

INDEX

• International _____	1	• Turkey _____	5
• Czech Republic _____	2	• Turkmenistan _____	6
• Kazakhstan _____	2	• News from Middle East and Africa ____	6
• Macedonia _____	2	• Africa _____	6
• Poland _____	3	• Iran _____	7
• Russia _____	3	• South Africa _____	8
• Russia/Belarus _____	4	• Interview _____	9
• Russia/Middle East _____	5	• Upcoming events _____	12
• Serbia _____	5	• Imprint _____	12

NEWS

International

PSA considers engine plant in Eastern Europe

PSA Peugeot Citroën is considering construction of an engine plant in Eastern Europe, **Yann Vincent**, Executive Vice President, Director Industrial and Supply Chain at PSA said in an interview with Ceauto Newsletter. However, nothing is decided yet. More information about PSA's activities in Eastern Europe, Iran and North Africa can be found in the interview contained in this issue.

Daimler plans new plants in Europe

Daimler AG is planning construction of a new car plant as well as an engine plant in Europe, **Markus Schäfer**, the company's head of production, told the German publication Automobilwoche. The car plant is to be constructed by 2020. "We want to make a decision by the end of this year," Schäfer is quoted as saying. The new facility will be designed for maximum flexibility and therefore have a significantly lower degree of automation. The new plant may be located in Eastern Europe. Schäfer also announced plans for two new engine plants to be erected in Europe and China. The new European engine factory is expected to be located in Eastern Europe but Schäfer provided no details about a possible location.

Valeo confirms acquisition of peiker

After having received the authorizations from the relevant anti-trust authorities and as announced on the 21st of December 2015, **Valeo S.A.** confirmed the acquisition of the German company **peiker acustic GmbH & Co. KG**, a major supplier of on-board telematics and mobile connectivity solutions. The acquisition of peiker, which is expected to report sales of around €325 million for 2015, will have a positive impact on Valeo's results starting in 2016.

Czech Republic

Škoda confirms production of new three-cylinder gasoline engine

Škoda Auto a.s. will produce a new three-cylinder gasoline engine at its plant in Mladá Boleslav, **Bernhard Maier**, the company's Chairman of the Board confirmed in an interview with the Czech daily Hospodářské noviny. "But so far there is no decision what proportion of the total volume of these engines will be produced in the Czech Republic. There are still discussions in the group," Maier is quoted as saying.

Škoda to add new export markets

Škoda Auto a.s. plans to expand the portfolio of its export markets, **Bernhard Maier**, Škoda's Chairman of the Board, told the Czech daily Hospodářské noviny. "By 2025, there could be about 20 more," Maier said when speaking about new markets. In an interview with the Czech edition Forbes, Maier confirmed that the brand plans to enter the South Korean market this year. Ceauto Newsletter already reported about the Korean plans last year.

Kazakhstan

Toyota reduces prices, offers guarantee for grey imports

TOO Toyota Motor Kazakhstan, the Kazakh importer and distributor of **Toyota** and **Lexus** cars, has announced lower prices for cars in order to counteract individual and grey imports from Russia. Last year many Kazakh Toyota buyers decided to buy their cars in Russia or at grey importers in conjunction with lower prices at the Russian market. The company has also declared that it now accepts the guarantee for Toyota and Lexus vehicles purchased in Russia or from grey importers as well. That was not the case until now. In addition, prices of some spare parts were significantly reduced.

Macedonia

STS Textiles to launch production in Demir Sar

German company **STS Textiles GmbH & Co. KG**, a manufacturer of textiles for the bedding and automotive industries and for special technical use, will launch production in Demir Sar in south-western Macedonia under a €4 million brownfield investment project. STS Textiles will use existing facilities of former **Zastava** company. Operations are to start in several months. Initially, the company plans to create 150 jobs, but it may employ up to 1,000 people in the long term.

Poland

Federal-Mogul Bimet receives supplier award from Volvo Group

Polish supplier **Federal-Mogul Bimet S.A.** has received the **Volvo Group Purchasing Supplier Award 2016** in the category Delivery Excellence. According to **Volvo**, the supplier was awarded for its successful delivery of slide bearings to all Volvo Group's Powertrain Production Engine sites, for meeting of the factory's demands and being service minded, flexible, collaborative and knowledgeable.

Russia

Andersson to leave AvtoVAZ

Bo Andersson (60), President and CEO of **OA O AvtoVAZ**, will step down from his position. That was announced by **Alliance Rostec Auto BV**, the joint venture of **Renault S.A.**, **Nissan Motor Co. Ltd.** and **GK Rostec** which controls AvtoVAZ. An AvtoVAZ Board of Directors' meeting is scheduled on the 15th of March at which time the Board is expected to announce Andersson's replacement. Andersson joined AvtoVAZ in early 2014 and his contract was valid until the end of 2016.

Rostec's CEO Chemezov on Andersson

Prior to the official announcement made by **Alliance Rostec Auto BV**, **Sergey Chemezov**, CEO of **GK Rostec**, talked to The Wall Street Journal about **Bo Andersson**. Chemezov said Rostec and **Renault S.A.** are preparing a bailout for **OA O AvtoVAZ**, but the final details were still being worked out. "Now, we need to change the person," he said about Andersson. "That's all." Chemezov said in an interview that he disapproved of how Andersson steered the company as the economy crumbled, but said the main reason for calling for Andersson's removal was last year's steep loss. Chemezov praised Andersson for cutting some costs and launching production of two new cars. But, Rostec's CEO explained that Andersson had too often turned to foreign suppliers instead of local suppliers. And his job cuts stoked tensions in the town, leading to several protests late last year. "The tension was building up (in Togliatti)," Chemezov is quoted as saying by The Wall Street Journal. "I told him several times to be careful, but he doesn't understand."

Nissan may export Russian-made Datsuns to countries outside of the CIS

Russian-made **Datsun** cars, which are based on **Lada** Granta and Kalina models and manufactured at **OA O AvtoVAZ** in Togliatti, may be exported to new markets outside of the CIS. Currently, the Datsun models sourced from Togliatti are also offered in Kazakhstan and Moldova and they may arrive in Belarus in the near future. However, **Nissan Motor Co. Ltd.** thinks about other markets as well. "Because of the rouble being very weak these days, Russia became an export base which is very competitive so we are considering the possibility to export cars out of Russia to some markets outside of the CIS where those cars can be sold," **Vincent Cobee**, Nissan's Corporate Vice President and Global Head of Datsun, told Ceauto Newsletter without providing more details.

PCMA appoints new managing director

Franck Mulard has been appointed as the new General Manager of the **000 PCMA Rus** car plant in Kaluga, a joint venture owned 70 percent by **PSA Peugeot Citroën** and 30 percent by **Mitsubishi Motors Corp.** He replaces **Jean-Christophe Marchal** who has taken over another position at PSA. Mulard joined PSA at the French plant Poissy in 1990. Over the years, he held various manufacturing positions in France and abroad (in Ryton, UK, between 1998 and 2001), he was responsible for strategic planning and partnership with other vehicle manufacturers, personnel management and social relations. Franck Mulard was Director of the French PSA plant in Aulnay in 2013, Director of Social Affairs and Labour at PSA between 2013 and 2014 and Human Resources Director France at PSA since 2014.

Nissan cuts second shift in St. Petersburg

000 Nissan Manufacturing Rus has switched from two shift to one shift working model starting from the 29th of February. The decision to cut the second shift was announced last year. "We moved from two shifts at 14 jobs per hour to one shift at 22 jobs per hour," **Colin Lawther**, Senior Vice President, manufacturing, at **Nissan Europe**, told Ceauto Newsletter. "Unfortunately, we had to release about 500 people." Currently, the plant employs about 1,200 people.

Nissan and Infiniti not to participate in the Moscow motor show

As we already reported, some brands will not participate in this year's Moscow motor show in August. **Nissan** and **Infiniti** are among the brands not to be presented at the show this year, **Philippe Saillard**, Managing Director of **Nissan Motor Co. Ltd.**'s RBU East with headquarters in Moscow, told Ceauto Newsletter. According to Saillard, the decision whether the **Datsun** brand will participate in the Moscow show has not been made yet.

Daimler plans higher local content for Mercedes-Benz Sprinter Classic

The local content of the **Mercedes-Benz** Sprinter Classic, which is manufactured by **Gruppa GAZ** for **Daimler AG**, has to reach 55 to 60 percent in 2017, **Sören Häse**, Head of **Mercedes-Benz Vans** in Russia, told Kolyosa.ru. Currently, the local content is about 45 percent.

GAZ denies reports on Indian engines for Gazel

Gruppa GAZ has denied media reports that the company plans to source engines for its **GAZ** Gazel Next LCV range from the Indian vehicle manufacturer **Mahindra & Mahindra Ltd.**

Russia/Belarus

Zotye launches sales in Russia

Russian sales of the Chinese **Zotye** brand has commenced. The first model in the Russian market is the Zotye T600 crossover. As reported earlier, the vehicle starts at RUB 849,990. Zotye T600 is available with a 1.5 litre turbocharged engine with 160 hp or 2 litre powerplant delivering 177 hp. As a second model,

the Zotye Z300 will be offered, starting at RUB 699,900 for the 1.5 litre version and RUB 779,900 for the 1.6 litre version. Both Zotye T600 and Z300 will be sourced from the Belarusian assembly plant **ZAO Unison**.

Russia/Middle East

Nissan considers exports to Latin America and Middle East

Nissan Motor Co. Ltd. is considering exporting shipments of **Nissan** Qashqai and X-Trail models assembled at its plant in St. Petersburg to markets in Latin America and the Middle East, Fontanka.ru reports quoting an unnamed source. According to the report, new markets in Latin America could include Mexico and Cuba, while Iran, UAE, Oman, Bahrain and Kuwait are among possible export destination in the Middle East.

Serbia

FCA resumes production

After an interruption of eight working days, production at the **FCA Srbija d.o.o.** plant in Kragujevac resumed on Monday. The plant is again working in three shifts. „Last year we had 84 days of paid leave due to lack of work, and we are sure that this year there will be more of these breaks,” **Zoran Marković**, president of the Samostalni Union or Independent Union in English, told the Beta news agency.

Turkey

Hyundai Assan expects decision on third model within two months

Hyundai Assan Otomotiv Sanayi ve Ticaret A.Ş., the Turkish joint venture between **Hyundai Motor Co.** and **Kibar Holding**, which manufactures Hyundai i10 and i20 models, may produce a third model. “At the moment our annual capacity is 245,000 units. We are negotiating with Koreans and they want to further increase capacity,” **Ali Kibar**, Chairman of the Board of Hyundai Assan told Hürriyet daily. “The chance that the third model to be produced in Izmit likely will be a compact SUV is very high.” According to Kibar, Hyundai’s Vice President is expected to come to Turkey in two months and the final decision on the new investment will be made at that time. “It will be a final decision within two months,” Kibar said. The additional investment would be about \$150 million, Kibar explained. The plant’s capacity may be increased to more than 300,000 vehicles per year.

Koç Holding may expand automotive investment abroad

Koç Holding is considering investments in the automotive industry outside of Turkey. **Rahmi Koç**, Koç Holding’s honorary chairman of the board, told Turkish media on the sidelines of the Geneva motor show the company planned to expand further abroad along with two foreign partners, but that he could not say exactly when. “Our investments will not be confined to Turkey. We are partners with **Ford** and **Fiat** and are looking forward to branching out into global markets with them,” Koç is quoted as saying. Currently, Koç operates Turkish joint ventures with **Fiat Chrysler Automobiles N.V. (Tofaş Türk Otomobil Fabrikası A.Ş.)** and **Ford Motor Co. (Ford Otomotiv Sanayi A.Ş. - Ford Otosan)**.

Strike at Oyak Renault

Workers at the **Oyak Renault Otomobil Fabrikaları A.Ş.** plant in Bursa went on strike on the 1st of March after it was announced that 10 people will be laid off. Another 12 workers have been fired due to their participation in the protests. Police had to intervene on the scene. Production returned to normal on the 2nd March.

Tofaş confirms export of Aegea/Tipo to Mexico

"We will start exporting the Aegea sedan to Mexico this year," said **Cengiz Eroldu**, CEO of **Tofaş Türk Otomobil Fabrikası A.Ş.**, at the Geneva Motor Show. The car will be sold as the **Dodge Neon**. Eroldu confirmed earlier reports about exports to Mexico. Tofaş already exports the **Fiat Doblò** to North America, where it is marketed under the name **Ram Promaster City**.

Turkmenistan

Turkmenistan to set new import duties for vehicles

Gurbanguly Berdimuhamedov, President of Turkmenistan, has signed a decree on setting the appropriate customs duties on the vehicles imported into the country. According to the document, the Turkmen State Customs Service, the Ministry of Economy and Development, the Ministry of Finance, the Main State Tax Service together with the Ministry of Justice are to prepare a suggestion to amend and change the country's legislation within one month and submit it to the Cabinet of Ministers.

NEWS FROM MIDDLE EAST AND AFRICA

Africa

CFAO continues redeploying of activities

CFAO Automotive Equipment & Services division should continue redeploying its activities in 2016, the company said in a statement. New distribution agreements signed in 2014 and 2015 in East Africa and Mauritius should gradually mitigate the loss of the rights to distribute the **Nissan** brand in this region. Similarly, after the loss of **Isuzu** late 2014 in Algeria and Morocco, the division is studying opportunities for replacing the brand in these countries.

Iran

President Rouhani calls for privatization of car industry

Iran's car industry must be privatized to meet the government's goal of turning it into a global competitor, the country's President **Hassan Rouhani** said. „The car industry must be completely privatized, it must be competitive,“ Rouhani said in a televised address to an automotive conference in Tehran. „Our manufacturers must be world-class, and we will cooperate with foreign companies so our manufacturers have a presence in world markets,“ he added. The state currently controls roughly half of the Iranian automotive industry.

Renault to agree on cooperation with Saipa first

Renault S.A. is cooperating with both **Iran Khodro Industrial Group** and **Saipa Auto Group**. However, the Iranian government wants that Renault in the first step finalizes a cooperation agreement with Saipa and its subsidiary **Pars Khodro** and only later agrees on future cooperation with Iran Khodro. Renault may sign a kind of a pre-agreement with Saipa and Pars Khodro before the end of the Iranian year 1394, that means before the 20th of March 2016, **Peyman Kargar**, CEO of **Renault Pars** and Vice President Renault Region Africa-Middle East-Iran-India as well as other sources confirm. It is not clear whether Renault will publicly announce the pre-agreement. „Our priority is to finalize the discussions with Saipa,“ Kargar said in an interview. „Meanwhile, Iran Khodro's priority was to finalize the negotiations with other friends.“

Production of Sandero Stepway and facelifted Tondar 90 to be launched this year

Renault S.A. plans to launch production of two new models in cooperation with its Iranian partners this year. Currently, **Pars Khodro**, the subsidiary of **Saipa Auto Group**, manufactures the **Renault Tondar 90** (first-generation Logan) and first-generation Sandero, while **Iran Khodro Industrial Group** produces the Renault Tondar 90 and Tondar Pickup. Plans call for the production of a facelifted version of the Tondar 90 which is to be launched in mid-2016, **Bernard Cambier**, Senior Vice President and Chairman of the Region Africa-Middle East-India at Renault, told Ceauto Newsletter. The modernized Tondar 90 will be manufactured only at Iran Khodro, not at Pars Khodro. Production of the Sandero Stepway is to start at Pars Khodro in September, Cambier said.

Saipa unveils Citroën C4

At the 3rd Exhibition of Iran's Automotive Industry which was held in Tehran between the 28th of February and the 3rd of March, the **Saipa Auto Group** unveiled the **Citroën C4** sedan. According to Saipa's officials, the car will be put on the market in mid-1395 (Autumn 2016) and the company hopes it becomes a successor to the long-running Citroën Xantia. The Xantia was assembled at Saipa in the past. **PSA Peugeot Citroën** plans to cooperate with Saipa in addition to the cooperation with its main partner **Iran Khodro Industrial Group**.

Iran Khodro shows new Mercedes-Benz E-Class

Iran Khodro Industrial Group exhibited a **Mercedes-Benz E200** sedan at the 3rd Exhibition of Iran's Automotive Industry. Officials were tight lipped about production schedules, but it is expected that assembly of Mercedes-Benz cars will be launched in the future. A former generation of the E-Class was assembled by a subsidiary of Iran Khodro in the previous decade.

South Africa

BMW to install solar charging stations in South Africa

BMW South Africa plans to launch a pilot project to test the use of solar power technology for electric vehicle charging stations. According to **Tim Abbott**, Managing Director of BMW South Africa, four pilot solar ports would be strategically located and established around the country by the end of 2016, two in Gauteng and one each in Cape Town and Durban. The pilot solar ports would probably be established with partners, such as a major bank or supermarket, Abbott told media on the sidelines of the **BMW AG's** centenary celebrations in Munich. "If you look at the sunshine (in South Africa), it's got to be more than almost any other country in the world and an area we should be exploring," Abbott is quoted as saying by iol.co.za. "I've only been in South Africa for a short period but it is the one thing that has surprised me more than anything else except the taxes (on electric vehicles) all going the wrong way. Every house should have solar power on it." Abbott explained that BMW had asked the government to look at the taxation of electric cars because at the moment they were taxed at 25 percent compared to 18 percent for a normally aspirated car. According to Abbott, BMW South Africa and **Nissan South Africa** had approached the government on this issue but were still waiting for a response. "We will write again and keep writing because we believe the number of electric cars will accelerate because it's very compelling to have an electric car," said Abbott. BMW sold about 250 electric cars in South Africa last year.

INTERVIEW

with Yann Vincent, Executive Vice President, Director Industrial and Supply Chain, at PSA Peugeot Citroën

“It may be worth to have an engine plant in Slovakia or another country in the region”

PSA Peugeot Citroën is considering the possibility to construct an engine plant in Eastern Europe. The company is preparing for the restart of its activities in Iran. PSA is trying to cut costs and prepare for future production programmes in Russia. At the same time, the company continues negotiations about an assembly plant in Algeria.



Mr. Vincent, the Slovak PSA plant in Trnava plans a significant increase of regional content for its upcoming models. In this conjunction one could ask whether PSA is not planning to construct an engine plant in Eastern Europe.

It is clear that producing engines closer to the final assembly lines is something we are considering. Obviously, we are checking the possibility, based on the cost of investment, based on the savings we would achieve thanks to this localisation. We have not decided anything, but yes it is something we are considering.

There already were plans for a PSA engine plant in Eastern Europe in the previous decade but the project was never realised.

We do observe in Western Europe that the pressure on the car industry and on the utilisation of cars is getting stronger and stronger. What we do observe is that more and more of our politicians are pushing the car out of the city and at the end they will push the car out of the country. So the consequence of that is that in the future more and more countries where the cars will be bought are emerging markets, emerging countries. And that is why it might become interesting to grow our capabilities in those emerging countries. So in that case it may be worth to have an engine plant in Slovakia or another country in the region. But it is not decided yet.

PSA and Iran Khodro signed an agreement about the restart of cooperation in January. The agreement provides for the restoration of contractual relations concerning the manufacture of Peugeot-branded vehicles currently produced in Iran as well as the creation of a joint venture to produce new Peugeot vehicles. The agreement is to be implemented around mid-2016. What does it exactly mean?

There are still discussions underway. Basically, we will resume supply of some parts for the existing production of Peugeot models in Iran. We will supply automatic gearboxes. Then our plan is to be capable to produce new cars with the partner at its facility in the near future.

Will the new joint venture between PSA and Iran Khodro have its own new dedicated plant?

No, part of the plant will be located on existing retooled premises whereas the remaining part will be the existing capacity of Iran Khodro. As an example, we are going to utilise the paint shop of Iran Khodro. We will not invest in paint and stamping shops which is costly. We will utilise their capabilities. So we will have a contract manufacturing for the joint venture at Iran Khodro with the purpose to supply stamping and painting to the joint venture.

So there will be no new buildings to be constructed for the joint venture?

No, we are planning to overhaul existing buildings which are no longer used by Iran Khodro and have to be overhauled.

Will the joint venture be involved in the production of Peugeot models currently manufactured by Iran Khodro?

No.

Will the joint venture also sell the cars it will produce?

No. The outcome of the memorandum is that the cars will be sold through the Iran Khodro network.

Do you expect that it will be easy to reach the planned local content?

To be honest, I am really confident that it will be easy to achieve the local content.

As you already said in the past, Iranian suppliers have the capabilities to produce good parts. Do they need strategic partnerships with Western suppliers?

My general comment is that I don't have a single concern about the capability to produce those parts. They do have suppliers which are capable to produce almost everything. Then the question will be the efficiency of those suppliers and that is where it may be interesting for some Western suppliers to come to support them for growing the competence, the quality, the efficiency. There were existing joint ventures with foreign suppliers in Iran prior to the sanctions. And once the sanctions were implemented, those suppliers had to find, invent some solutions, and they found a lot of solutions.

Regarding Russia, the total market is expected to be even lower this year compared to 2015. Last year we spoke about the increasing of localisation and plans for the production of LCVs in Russia. Are those plans still valid?

The issues remain roughly the same. We have a product planning, mostly centred around LCVs. We will produce LCVs in Russia in the future. That is not going to be tomorrow. So in the meantime we need to cut the costs as much as possible in order not to bleed, in order to protect the future. That is what we are doing on a daily basis. So stopping the bleeding means that we are increasing the localisation ratio, it is stepping up progressively, not quickly enough but it is stepping up. We are finding more and more local suppliers which are capable to supply us with good parts. Second, we are cutting the plant costs as much as possible. We introduced a four day week from the beginning of February to the end of July. So our strategy is preparing the future based on LCVs and at the same time cutting the costs as much as possible in order to stop bleeding.

Earlier you also said that you are considering exports of Russian-made cars or parts. Can you already mention a possible example?

In the past we were sourcing batteries for our Russian-made cars from abroad. We are now turning to a Russian supplier not only for our plant in Kaluga but we are also considering exporting those batteries to our Western European factories. So yes, we are continuing to look for export possibilities.

PSA is still negotiating about an assembly plant in Algeria. How is the progress of this project?

There are two reasons which are driving the need for an assembly plant in Algeria. The first one is that the Algerian market is a significant market. Second, because of the oil price drop, the willingness of the Algerian government to significantly restrict the imports and the introduction of some quotas has made the sale of foreign cars very difficult. So because of that, we are driven to install a new assembly capacity in Algeria. So, where are we standing? We found shareholders, private shareholders but also a public shareholder, we have defined what could be the joint venture, we are still waiting for the agreement with the Algerian government related to the level of support which could be brought in by the government. That is something which is scheduled for the near future, it is a question of days. And we have identified the land where we could have this factory.

Is it correct that the possible site is in the region where Renault has its joint venture assembly plant?

Yes, it is in the Oran region.

How do you see the position of the Algerian government?

The clear willingness of the Algerian government is to support local suppliers, even if, at the beginning, it might be limited to SKD.

How quick the assembly could start?

You know, it is very simple. Every day, even though we have not yet signed an agreement with the Algerian government, I have the pressure from my colleague at PSA responsible for the region Middle East Africa, Mr Quémard, to implement the factory as quick as possible. Because the cars which are going to be produced at this factory, even though it is only final assembly, won't be taken into account in the quotas.

There are now various assembly projects of different vehicle manufacturers in Algeria and all companies say they will launch assembly before the end of 2016. Does PSA also plan to launch assembly in late 2016?

Yes, we would like to. In order to meet our commercial targets we need to be able to produce as soon as possible and on the government side, the sooner we start producing the better it is for them in terms of employment. There is clearly a common interest

How is the progress of the PSA plant project in Kenitra, Morocco?

In Morocco we are working very hard on the preparations. We have a very significant support from the Moroccan authorities. As an example: We will have a harbour in Kenitra. The harbour has to be erected. They started to work on the erection of this harbour, moving away a military camp, and we have rely on significant support from the local authorities. We are trying to attract suppliers, which is very good for them. So we will start the construction activities for the plant this year.

Interview conducted by Peter Homola

UPCOMING EVENTS

- » **March, 15-17:** MOSCOW, RUSSIA: RUSSIAN AUTOMOTIVE FORUM
<http://www.russianautomotive.com/>
- » **March, 15-17:** ST. PETERSBURG, RUSSIA: AUTOPROMO RUSSIA
<http://autopromrussia.ru>
- » **March, 31-3 April:** POZNAN, POLAND: POZNAN MOTOR SHOW
<http://www.motorshow.pl>
- » **April, 5-10:** ZAGREB, CROATIA: ZAGREB AUTO SHOW, 2016
<http://www.zv.hr/default.aspx?id=523>
- » **April, 19-24:** BRATISLAVA, SLOVAKIA: 26TH INTERNATIONAL MOTOR SHOW
http://www.incheba.sk/vystavy/autosalon-9979.html?page_id=9979
- » **April, 22-24:** BUCHAREST, ROMANIA: AUTOEXPOTEHNICA, 2016
<http://www.autoexpotehnica.ro>

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