

Polish workshop Report

POLISH NEWSLETTER
OF AUTOMOTIVE INDUSTRY

*If you have any questions
connected with Polish market,
just contact us!*

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11 years - the average age of cars in Poland

The size of the vehicle fleet in Poland is growing (17.3 million units in 2011), which means that it is slowly but steadily catching up with the leaders of Europe in terms of filling the market in cars.

However, taking into account the ratio of the number of cars per 1000 residents, we still differ significantly from the many European countries. According to wrong but official sources, in 2010 per 1000 residents, there were 451 cars. These statistics contain nearly 3 million vehicles that are „dead souls” - cars that are no longer on Polish roads, but have not been reregistered. After the correction we finally get the result of 439 cars per

1000 residents in 2010. Meanwhile, quoting Eurostat, intensification of cars in Germany in 2009 amounted 509, in Austria 522 and in Italy 606 cars per 1000 residents.

The main reason of the errors in the statistics is also overstating the age of the car fleet, which is confirmed by a number of independent research and analysis. In 2010 Central Statistical Office and the Energy Market Agency conducted a survey of 4565 households on issues related to the consumption of fuel and energy, including household equipment and cars. The results showed that the average age of a passenger car operated in Poland is around 11 years. Similar results concerning the age of the car give also Mo-

tofocus (11 years) and GIPA (11.5 years).

In addition, in the Motor Transport Institute rapport from 2011 indicates that the official statistics are not fully reliable source of data on the number and structure of the vehicles operated in Poland. Based on the data taken from the CEP bases where are 183 thousand registered cars like Sirena (Syrena -old fashion car, no more produced in Poland) and two times less (95 thousand) Toyota Yaris, which in contrast to the Sirens, are relatively common seen on the roads.

Prepared on the basis of SDCM materials.



It was a year of development

Independent sector of the automotive industry, mainly created by the producers of parts and workshop equipment, distributors and independent workshops, plays an important role for the polish economy and for car users. Proof of this is the last report prepared by the Association of Producers and Distributors of Automotive Parts.

It turns out that last year of the independent segment was the year of growth and development. According to data from the Central Statistical Office the value of sold production of parts and accessories in the current basic prices in 2011 amounted to 51.3 billion zł.

Most of the production of the automotive industry in Poland is for export. The value of export of parts and accessories in the past year amounted to nearly 27 billion pln.

According to PAliZ in Poland there are over 900 manufacturers of automotive parts, of which about 300 are enterprises with foreign capital. In view of the continuous signals of problems in the automotive industry should be emphasized that during the global economic crisis, none of these companies abandon the Polish market. There are even examples of the opposite, such as plant expansion Brembo in Dąbrowa Górnicza - leading manufacturer of disc and drum brakes, who in October 2011 ended investment of 82 million Euro, which arise

due to further jobs for 350 people.

As for distributors, there are 620 wholesale parts points in Poland. On a scale of only one month an independent distributors with their own transport or through transport companies provide more than 16 million parts. This means that each of the almost 18 thousand independent workshops and 5 thousand stores in Poland need more than 640 thousand piece of parts.

Total sales of spare parts independent wholesalers, expressed in polish currency, increased in 2011, especially in the segment of passenger cars and commercial vehicles compared to 2010 by more than 13 percent. Taking in consideration the crisis - a very good result.



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Double gold for Elpigaz

The company won a Gold Emblem in the „Highest Quality, Quality International 2012” in the category: product. The awarded products include LPG tanks – toroidal Hit cylindrical MoreMo and reducer Drago.

Elpigaz has the largest LPG automotive tanks offer in the world. Their long-term utilization, even under aggressive external factors, guarantee the usage of the production technology and corrosion protection. The modern design of tanks facilitates better fit to the vehicle and reduces the weight, which reduces fuel consumption and reduces vehicle emissions.

Reducer Drago is a key regulator of the gas component. Reduces pressure that comes from the LPG tank and allows its evaporation. Reducer is designed for the most popular



Grzegorz Jarzyński, Elpigaz

cars with engines up to 160 hp, dedicated to the fourth generation of power systems and to install Dual Fuel (diesel + gas).

Pressure under control

More than 5.3 thousand cars were inspected during the national Michelin's campaign „Pressure under control.” The study shows that 38.89 percent cars have the correct tire pressure - it's about 3.78 percent more than last year.

Most aware of the importance of proper pressure turned out to be the driver of the Podlasie region (78.30 percent with), and the worst results were obtained in the province: lubelskie - 74.22 percent of abnormal pressure.

Michelin's campaign, which aims to raise awareness of the drivers in the issue of the incorrect tire pressure, is organized in Poland

for 8 years. This year's edition, conducted in collaboration with a network of Euromaster services and was held on 22-26 of October.

Recent studies indicate that in 28.61 percent of cars reported unsafe or very unsafe tire pressure, posing a serious threat to safety.

- Since 2005, when Michelin began running it's campaign in Poland, awareness of tire pressure has increased among drivers by about 20 percent. - Says Iwona Jabłowska from Michelin Poland, coordinator of the „Pressure under control” – However, this year's results confirm, that there are still many people ride on improperly inflated tires. So for us there is still much to be done.



Towards electromobility

RWE Poland starts cooperation with Renault, aiming to promote electromobility in Poland. Both companies shared vision of ecological cities of the future, in which powered by green energy electric cars are moving and do not emit noise.

Did not have to wait to long for the results of this partnership - a station to charge an electric car you can buy today.

Buying stations for charging electric car, the customer can also take advantage of the sale offer of renewable energy, wind power generated in RWE parks located in Suwalki and Pomerania.



Cooperation between RWE and Renault is another element of the construction of ecological network of private transport on Polish territory. Since 2009, RWE have implemented a pilot program of installing public charging stations for electric cars. In key locations of Warsaw installed 12 stations. Pending the completion of the pilot project covers the cost of RWE charging.

Nowadays the company offers two models for charging stations: wall-mounted, for example wall box and freestanding charging point - each in various charging speed. The stations are safe and easy to use. Car charging time depends mainly on the capacity of the battery, the parameters of the station and the vehicle, and takes approximately 1 to 6 hours (the battery is charged while the vehicle is not used).

WULKAN 500HP

WULKAN 500HP manufactured by KART is the world's first automated equipment designed specifically for effortless washing of complete truck wheels with the width up to 490 mm. The wheel is loaded and unloaded by a pneumatic lift with a control lever and an arm with a rotary end for safe and easy grip or support of the rim of the loaded or unloaded wheel. In addition, the wheel push-out system makes it easy to unload it after washing. The washer has a specially reinforced drive shaft and as a result it can handle wheels up to 150 kg. The operation is easy with a pneumatic lift and five process control buttons. The wheel can be washed and dried even in 90 seconds. An additional door locking handle of the washing chamber has been installed due to the large size of the washer. With the wa-



sher in your workshop, the time will be used much more effectively. With a clean wheel, the tyre and rim condition can be evaluated more precisely and the service operations can be performed easily and accurately.

Also, performing service operations on a clean wheel extends life of the workshop equipment, increases the service comfort and keeps the workshop clean. The washer increases competitiveness of a truck workshop by improving customer service and safety comfort of truck driving. Our washer is used by professional truck wheel service stations, including bus depots and is made of top-quality materials from reputed European manufacturers. It does not require permanent connection to the water source and features a computerized control with a heating function. The washer meets all applicable requirements for this type of equipment specified in the European standards. The washer was nominated to the Innovation Award at the recently held Automechanika fair in Frankfurt.

Renault leader in customer service quality at service stations

826 - points (out of 1000 possible) won this year's Renault Garage Quality Check TNS, an independent Audit of Quality Authorized Services ASO. Market research group TNS Automotive in Poland conducted survey.

Audit included three brands, each brand was able to get 1000 points in the two forms of contact with the services - phone and arrange a service appointment. This year with a score of 826 points, a leader in customer service quality is Renault.

In order to select a winner audit took into account the quality of service and also the quality of service during a telephone appointment to visit the service and to compare possible appointment arranging by e-mail. So the collected material was enriched in a result of the final conclusions of the discussions within the groups.

Brands are divided into three groups in terms of meeting customer service standards:

- Green group (score above 700 points) is a high standard of customer service. In addition to the Renault, the group included brands such as Citroen, Peugeot, Ford and Toyota.
- Yellow group (from 600 to 700 points) -



services of these brands offer the average brand service standards. The group included VW, Hyundai, Skoda and Nissan.

- Red Group (below 600 points). Evaluated procedures and standards are used in the lowest level of each brand services. This group included brands such as Fiat, Opel, Kia and Chevrolet.

As research confirmed, there is a significant increase in interest in electronic form of contact with the services - on the side of the customers as well as some brands (of which

those who are trying to set the standard for the market and react quickly to customers' needs by special forms online). Although the possibility of offering services like that were offered by approximately half of those which were selected by research. There were some cases that it was impossible to contact through the Internet. It should be noted that an attempt to arrange a meeting by e-mail was not always effective. Nearly one third of the services did not respond to electronic inquiries.

Allianz again top-ranked

During the VII edition of Motor Insurance Discussion Forum, Polish Automotive Chamber presented the results of the Workshop Repair Satisfaction Survey in cooperation with insurance companies in terms of claims handling and awarded the prize „Golden Bumper”.

Evaluation included levels of competence and integrity of the liquidators, technical/substantive, speed and efficiency of the claims handling process. Besides taken into account was also the number of complaints/appeals and lawsuits directed against TU. The study was conducted using electronic surveys, specially protected against the possibility of multiple fills.

The first three TU is as follows:

1. Allianz Polska S.A.
2. STU Ergo Hestia
3. PZU SA



This year's survey results confirm that the market leader is Allianz in terms of claims handling (fifth time on first place). Stable position has also PZU, which from the beginning of the study is always in the top three. Polish Automotive Chamber also notes back Hestia and placed that company on the podium with the rest of the winners. This means a significant improvement in the evalu-

ation process in terms of claims handling.

Workshop Repair Satisfaction Survey in cooperation with insurance companies have been conducted by PIM for 7 years. Polish Chamber of Automotive Industry believes that the publication of the results of the study contribute to the improvement of the relationship between web services and insurance companies.

BASF is building in Poland, its largest catalyts factory in Europe

BASF is investing around 90 million Euro in the first stage of construction of production plants in Sroda Slaska, in Special Economic Zone near Wroclaw. Plants with a total construction area of 40,000 m² - the largest catalyst factory of BASF in Europe - the company will launch before the end of 2012.

Production at the new plant will begin in the first quarter of 2014. All 10 production

lines will start by 2016, the investment value will increase to 150 million Euro. The new plant will employ more than 400 people.

The new plant in Sroda Slaska will produce modern systems to reduce vehicle exhaust catalyts such as SCR (Selective Catalytic Reduction, SCR) and diesel particulate filters for diesel cars. In addition, in the industrial area will be testing laboratory

and manufacturing of automotive catalytic destruction of ozone Premair[®].

„Poland is attractive for BASF investments primarily because of its central location in Europe and positive economic development. The current investment will enable us to strengthen our position in the Polish market as a provider of innovative solutions,„said Dr. Joachim Meyer, head of BASF Central Europe.



SUVs and 4x4 vehicles in Poland

Among the ads we can find cars which are light versions of 4x4 vehicles, but drivers are mostly interested in real off-road vehicles - according to research of otoMoto.pl service. Here's what are the preferences of Poles in these two categories of vehicles.

The top ten most frequently announced cars category SUV / Off-road is dominated by models that better suits the urban boulevards than in the deep sand. Most listings are related to Toyota RAV-4, on the second place is BMW X5, followed by three models of Toyota: Honda CRV, Suzuki Grand Vitara and the Nissan Qashqai. Right behind them are three German models: German Audi Q7, VW Touareg, BMW X3. Hyundai Santa Fe and

the Volvo XC 90th close the ten top.

The main conclusion drawn from this research may be that Polish drivers are not looking for the car, which most often occur in the classifieds. While most announcements applies to SUV category cars, there are to a lot of queries regarding to off-road cars. The most interesting for internauts was a Toyota Land Cruiser. The second place accounted for Toyota RAV-4, and the third BMW X5. Fourth and fifth place for cars that will test even the toughest conditions. These are the Mitsubishi L200 and Toyota Hilux. Model L200 recorded a threefold increase in popularity since last year.

Most SUV and off-road SUV cars has a diesel engine (64%). Petrol cars are 35%, with one fifth of them have the LPG installation. Hybrids represent 0.4% of listings. Among SUV and off-road models diesel engines are much more popular than in other categories of passenger vehicles. There, their share ranges from 48 to 52% - depending on the season. However average age of SUVs is quite good. It is about 6 years old, while the average for all passenger cars is about 10 years. This may result from the fact that the SUVs are relatively new category, which become popular in the market only in the last few years.

Continental Corporation – Conference 2012

Continental Group organized a meeting, which was to summarize the theme of the truck tire market in the first three quarters of 2012.

After the first nine months of 2012, sales of tires in Europe decreased by 22.2 percent. The main factor of reduced demand for new tires is probably economic crisis in the world economy, but also the changes occurring in the market in recent years. The largest decreases were in Italy (34.2%) and Spain (30%). Majority of vehicles that were purchased in 2011, when the Continental recorded a significant triumph of the market are still using these new tires and did not change them for new ones.

- In addition, tire manufacturers, in response to customer demand and expectations of the European Union increasingly bring to its portfolio ready retreated tires or tread belts - says Grzegorz Jeziak, head of Continental truck tires. - The use of high-tech technology, which includes features that can reduce costs.

Among the ten most popular tire sizes dedicated for trucks only five of them, in the first half of 2012, noted an increase in sales compared to the same period last year. These are: 385/65R22.5, 215/75R17.5, 235/75R17.5, 265/70R19.5, 275/70R22.5.



Experts forecast drop in tire sales in Europe in the segment of „truck” at the end of 2012, at around 18%. In the last five years, only in 2010 noted an increase in sales. However, the increase was really significant, just at the level projected for this year's decline, which is 18%.

- Poland stands out in terms of tire sales and Europe – says Grzegorz Jeziak - It is true

that, after the first three quarters of this year, the market has shrunk compared to 2011 by 24.4%, but mainly because of development in the years 2010 and 2011. According to our forecasts at the end of 2012, about 720 thousand tires will find new buyers. Looking at the market in the next few years, the Polish market in contrast to Europe after 2012 will maintain the upward trend.