

10th AUTO EXPO 2010

The Complete Automotive Show
5-11 January 2010 • New Delhi, India
— Silver Jubilee Year —

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FAIR BUZZZ...

7 January 2010: New Delhi

10th Auto Expo Revs Up

Complimenting India's automotive industry for its entrepreneurial and leadership spirit, Mr Kamal Nath, Union Minister of Road Transport & Highways, and Mr Vilasrao Deshmukh, Union Minister of Heavy Industries and Public Enterprises, inaugurated the 10th Auto Expo, jointly organised by Confederation of Indian Industry (CII), Society of Indian Automobile Manufacturers (SIAM) and Automotive Component Manufacturers Association (ACMA). Also present on the occasion were Mr Gurudas Kamat, Union Minister of State for Communications & Information Technology, diplomats representing various countries, senior representatives from the automotive sector, and international and domestic exhibitors.

If the last decade was the decade of IT, this would be the decade of Infrastructure said Mr Kamal Nath. Noting that an 8% GDP growth meant stress on infrastructure; the biggest deficit in the country today is in the infrastructure sector and roads are at the heart of it. "For building 20 km of roads a day, a work in progress of 20,000 km of roads is required which poses the challenge of building capacity in NHAI, for workers, contractors and consultants" emphasized the Minister.

Accentuating the need for governance and reforms in the automotive sector, Mr Nath said that his ministry was carrying out a comprehensive review of the Motor Vehicles Act keeping in view the requirements of today and the future. He also highlighted the Government's commitment to meeting international standards in roads and making travel seamless throughout the country using technology and a regulatory framework.

Mr Vilasrao Deshmukh described the Auto Expo as a great opportunity for the Indian auto industry to showcase its capabilities and enhance its global reach. Emphasising the Government's commitment to create a world class auto industry, he stated that his ministry had taken measures to bridge the skill gap, set up a Technology Development Fund for the auto sector, facilitate adoption of cleaner technologies and promote linkages between global and Indian industry.

Elaborating on the tremendous progress made by India's auto industry, Mr Venu Srinivasan, President, CII said, "in 2008-09, 1.82 million cars and 8.4 million two-wheelers were sold with an aggregate vehicle sale of over 11 million."

Highlighting that the Indian industry had fared better than the global automotive majors despite the downturn, Mr Srinivasan added, "Driven by our own robust internal demand conditions, and a proactive and effective government stimulus package, the automotive industry could even manage to grow during 2008-09."

Acknowledging the Government's support to the industry, CII President said "India can emerge as a hub for the international automobile industry, especially in the Asian region. New product development is fast, appropriate, and accurate. India is rapidly progressing as a center for clean auto technologies, and is developing hybrid and fuel efficient vehicles and exploring new sources of fuel too."



Venu Srinivasan, President, CII, Gurudas Kamat, Union Minister of State for Communications & IT, Kamal Nath, Union Minister of Road Transport & Highways, Vilasrao Deshmukh, Union Minister of Heavy Industries & Public Enterprises, Jayant Davar, President, ACMA and Chandrajit Banerjee, Director General, CII

Mr Jayant Davar, President, ACMA, mentioned that its focus would be to showcase greater capacity in creating intellectual property in collaboration with vehicle manufacturers, highlighting global outsourcing of auto components and new wave of building and enduring global partnerships.

Dr Pawan Goenka, President, SIAM, said that Indian auto industry has been the showcase of resurgence of the Indian economy. Regulation, road safety and international harmonization are the key for the sustainable growth of the Auto industry. SIAM members have already committed an investment of Rs. 40,000 crore and are targeting an investment of Rs. 145 bn crore, despite the global slowdown, he added. Highlighting SIAM's theme, Dr Goenka mentioned that growth with greater responsibility towards reducing emissions and road safety would be the essentials in reaching the further growth trajectories.



ACMA
Automotive Component
Manufacturers Association of India
— Golden Jubilee Year —

CII
Confederation of Indian Industry
(1895-2010)
— Celebrating 115 Years —

SIAM
Society of Indian
Automobile Manufacturers
— Golden Jubilee Year —

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The Big Fair For Small Enterprises



Voices...

This is the third consecutive Auto Expo I have been invited to. In 2006, the industry was 'blooming;' in 2008, there was a sense of gloom, and today, in 2010, the industry is 'booming'.

Kamal Nath

The Indian Auto Industry has come a long way since the first edition of the Auto Expo.

Vilasrao Deshmukh

India can emerge as a hub for the international automobile industry, especially in the Asian region.

Venu Srinivasan

The Indian auto industry is a showcase of the resurgence of the Indian economy.

Dr Pawan Goenka

India's Auto component exports have touched US \$ 4 billion

Rajive Kaul

Auto Expo will act as a platform for both Indian and foreign business visitors where they will have ample opportunity to see products on display as well interact with officials of component companies at the venue

Jayant Davar

Dispelling the Diesel Myths

Diesel vehicles have traditionally been known to be more polluting, less efficient and very noisy. The Diesel Planet at the 10th Auto Expo dispels these and many more myths surrounding Diesel Engines and the use of diesel in vehicles.

Manufacturers of diesel vehicles and diesel engines emphasise that the future of vehicular technologies lies in diesel as this is a cleaner, more reliable form of fuel. While electric vehicles will be an alternative, these are also less efficient than diesel as the batteries used in these vehicles also emit carbon and other pollutants.

According to a display at the Diesel Planet the older diesel vehicles were more polluting and noisier because of the existence of higher particulate matter. This has been addressed in the new Diesel engines.

Since NOx emission is the inherent issue with Diesel emissions, leading to stricter Euro Emission norms for such vehicles, manufacturers are focusing on dealing with this issue. For instance, Mercedes has been focusing on dealing with reduction of NOx emissions. Mahindra's have developed technologies for high efficiency filtration of particulate matter and a urea based SCR system for NOx reduction.

Companies such as Cummins, Tata Motors and Bosch are also exhibiting their diesel technologies at the Diesel Planet. According to Bosch, a diesel car consumes over 30% less fuel, emits 25% less CO2, has about 40% more range and additionally diesel has a torque which is 50% higher when compared to gasoline.

Industry players are constantly working to make diesel vehicles smoother, less vibrating and less noisy. With the large global players focusing on diesel as the alternative to gasoline and constantly innovating to make it into a cleaner, more efficient fuel, the world can certainly look forward to many more diesel vehicles hitting the roads in the near future.



Did You Know ?

The first speeding tickets were given out in 1902, when the top speed of most cars was around 45 miles per hour.

Before the 1920s, cars didn't have gas gauges. Drivers had to estimate how much fuel was left, or risk running out.

Hong Kong has the most Rolls Royce cars per person.

The world's smallest car is the Peel P50, built in 1963. It seats one, does over 35 miles per hour and weighs only 130 lbs.

The first car to be recognized as setting a land speed record used an electric motor. Today the fastest cars in the world use turbojets or rockets and drive 20 times as fast.

Safe Driving Training Programme

A special event at the Auto Expo was organised for educating drivers on the various safety rules and regulations to be followed while driving. It was a Society of Indian Automobile Manufacturers (SIAM) initiative, jointly sponsored by Bajaj RE.

Senior police officials, along with Mr. Dilip Chhabria, Director General, SIAM, were among the dignitaries present at the event. Students of Bal Bhavan Delhi participated by having their school march-past band performing for the event. The school children also displayed various placards on issues relating to road safety.



Sourav Ganguly, Cricketer, at the Vibgyor stall at the Auto Expo



John Abraham, Actor, riding a Yamaha Bike

Cars by Design



As always, the Dilip Chhabria Designs stall at the Auto Expo is a crowd-puller this time too. Actor Vivek Oberoi joined Mr. Dilip Chhabria in unveiling the Quasi SUV-Race concept car at the DC Pavilion.

The Quasi SUV-Race Car-inspired vehicle, that is unlike any other concept car seen before, sporting a 6.0 Litre, V12 TDI engine, not only delivers on style but hits the right cord with performance too. It is shod with massive 28 inch wheels, the largest for any road car in India.

Also on display are the Ying Yang Lifestyle MPV in cool mint colour, and a customized variant of the popular Toyota Innova Model.

The DC Design School was formally launched at the Auto Expo 2010. This initiative is in association with the D.Y Patil Group and is called the DYP-DC Center for Automotive Research and Studies with classes commencing on August 2010 in Lohegaon, Pune.

Mr. Vivek Oberoi unveiled the first car from DYP-DC Center, the Emperor, designed specially by Mr. Dilip Chhabria.



New Products, New Technologies



The Indian automotive components industry with a turnover of more than \$ 18 billion (Rs 84,111 crore approx.) is expected to gain significantly through new tie-ups, partnerships and marketing initiatives during the 10th Auto Expo. The biennial mega event, now in its 25th year, is being organised by the Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM).

As per the Automotive Mission Plan and ACMA's own vision, the auto component industry is expected to reach an overall size of \$ 45 billion (Rs 210,909 crore) industry by 2016. Investments in this industry, which were at US\$ 7.2 billion in 2007-08, are likely to touch US\$ 20 billion by 2015-16.

The 10th Auto Expo is a platform for highlighting the progress the auto-component industry has made over the last two years since the previous Expo in terms of growing capabilities and capacity, specially in the area of new product development and the adoption of latest product and manufacturing technologies, particularly to meet the rapidly changing requirements in terms of emission reduction, enhanced safety, security and comfort.

The display includes a wide range of new and locally designed/developed auto-components with much higher durability and extended life, higher levels of performance, lighter weight, and using new materials. New designs of components like engine management systems, new age electronics, navigation systems, vehicle safety and security systems etc. are on show.

Many of these component designs have been patented within the country as well as overseas, setting the Indian auto-component industry on the path to develop its own intellectual property to gain global leadership.

This Expo will also position the Indian auto-component manufacturers as the most ideally suited to manufacture components for small cars, thus making India a key hub for production of small cars and two wheelers in the world. This is a significant position of global leadership for the component industry as the world is now moving towards smaller and more fuel efficient vehicles given the challenges of global warming and the need to reduce our carbon footprint. This augurs well for the future global outsourcing potential of components as well.

After reeling under a bout of recession, a result of adverse global conditions, the Indian component industry is finally picking up, riding on the increasing sales of vehicles in India.

While domestic component manufacturers are participating in the show in large numbers, foreign companies, especially from Germany and China, have also responded encouragingly. In fact the number of Chinese auto-component and accessory manufacturers has substantially increased to 500.

Exhibitors, including Small and Medium Enterprises, from the component industry have taken up a total of 38,000 sqm of space at the Expo venue, which is approximately 10 per cent more than the space taken at the previous Expo. The 2010 fair will witness the largest ever overseas participation with country pavilions from Canada, China, Finland, France, Germany, Italy, Japan, Spain, Taiwan and the UK. Luxembourg is the new entrant this year.

The India Story

Way back in 1953, the Tariff Commission in its report to the government had stressed on the need for a balanced and integrated development of the automotive industry by promoting the emergence

of a strong auto component sector. As a result, leading entrepreneurs were invited by the government to establish an auto component manufacturing industry.

With government policies encouraging investment in this sector, the 1980s saw the establishment of several Indo-Japanese joint ventures in the component industry, as Japanese automobile companies began setting up base here. The Maruti Suzuki joint venture for passenger cars was in a big way responsible for the birth of true, blue-blooded auto component companies in India.

The 1990s saw further positive changes with global OEMs and Tier I suppliers starting operations in India. Currently, more than 60 per cent of exports of auto components are to Europe and the US. More than 70 per cent of the exports go to OEMs and Tier I suppliers and only 30 per cent to the global aftermarket, indicating the global acceptance of Indian auto components.

In the 1990s, more than 80 per cent of the exports were made to the international aftermarket. Now, thanks to Indian auto components having improved considerably in quality, exports are more to high AQL (Accepted Quality Level) countries.

India is now a supplier of a range of high-value and critical automobile components to global auto makers such as General Motors, Toyota, Ford, BMW, Fiat and Volkswagen, amongst others. Makers of luxury cars are increasingly looking at making India a sourcing hub for components, besides using more local components in cars for the Indian market. BMW, Skoda Auto, Audi, Mercedes Benz are all sourcing and using Indian components in many of their vehicles.

Domestic Fillip

Even though global car sales recovery continues to gain momentum, it is the Indian automobile industry that has shown significant improvement in the last few months. This will have a direct bearing on the fortunes of the components industry. In November 2009, the auto industry saw the highest ever growth of 45.8 per cent in a single month. While the passenger vehicle industry grew 66.5 per cent, the commercial vehicle industry grew by 98 per cent. Significant double digit growth is expected to continue in this industry.

All this will herald increased business for auto components industry in India.

Indian auto component manufacturers who have inked global joint ventures and partnerships can also be reassured by the fact that vehicle purchases in developed countries like the US, Canada and Europe are showing signs of recovery. The recent 'cash for clunkers' scheme in the US and the 'scrappage scheme' in Europe pushed the sale of small cars in these regions. For Indian auto component manufacturers, it created yet another opportunity for business as it increased their share of the global exports pie.

With several Indian companies having forged global alliances, the industry has come of age. While the quality of Indian components meeting global standards, their investments in research and development too have increased significantly.

The 10th Auto Expo showcases the significant strides the Indian auto component industry has taken in the last few years, through a wide range of new age products and technology.



The Show Stealers

Fiat

Fiat showcased futuristic variants such as the Linea Dualogic Transmission, Grande Punto Natural Power, Linea T-Jet, Grande Punto Sports and Grande Punto Trendz. Indian auto buffs can see the new Fiat 500 by Diesel, the denim brand styled show car up close and personal. The car has been designed by Italy's leading designer, Renzo Rosso.



Also on show is the Grande Punto Natural Power, operating on the new fuel version by Fiat that supports a bi-fuel engine (petrol/CNG) with negligible CO2 emission. The company also launched 'Fiat First' a comprehensive and world class service program for Fiat consumers, at the Auto Expo.

Ashok Leyland

Effi 20

High performance, superior fuel efficiency and innovative technology are the hallmarks claimed by the new Effi 20 truck, which boasts of increase in fuel efficiency by over 20% and reduced carbon emissions by 20%. New cooling systems, a streamlined body design and low resistance tyres are other attributes of this vehicle.

Hybus

This innovative Concept Bus, new both for the company and the country, works on Diesel and a Plug-in Electricity Charge, through a Lithium Ion Battery that can be charged using a plug in connection on a normal power port.

The hybrid mass transport bus, built in India, for India, will undergo its trial run at the upcoming Commonwealth Games in New Delhi, 2010.



Other models on display are the Avia D120 Heavy Duty truck that is currently operating in Western European markets and will come to India in the next few months. The sequel to Ibus that was unveiled at the last Expo, the Ibus 2, that incorporates cutting edge technology is also on show. The Ashok Leyland Pavilion also has heavy duty trucks like the U253, U4932, as well as new engines developed by the company like the Neptune Series, H Series, Euro 4 Compliant Engine, CNG and other hybrid technologies.

Royal Enfield

Royal Enfield, a division of Eicher Motors unveiled the latest offering from the Royal Enfield Stable- the Café Racer Concept.

Inspired by the British motor cycle racing culture of the 60s, the motor cycle melds the style and panache of this era with contemporary sophistication and technology. This retro design concept will hit the production floor in three years.

Also on display is the Bullet Classic 500 in a cool mint green colour, that goes on sale immediately. Other models in the pavilion include the Bullet Classic 500 in chrome and a Bullet Classic 500 in military battle-green. Both these models are conceptual and will go on sale in the upcoming months, with pricing being announced closer to the launch date.



Volvo Truck (VE)

VE unveiled its latest workhorse, the FH series truck at the Auto Expo.

Assembled in India, the truck has a maximum haulage capacity of 200 tonnes, 420 HP of power with superior mileage and high engine flexibility. The Euro 4 Compliant vehicle sports a price tag of Rs. 92 lacs, inclusive of tax.

Others models from Volvo on display are the Euro 4 Compliant Low Floor Clean Energy CNG City Bus, Euro 4 Compliant 8400 City Bus, and the Inter City Long Wheel Base 9400 XL model.



Renault

"Twizzy" Concept Electric Car

The "Twizzy" concept car drawing crowds at the Auto Expo is being displayed outside Europe for the first time. The car was unveiled by Mrs Sheila Dikshit, Chief Minister of Delhi, on eve of the Auto Expo.

The French carmaker announced the launch of several cars from their portfolio in the Indian market within 18-24 months and a full range in a 48 month time frame. These cars will be produced in Chennai. The Fluence and Koleos models will be the first to enter the Indian market, and will be available from 2011.





The Show Stealers

Hyundai



Hyundai presented three new concepts at the 10th Auto Expo. Celebrated actor Shahrukh Khan, who is Hyundai's Brand ambassador, officially unveiled the I10 Blue Drive, Genesis Coupe and I-Mode concept MPV.

The I10 Blue Drive is a zero emission variant of the popular I 10 compact car. The vehicle runs on a poly-lithium battery and has a maximum range of 160 km on a full charge of electricity. This car will be officially launched in Korea later this year and, depending on customer response, will be launched in other markets too.

The Genesis Coupe is a stylish sports coupe that embodies all the characteristics of the highly popular Genesis Sedan and promises to carry the legacy forward.

The I-Mode Concept MPV showcases cutting edge technology and innovation.

Other models on display are the H1 Wagon, The popular I20 and its variants, I10 Compact, Sonata Transform Premium Sedan and other household names of the Hyundai family.

Continental

Continental AG showcased their major automotive product portfolio at the Auto Expo 2010. The focus was on the four automotive trends namely safety, environment, information, and affordable cars.

Continental unveiled their brand new demo car named "IDOL". The car is Powered by 1.5 lts 3 cylinder turbo charged direct injection gasoline engine and 12KW mild hybrid drivetrain. The special features of the model are Touch screen, voice recognition, entertainment system with MP3, DVD Video, Integrated navigation and Bluetooth interface for mobile phones along with Electronic safety control.

Mahindra Utility Vehicles

Thar Adventure 4x4

The company unveiled the Thar Adventure 4x4, slated for European and South African markets, which is manufactured at the company's Nashik plant. Available only in Left hand Drive, especially for Western markets, the vehicle's specifications include NEF Crde Engine, 2498 cc Diesel Engine with 105 BHP and 247 Nm of Torque. Options include an Electric Winch and Bull Bars with Roll Cage.



A Concept Scorpio with innovative and efficient engine management systems was also displayed. New technologies such as a Regenerative Filter, Card Array Networking, Selective Catalytic Reduction and a host of new innovations have been incorporated into the vehicle. which will serve as a platform for future vehicles from Mahindra, according to the company.



Other models on display include a customized variant of the Xylo MPV, Special Edition variants of the popular Scorpio SUV and Xylo MPV.

Mahindra Navistar

Mahindra Navistar MN 49 and Mahindra Navistar MN 40

Mahindra Navistar Automotives Limited, the commercial vehicle JV between Mahindra and Mahindra Ltd and Navistar Inc of USA unveiled the MN 49 and MN 40 trucks for the Indian market at the 10th Auto Expo.



MN 25 and MN 31 were the other big launches for the company.

Mahindra Light Commercial Vehicles

Mahindra Gio

Unmatched mileage of 27 km per litre, with very low maintenance, the Gio offers the economy of a three wheeled transport with the advantages of a four wheeler, with a 0.5 ton, compact cargo box that ensures maximum space is utilized in intra-city operations.



Mahindra Alfa Hybrid

This Hydrogen Concept Variant of the popular Alfa three wheeler is a unique variant that promises zero emissions and clean technology.

Mahindra Maximo

A light commercial vehicle with the world's first two cylinder 4 valve CRDe diesel engine, this vehicle claims to offer unmatched fuel efficiency and performance.



Master Calendar of Events

Date	Events	Venue
6,7,8,9 & 11 January 2010	Road Safety Rally by Students at Pragati Madian	Pragati Maidan
7-11 January 2010 11:30 AM & 3:30 PM	Live Demonstration of 'Neel' Socially Interactive Robot	Hitech Group Stall, Hall No 12 A
9 AM to 1 PM	Recycling of Vehicles	Gulmohar, IHC
	Auto Design Challenge, Announcement of Winners	Lalit Hotel
9:00 AM	India Semi Conductor Association Conference	Conference Room Hall 8
10 AM to 6 PM	4th Styling & Design Conclave	Lalit Hotel
10 AM to 2 PM	"Investment Opportunity" - an Interactive Session with State Governments	Evenza Hall, Phoolwari
11.30 AM	Inauguration of Diesel Planet	Lake area opposite hall 8-11
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
1.00 to 6.00 PM	Seminar on IP Management through Brand Protection	Alta Hall, Phoolwari
3:00 PM	Valedictory function of National Road Safety Week by Mr Kamal Nath	Lal Chowk
10 AM to 5 PM	4th Auto Trade Dialogue (RV - 50)	NC Hangar, Pragati Maidan (near gate No.2)
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
12 noon	Golf Tournament	Jaypee Greens, Noida
	International Young Presidents' Organization delegation	
	Bookmark Contest Awards Day	Lal Chowk
8,9 & 11 January 2010	Awareness Programems for Truck Drivers and visit to Auto Expo Pragati Maidan	
10.00 AM to 5.00 PM	Conference on Transport "Transport Solutions for a World-Class City"	Conference Room Hall 8
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
10 January 2010 9.00 AM to 1.00 PM	Yamaha Press Conference	NC Hangar, Pragati Maidan (near gate No.2) / Lal Chowk
12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4
2:00 PM	Visit of Minister Krecke, Minister of the Economy and Foreign Trade, Luxembourg	Hall 15D - Kerala Pavilion
11 January 2010 12 Noon to 2 PM	Media Hours for Exhibitors	Media Lounge, Punjab Pavilion, Near Gate No.4





Auto Expo... Over the years ...

	2004	2006	2008	2010*(Estimated)
Area Covered	60,000 sqm	70,000 sqm	120,000 sqm	125,000 sqm
Participants	960	1150	2100	2100
Overseas participants	120	300	600	800
O/s Delegations	44	58	100	100
Visitors	800,000	1,100,000	1,800,000	1,800,000*
Business Visitors	125,000	135,000	150,000	150,000*
Orders Booked	Rs. 2250 mn	Rs. 5384 mn	Rs. 10,000 mn	
Trade Enquiries	117,887 Nos.	131,810 Nos.	200,000 Nos.	

*Expected

