia to -84.9% in Latvia. (Source: ACEA)

www.acea.be/index.php/news/news_detail/passenger_cars_new_registrations_down_28_over_11_months

3. European Commission issues report on SME support

The European Commission has published a report into national support measures taken across Europe to assist SMEs during the recession. The report forms part of a review into the Small Business Act that was instituted to coordinate policy across Europe in fostering smaller businesses. The Commission commends member states for introducing schemes to assist SMEs in accessing finance, and accessing international markets. It notes that some national governments have introduced second level guarantee schemes to support European Investment Bank lending, and notes the introduction of "credit mediators" in Belgium and France as an example of how national governments have acted in smoothing relationships between SMEs and banks. The Commission further notes the introduction of late payment schemes, where the UK government has committed to pay all bills within 10 days. (Source: European Commission)

europa.eu/rapid/pressReleasesAction.do?reference=MEMO/09/556&format=HTML&aged=0&language=EN&guiLanguage=en

3. THE WEEK IN WESTMINSTER.

<http://www.smmmt.co.uk>



1. Prime minister launches UK trial of electric vehicles

Prime Minister Gordon Brown has launched a trial of electric vehicles in the UK. The prime minister and business secretary Lord Mandelson welcomed an electric MINI E to Number 10 as part of the Technology Strategy Board's (TSB) Low Carbon Vehicle Demonstrator programme. Funding from the TSB provides a UK-wide programme that will involve trials of 340 ultra-low carbon vehicles from several manufacturers. 25 electric Mitsubishi i-MiEVs were also delivered for trials in the Midlands, while vehicles from Jaguar Land Rover, Mercedes Benz/Smart, Tata Motors, LTI and Microcab Industries will take part in further trials throughout 2010. The prime minister said: "The low carbon transport industry will not only cut harmful emissions but has the potential to be a major source of jobs and growth. We have already committed £400 million of support to the sector, encouraging its development and take-up, and I am confident that in future years we will see thousands more electric and other low carbon cars on Britain's roads." (Source: BMW Group, Advantage West Midlands)

www.press.bmwgroup.com/pressclub/p/gb/pressDetail.html?outputChannelId=8&id=T0076483EN_GB&left_menu_item=node_2312

2. Business committee publishes report on BIS and AAP

The House of Commons Business, Innovation and Skills select committee has published a report into the work of the business department and the Automotive Assistance Programme (AAP). The report looks at the work undertaken by the Department for Business, Innovation and Skills (BIS) that was created earlier in the year, and also assesses the state of play in regard to loans and loan guarantees from the AAP. The committee welcomed a move by government which saw criteria for eligible projects made more flexible, from a £5 million project threshold to a £1 million threshold. MPs however expressed disappointment that government had still not come forward with loans and loan guarantees under the scheme. The report said: "The Government needs to expedite its negotiations, and prove to us and the automotive industry that the Automotive Assistance Programme can provide tangible benefits to the industry". (Source: Business, Innovation and Skills Committee)

www.publications.parliament.uk/pa/cm200910/cmselect/cmbis/160/160.pdf

3. November sees first rise in car production since September 2008

SMMT has released the latest vehicle production statistics for November 2009. The month saw the first rise in car production since September 2008, a rise of 15.7% year-on-year. Year-to-date car production has fallen by 34.4%. Commercial vehicle output continues to fall, although the pace of decline slowed in November, falling 16.2% year-on-year. November commercial vehicle figures represent the smallest recorded fall in the past 14 months, however the sector is down 57.6% year-to-date. SMMT chief executive Paul Everitt said: "November saw the first increase in UK car production since September 2008, reflecting the positive impact of scrappage schemes and economic stability in a number of major European markets. Total vehicle production is still well below previous levels and 2010 is set to be another tough year with considerable uncertainty at home and abroad. It is essential that governments continue to sustain and strengthen economic recovery, improving access to credit and encouraging investment in new technologies and products." (Source: SMMT)

www.smmmt.co.uk/

4. LATEST UK CBI ECONOMIC DATA.

<http://www.cbi.org.uk>



UK RETAILERS EXPECT SALES GROWTH TO FIZZLE OUT IN NEW YEAR – CBI

Retailers enjoyed a third consecutive month of sales growth in the early build up to Christmas, but are predicting flat sales in the New Year, according to the CBI. The business group's latest Distributive Trades Survey shows that in the year to December 9, retailers maintained year-on-year sales growth at November's levels, led by a strong performance from grocers and durable household goods. Meanwhile, motor traders reported their fastest sales growth since April 2002.

Asked about sales over the last year, 45% of respondents said they had risen, while 32% reported a fall. The resulting balance of +13% is slightly lower than had been expected (+19%), but matched November's figure. Because the survey closed on December 9 retailers could still see a further sales boost for the month as a whole. Sales for the time of year were reported to be poor by a balance of 16% of retailers, and a net 13% expect sales to remain below seasonal norms in January.

Andy Clarke, Chairman of the CBI Distributive Trades Panel, and Chief Operating Officer of Asda, said:

"With a week left to go until Christmas, retailers may yet benefit from a flurry of last-minute sales and from shoppers bringing forward spending to beat the VAT rise. Grocers have continued to enjoy strong growth after some fierce price-cutting, while motor traders appear to be reaping the benefits of the scrappage scheme with sales growing at their fastest rate in seven years. Sectors relating to the housing sector are also seeing improvements. Although individual retailers may post healthy-looking Christmas numbers compared to the same time last year when we were in the grip of the recession, conditions across the whole of the sector are likely to remain challenging in 2010. The recent growth in retail sector sales is expected to fizzle out in the New Year. Meanwhile, retailers also face the additional challenge of having to change the prices of everything on the shelves to comply with the VAT rise during their busiest trading period."

Stock levels remain almost unchanged from November with a balance of +7% reporting them adequate to meet demand.

The volume of orders placed upon suppliers rose again this month (+7%), at a slightly slower rate than expected (+13%). Mirroring the movement in sales volumes, orders are also expected to be flat in the New Year.

Looking at individual retail sectors, grocers, durable household goods, footwear & leather, and furniture & carpets posted solid growth. Booksellers & stationers saw November's strong performance reversed this month, while chemists also saw a sharp fall in sales. Hardware, china and DIY stores reported sales to be broadly unchanged after several months of falls.

In the wholesale sector, sales volumes were flat (+1%), beating expectations of a fall (-31%). Very modest sales growth is anticipated in January (+4%). After fourteen months of falling sales, industrial materials reported sales to be broadly unchanged on a year ago (+3%), the

highest figure since August 2008. Clothing, textiles and footwear wholesalers saw the strongest sales growth since March 2004 (+43%).

After a torrid year, motor traders enjoyed a second month of sales growth (+58%) and they expect a similar rise in sales in the New Year (+60%), suggesting that the extension of the car scrappage scheme is boosting demand. A balance of +51% of motor traders said sales for the time of year were above average, which surpassed expectations that sales would remain below seasonal norms (-17%).

5. NEWS FROM "AFTERMARKET".

<http://www.aftermarketnetwork.com>



DELPHI PLANS TO BRING WEB SEMINARS TO WORKSHOPS FOR EASIER AND CHEAPER TRAINING



DELPHI is hoping to change the way technical training is delivered with the start of a series of 'webinar' courses in 2010.

The web seminars will mean technicians can get live training from the comfort of their own garage through a web-cam internet link. Garages need a PC and internet link to receive the training, delivered in real-time by trainers at Delphi's headquarters in Warwick. Training manager Dan Main said the webinars could provide a more flexible solution to the expense of regular training.

"Our customer will often say to us that the course fees are not the only cost of training. There are travel costs and days out of the workshop at £60 per hour for 8 hours a day. Dan said webinars were ideal for delivering small bite-sized chunks of information, usually lasting no more than 90 minutes. "We've even done a webinar to a guy in Mexico with a laptop and a 3G mobile internet link," he said.

Delphi service technology manager Kevin Kelly (pictured) said webinars could offer garages a quicker and more cost-effective solution to filling gaps in their knowledge.

"Garages will be hit with a problem and think 'drat' I need some. That training might only need to be an hour long. Webinars are not a replacement for face-to-face training but we want to make it more bite-sized and manageable. If they want two days of engine management, then they'll still need to come here (Delphi's training HQ in Warwick)."

6. NEWS FROM BODYSHOP MAGAZINE.

<http://www.bodyshopmag.com>



When people need bodywork repairs, it's critical not only for efficiency, but also for good customer relations to get their vehicle into the bodyshop as quickly as possible so work can commence. Similarly when the job is completed, efficient delivery reduces stockholding while also keeping customers happy.

Busy bodyshops like Crawley Down Accident Repair Centres at Crawley and Copthorne in West Sussex find that 70-80% of their work requires the vehicle being collected or delivered. Never being sure whether the car is safe to drive, collections are usually done by transporting on a flat bed or twin deck recovery vehicle.

Body repair companies under contract to insurance companies must be able to provide a good, reliable service at reasonable cost. Having recovery vehicles is a real asset as it provides full control over collection and delivery, an essential part of the repairers operation, and creates a professional image in the eyes of both contractors and customers.

Brian Suckling of Crawley Down said, 'We run two recovery trucks which are in constant use daily. We use twin deck vehicles because we can transport more vehicles without increasing labour or fuel costs so they're more cost effective.'

7. FLEET NEWS ONLINE.

NEWS FROM BAUER'S ON LINE PUBLICATION.

<http://www.fleetnews.co.uk>

fleetnews.co.uk

One North East and Nissan have entered the next phase of their partnership on the development of zero emission mobility in North East England. One North East will install at least 619 publicly available, 'future-proof' charging points by January 1, 2011, which will support both 3kW and 7kW charges and will also include twelve 50kW 'rapid-charging' stations.

Electricity at the 619 charging points will be provided free until March 31, 2012, or until an itemised billing system becomes available. Nissan has agreed to work in partnership with One North East to supply Nissan LEAF electric vehicles to the region in early-2011 and to place priority on requests for electric vehicles in the UK from North East England.

Their agreement also contains firm commitments on incentives for drivers and education and demonstration initiatives that will be introduced throughout 2010 and 2011.

8. HIGHLIGHTS.

NEW WEBSITE LAUNCHED TO SHOWCASE NATIONAL MOTOR MUSEUM COLLECTIONS



www.nationalmotormuseum.org.uk

The National Motor Museum at Beaulieu recently celebrated its unique collections of items and successful projects related to the history of motoring in Great Britain.

The Collections of the National Motor Museum include over 1 million Photographic Images, 100 metres of Motoring Archives, in excess of 43,000 Motoring Objects and specialist Motoring Reference and Film Libraries. The Museum's display of world famous cars and motorcycles are visited by around 340,000 people each year. The collections were given Designation status in 1997 by the Museums, Libraries and Archives Council (MLA) recognising their national and international significance.

Over the last ten years, the MLA has supported the Museum by providing over £400,000 through the Designation Challenge Fund (DCF) to help care for, research and record information about its collections. The funding has enabled the Museum to produce its first ever touring exhibition in 2007 - *High Days and Holidays* was enjoyed by over 80,000 visitors in five museum venues across the country. Additionally, people of all ages enjoyed the exhibition in schools, libraries, railway stations and healthcare venues across Hampshire and Dorset. This exhibition now continues as a permanent display at the National Motor Museum.

During 2009 the DCF allowed the National Motor Museum Trust to create a new website which was launched in late October. It showcases all the Collections and provides enhanced access to facilities including the Motoring Research Service. Project managed by the Museum's Information Manager Helena West, the website was completed in just one year and feedback received to date has been overwhelmingly positive. In the first two weeks from launch the website had nearly 800 visitors. The majority of these (600) were from the UK, but there has also been some interest worldwide including 30 visits from the USA, 25 from Germany and even 2 visits from Brazil. The website has been designed to appeal to all, from motoring enthusiasts to children, providing illustrated information and educational interactive games.

Paula Brikci, Designation Manager at MLA said, "Designated collections provide people with inspiration, enjoyment, understanding and knowledge. The National Motor Museum at Beaulieu shows how motoring has shaped contemporary life through one of the finest collections on a given subject matter. The outstanding collection represents a vital part of our national cultural heritage and the MLA is delighted to support the museum via the Designation Scheme".

Andrea Bishop, Director of Collections at the National Motor Museum said, "With support from the MLA Designation Scheme, we have brought the superb collections at the National Motor Museum to a wider audience. Enhanced care, documentation and digitisation have provided robust content for our new website, helped us create inspiring exhibitions, engaging outreach programmes, and extended the scope of our research and enquiry service".

The new National Motor Museum Trust website can be found at;

www.nationalmotormuseum.org.uk



9. E-COMMENT.



© Christopher Macgowan Images.

On a snow laden bird table in my garden earlier this morning a great tit helps himself to breakfast. A suitable Christmas photograph to sign off 2009.

I hope you have a wonderful break wherever you are in the world – and as always I ask the many subscribers who work and live in countries where Christmas is not a major event to forgive me for disappearing until the early days of January!!

Sincerely

Christopher
Christopher Macgowan
THE AUTOMOTIVE E-MAIL GROUP.
christopher@christophermacgowan.com

AUTOMOTIVE DESKTOP is all about delivering information to you promptly and reliably and the success of the e-mail rests on the rich list of sources which is available to me – and of course to you. Here is a list of just a few of my favourites which have to be visited frequently and many of which provide an auto-email service as well. The list below is in random order and is my personal choice. I am not in any way remotely suggesting there are not many other extremely useful sites – there are!!

<http://www.aftermarketnetwork.com> Highly informative aftermarket site.
<http://www.ameinfo.com> A fabulously functionally rich site from the Middle East.
<http://www.am-online.com> BAUER's AM magazine is required reading.
<http://www.autowired.co.uk> Daily news by e-mail.
<http://just-auto.com> A huge database – has become the industry standard.
<http://www.automotivepr.com> automotivepr has a blue chip client list – visit!
<http://www.autonews.com> Run by the global automotive news provider Automotive News
<http://europe.autonews.com> Automotive News Europe – excellent European perspective.
<http://news.bbc.co.uk> Few can compete with Aunty Beeb's truly global coverage.
<http://www.bodyshopmag.com> Visit "Backchat" first - good stuff from Kelly Dalewood.
<http://www.thecarconnection.com> Daily news of new stuff. Top class.
<http://www.reuters.com> The Reuters name says it all – a brilliant site.
<http://www.economist.com> Essential out-of-office reading!
<http://news.ft.com> The Financial Times. Up there with the best.
<http://online.wsj.com> Wall Street Journal. Such a nice site to use – so good I subscribe.
<http://www.nobull-communications.co.uk> Clients include Peugeot, Volvo, Avis.
<http://www.nytimes.com> New York Times. Some of the best articles around are here.
<http://www.pfpr.com> Ranked Top 50 UK Consumer Consultancy by PR Week 2006/2007.
<http://www.cw360.com> Computer Weekly. Best for e-commerce and new IT trends.
<http://www.awknowledge.com> Packed with automotive data, knowledge and reports.
<http://www.mbendi.co.za> First rate automotive coverage and not at all confined only to Africa.
<http://www.smmmt.co.uk> SMMT. Top site – as you would expect it to be!
<http://www.fleetnews.co.uk> Fleet News Online - BAUER's site; stuffed with fleet info.

TO UNSUBSCRIBE, DROP A LINE TO ME ON chrismacgowan@dial.pipex.com

AUTOMOTIVE DESKTOP is a personal production from Christopher Macgowan and does not reflect the policy and stance of any particular company, organisation or pressure group. Members of the Automotive E-mail Group receive AUTOMOTIVE DESKTOP forty five times a year.

MISSION STATEMENT. The mission statement of the Automotive E-mail Group is "to provide wide-ranging global information on the automotive industry by e-mail and to encourage members to sign up to AUTOMOTIVE DESKTOP starred websites to further enhance delivery of key information which will be helpful in career development and levels of professionalism."