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In This Issue

Alternative Power Report:
- *Fast Charging Gets Faster in LFP Batteries*
- *Revolutionary Battery Made from Stone Could Transform Electric Cars*
- *Silicon EV Battery From CalTech Spinoff Best Thing Ever?*
- *China's Restrictions on Antimony Could Force Shortfall*

Global:
- *Volvo To Launch Hydrogen Powered Trucks*
- *2023 Global E-Bike Market Hit US$38.3 Billion*

DataPoint: *2024 NA Light Plant Production*

Europe: *Electric Boats Popular at Cannes Yachting Festival*

Brazil/South America:
- *Colombia Resumes Taxing Vehicles Imported from Brazil*
- *Tata Negotiates for Production Plant in Brazil*

Japan: *Yanmar Acquires CLAAS India: Combine Manufacturer*

South Korea: *Hyundai Motor To Double Number of Hybrid Models*

Malaysia: *Malaysia Jan-Jun 2024 Car Sales Gain Ground*

China: *Yuchai, Kim Long Motor Vietnam Sign Agreement*

India: *Rural Recovery Drives Surge in Automobile Demand*

About Us

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Click Here To Go To Page 1

Alternative Power Report

By Guy Youngs, Forecast & Adoption Lead

Guy Youngs

Fast Charging Gets Faster in LFP Batteries

Zeekr, an electric vehicle (EV) maker within the Geely Auto group, has integrated its self-developed fast-charging battery technology, based on lithium-iron-phosphate (LFP) chemistry, into its latest vehicles

According to the company, the 75 kWh battery pack supports '5.5C ultra-fast charging,' enabling vehicles to charge from 10% to 80% in just 10.5 minutes using 800V charging at Zeekr's proprietary stations.

Source: *PV Magazine* **Read The Article**

PSR Analysis: Until this, all Lithium -ion batteries using NMC cathodes were faster than LFP batteries. This reverses that and means that this ultra fast charging together with safer LFP chemistry could eventually replace standard NMC battery chemistries

Revolutionary Battery Made from Stone Could Transform Electric Cars

Researchers at the Technical University of Denmark (DTU) have developed a super-ionic material based on potassium silicate, a compound extracted from ordinary rocks. This innovation could potentially revolutionize the way we power electric cars.

Potassium silicate, the key material in this new battery technology, is abundantly available in the earth's crust. Potassium silicate is also resilient to air and moisture, allowing it to be easily integrated into batteries as a thin layer without the need for expensive protective measures.

Source: *MSN* **Read The Article**

PSR Analysis: We continue to see many new innovations in battery technology which show a lot of promise. This one has the potential to be safer and cheaper, but we are far from commercialization so this innovation is a long way off.

Is New Silicon EV Battery From CalTech Spinoff The Best Thing Ever?

A spinoff from CalTech called Sienza Energy has come up with a new silicon EV battery that does away with cobalt. The secret is a nanoscale structure that resembles a plastic badminton birdie but delivers the triple threat of cost, performance, and safety

Conventional lithium-ion batteries deploy millions of micron-sized particles in their electrodes. In contrast, the Sienza EV battery boots the scale into nano-

Click Here To Go To Page 1

Alternative Power Report

Continued from page 2

territory with billions of structures, resulting in a surface area 100 times that of conventional batteries. In addition to more efficient heat dissipation, the expanded surface area is a key factor in the improved performance of the new batter

Source: *CleanTechnica* **Read The Article**

PSR Analysis: As a mineral, cobalt has some dark undertones with much concern being raised about the use of child labor in its mining, and since its cost is high, any move away from cobalt is appreciated.

China's Restrictions on Antimony Could Expand Shortfall

China plans to introduce restrictions on antimony exports, a move that could lead to another flashpoint with the West over control of critical minerals. Antimony is used in lead-acid batteries, as well as in solar panels and flame retardant applications. The US Department of the Interior has designated it a critical mineral. It also is essential for armor-piercing ammunition, infrared sensors and precision optics.

Analysts estimate the market was already facing a 10,000-ton shortfall before China's restrictions. The US is critically dependent on China for antimony. It consumed 22,000 tons of antimony products in 2023. Domestic production amounted to just 4,000 tons. This mostly came from antimonial lead recovered from used lead-acid batteries

Source: *Bestmag* **Read The Article**

PSR Analysis: There are a lot of minerals that are now being brought into sharp focus as the US looks at its critical minerals and finds that it is more reliant on other nations than previously thought. **PSR**

Global Report

Volvo To Launch Hydrogen Powered Trucks

Chris Fisher

By Chris Fisher, Senior Commercial Vehicle Analyst

Volvo has announced plans to begin on-road testing of trucks equipped with hydrogen powered internal combustion engines starting in 2026 with the commercial launch planned towards the end of this decade. Trucks that run on green hydrogen provide a significant step for Volvo to achieve its net zero goal and support customers to reach their decarbonization targets.

Trucks that run on green hydrogen instead of fossil fuels provide one way to decarbonize transport. Hydrogen trucks will be especially suitable over longer distances and in regions where there is limited charging infrastructure, or time for, recharging of batteries.

Click Here To Go To Page 1

Global Report

Continued from page 3

With the transition to zero-emission based vehicles, the cost of the engine would likely increase significantly due to the declining scale of ICE components.

The hydrogen-powered combustion engine trucks will complement Volvo's offering of other alternatives, such as battery electric trucks, fuel cell electric trucks and trucks that run on renewable fuels, like biogas and HVO (Hydrotreated Vegetable Oil).

Other OEMs who will begin testing hydrogen combustion engines in the 2026/2027 timeframe include Iveco, MAN, Freightliner (Cummins) and PACCAR (Cummins).

Source: *Volvo* **Read The Article**

PSR Analysis. There has been significant talk during the past few years about the viability of using hydrogen as a fuel for the internal combustion engine. While trucks powered by hydrogen ICEs would be ideal for longer haul routes, there are significant barriers to adoption including fueling infrastructure, availability of "green" hydrogen and the cost per liter/gallon compared with diesel and other alternative fuels. The hydrogen ICE engine would also be competing with hydrogen fuel cell trucks in the next decade.

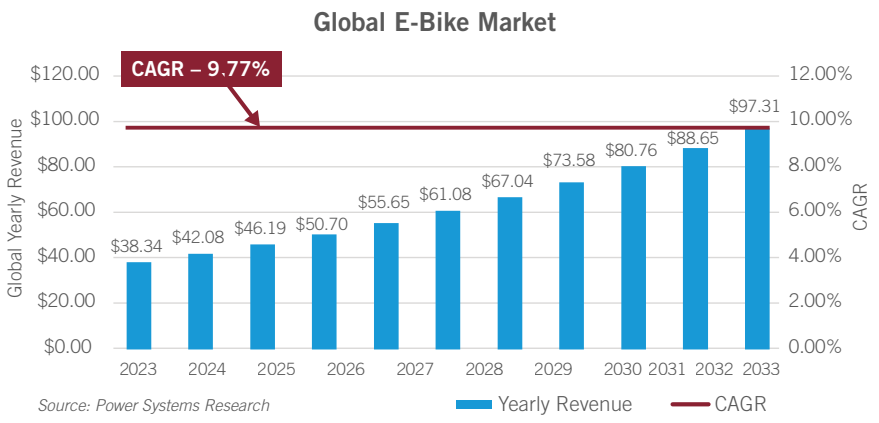
With the transition to zero-emission based vehicles, the cost of the engine would likely increase significantly due to the declining scale of ICE components which would drive up costs and potentially disrupt the supply chain for the engine components. Installing an internal combustion hydrogen engine may no longer be financially feasible.

In the United States, the EPA and state agencies such as CARB would like to eliminate the internal combustion engine and completely transition to zero-emission vehicles such as battery electric and hydrogen fuel cells. **PSR**

2023 Global E-Bike Market Hit US$38.3 Billion

By Michael Aistrup, Senior Analyst

The E-bike market size was estimated at USD 38.3 billion in 2023 and is forecast by Power Systems Research to increase to $97.3 B in 2033 with a CAGR of 9.77% between 2024 and 2033. Cities globally are investing in dedicated bike lanes, charging stations, and bike-sharing initiatives for facilitating easier e-bike usage. Moreover, consumers are drawn to the substantial cost savings offered by electric solutions compared to conventional vehicles.



Click Here To Go To Page 1

Global Report

Continued from page 4

E-Bike Market Trends. Several important technological trends have boosted the production and sales of e-bikes.

- **Battery Technology.** Improved batteries provide lighter weight, lower cost, longer range and quicker charging times.
- **Smart features,** such as GPS navigation, app connectivity, and digital displays enhance the user experience, making e-bikes more appealing and user-friendly.
- **Shared micro-mobility** is part of the public transportation ecosystem. As a flexible transportation option with comparatively low overhead and operation costs, shared micro-mobility can complement higher-volume fixed-route transit services by offering mobility services for many trips at a lower per-traveler cost.

Restraining Factors. While the outlook for e-bikes is fairly positive, there are some negative factors to be considered.

- **High Cost** of E-bikes may hamper market growth. The high cost associated with the purchase of e-bikes is restraining the growth of the market. The additional cost of battery and electric motor makes it less accessible for some consumers.
- **Lack** of charging infrastructure. The lack of adequate charging infrastructure is one of the biggest challenges in the market. E-bikes rely on rechargeable batteries for power.

Drivers-of-Demand. Demand for e-bikes is driven by several factors.

- **Rising Cost** of fuel. Increasing prices of fuels are shifting the demand toward the electric bike.
- **Infrastructure Support** to promote growth. Germany, France, and Spain have made the construction of e-bike infrastructure a priority and are trying to boost expenditures to quicken the creation of a connected and secure bike network.
- **Environmental Awareness.** E-bikes are eco-friendly, and convenient. They are quiet, produce no carbon emissions, provide a cheap form of transportation, conserve space, and promote excellent health. Rising awareness of health hazards associated with the usage of traditional fuel-based vehicles is increasing the growth of the market.
- **Traffic Congestion.** As traffic congestion increases, E-bikes offer a practical solution for daily commuting.

PSR Analysis: The global e-bike market is a highly opportunistic and competitive market owing to the shifting consumer trend towards eco-friendly vehicles. In addition, manufacturers find the e-bike an economical alternate for electric vehicles. E-bike sharing services along with support from government organizations to promote the application and adoption of e-bike are expected to promote market growth in upcoming years. **PSR**

Click Here To Go To Page 1

DATAPOINT: *North America Light Plant*

19,200

In 2023, production of Light Plants in North America increased nearly 4%, and production is expected to increase another 5% in 2024.

By Carol Turner, Senior Analyst, Global Operations

19,200 units is the estimate by Power Systems Research of the number of Light Plants expected to be produced in North America in 2024.

A Light Plant, also known as a Light Tower, is a piece of mobile equipment which has one or more high-intensity lamps mounted on a mast. The mast is attached to a trailer, with a generator to power the lamps. The generator is powered by a diesel engine. Light plants mostly are used for construction and mining projects.

This product information comes from industry interviews and from two proprietary databases maintained by Power Systems Research: **EnginLink™**, which provides information on engines, and **OE Link™**, a database of equipment manufacturers.

Market Share: With nearly half of total units produced, Generac Mobile Products leads in the production of Light Towers in NA with 49.5%. In second position is Allmand Bros. with 21%; third, Wacker Neuson with 19.5%.

Export: Up to 30% worldwide.

Trends. In 2023, production of Light Plants in North America increased nearly 4%, and production is expected to increase another 5% in 2024. In recent years, production has fluctuated, including Terex ending production of light towers along with COVID-19 related shutdowns. Prior year gains were attributed to natural disasters of 2017 for instance hurricanes and tropical storms in addition to the growth in construction related activities. Recent production decline comes from a lack of lighting needed for oil/gas processing (mining and oil/gas exploration that is usually a 24/7 operation) along with MQ Whiteman leaving the industry.

Rental accounts for fleet, road and general construction have stabilized resulting in the increase along with the demand for metal halide units. Innovative new products have also stimulated sales, especially with the introduction of LED lighting options.

Portable light tower rentals comprise of approximately 90% of the market. Production will continue to fluctuate over the next 3-5 years that will rise and fall with oil/mining related activities, however, expect moderate gain of up to 3%.

Click Here To Go To Page 1

DataPoint Report

Continued from page 6

Note: Light towers are also electric and solar powered that are popular among end users.

Battery/Corded

Companies manufacturing Battery/Corded: (*) exclusively

- Allmand Bros: Light Towers
- American Signal Company (*) Arrow Boards/Message Boards
- Boss LTR: Light Towers
- National Signal (*) Light Towers/Message Boards
- Solar Technologies (*) Arrow Boards/Message Boards/Light Towers
- Trafcon Industries (*) Arrow Boards/Message Boards
- U.S. Barricades LLC (*) Arrow Boards/Message Boards
- Ver-Mac (*) Arrow Boards/Message Boards/Light Towers
- Wanco, Inc: Arrow Boards/Message Boards/Light Towers

Battery/Corded Combined	Battery	Corded
2022: 9180	**2022:** 8777	**2022:** 412
2023: 9583	**2023:** 8915	**2023:** 668
2024: 10200	**2024:** 9400	**2024:** 775

Battery/Corded	Battery	Corded
2022-2023: 4.4% increase	**2022-2023:** 1.5% increase	**2022-2023:** 62% increase
2023-2024: 6% increase	**2023-2024:** 5.3% increase	**2023-2024:** 16% increase

PSR

Europe Report

Electric Boats Popular at Cannes Yachting Festival

Natasa Mulahalilovic

By Natasa Mulahalilovic, Marine Product Manager-Europe

More than 600 exhibitors from the marine pleasure industry showed off their latest models of boats, yachts, marine equipment and other products and services at the Cannes Yachting Festival, Europe's biggest in-water event, just closed its doors. The event ran Sept. 10-15.

The electric marine market has been very dynamic in the last 10 years and electric products and accessories were very popular at the show. Investments in research and development of new technologies and their implementation into boats have been extremely high.

Electric boats and yachts are, as expected, more expensive than traditionally powered boats but in the long term they produce savings on fuel and

Click Here To Go To Page 1

Europe Report

Continued from page 7

maintenance. The electric boats boating benefits are still unknown to the large public and need promotion.

Many electric and hybrid boat and equipment manufacturers that we talked with at the show confirm that the market is growing but slower than they had been hoping. The EU regulations for CO2 emission reduction in inland and open water, development of infrastructure in marinas, better technologies, safety and capacity of batteries, are still challenging battle fields.

We estimate that the electrification of the marine pleasure industry will have a positive trend in coming years. This year growth is estimated to 15% compared to 2023. The years approaching 2030 will bring more opportunities in pleasure segments as popularization of the new style and sustainable boating is seriously taking place in Europe and abroad. The expected growth of the market is up to 20% year by year. The acceleration of the electrification will be probably possible from 2030 when Green Fuels and technologies will be available to replace fossil fuel engines in boats of all types and sizes.

Among large motor yachts, luxury superyachts, motor and sailing catamarans, outboard boats, RIB's and other types of boats equipped with one or more fossil fuel engines, the fully electric boats, motor and battery manufacturers drew plenty of attention from attendees.

The Power Systems Research team spoke with exhibitors about their latest creations, and current market trends. Here are some experiences and thoughts from the field.

The Swedish builder **Candela** is a pioneer in a hydrofoiling electric boat production. After many years of research and development, the first model C-7 was launched in 2019. The latest model C-8 designed in partnership with Polestar was launched in 2023. 25 units of the C-8 design have been delivered. This year's plan is to double production. The leisure market shows a positive trend. Candela heavily invested in the creation of the ferry C-12 having a capacity of 31 persons as the commercial segment has shown great interest in CO2 free boating. Six units of ferries are sold and are in production. They will be used for urban transportation on the lakes.

Whisper Yachts fully designs and manufactures solar powered electric boats in Italy. The first Whisper 50, the 15 meters in lengths boat was launched at the show. It is equipped with two Torqeedo engines of 100 kW and three BMW batteries totaling 240 kWh. The boat is designed for slow, silent and clean long-distance boating. The company is launching a new Whisper 40 model in 2025. The model Whisper 60 is also coming soon.

Lumen is the Dutch electric day boat brand launched in 2018. The first E32 model has been replaced by the spacious and stylish E10 model. They are built by **JR** yachts in the Netherlands. The propulsion system is based on the motor built in-house and using **MG** batteries. Six units have been delivered, primarily to boat clubs. The Lumen team is promoting slow, comfortable and responsible boating in the leisure market. Having a traditional elegant style but being modern and different in propulsion, the E10 attracted a lot of attention at the Cannes Yachting Festival.

Click Here To Go To Page 1

Europe Report

Continued from page 8

Evoy, the Norway manufacturer of electric inboard and outboard motors, batteries and chargers, started collaboration with the Finnish outboard boat manufacturer **Axopar** two years ago. The fast-growing brand manufactures about 3500 units of outboard boats per year and is now focusing on sustainable boating. The new AX/E line offers two models of electric boats AX/25 and AX/22 equipped by Evoy electric motors Storm 300+ and Outboard Brees 120+, respectively. The Evoy propulsion systems allow charging batteries from 10% to 80% in 45 minutes. Axopar sees double-digit growth of the electric market in the coming years.

Huracan Marine, the Italian manufacturer of inboard, sterndrive, sail drive and outboard electric motors and batteries, produces products primarily for builders of electric yachts and tenders, such as Silent Yachts. However, larger scale sales are expected to come from the commercial segment. The transition of Venetians traditional water traffic canal boats and privately owned boats to non-fossil engines powered boats should be implemented by 2028. This and other environmental projects directed by the state and municipality administration open new opportunities for business development.

MG Energy Systems presented the latest versions of its battery systems developed for boats and yachts of **Ferretti Spa**, **Wajer Yachts**, **Azimut Benetti**, **Garcia Yachts**, **Elan**, **Dragonfly**, **Windelo**, **Vaan** and others.

Yanmar Marine launched the first electric product, E-Saildrive engines, including the MG battery systems at the show. Three models SDe7, SDe10 and SDe15- give an output of up to 15 kW for 100% emission free sailing.

The full Cannes Yachting Festival report is coming soon. **PSR**

Brazil/South America Report

By Fabio Ferraresi, Director Business Development South America

Colombia Resumes Taxing Vehicles Imported from Brazil

Fabio Ferraresi

Starting in 2025, vehicle exports from Brazil to Colombia will once again be taxed at a 54% rate. The tax exemption agreement, in place since 2017, will not be renewed. According to the Colombian government, this decision is designed to protect its local automotive industry, currently dominated by Renault. This is a setback for Brazilian manufacturers, who exported fewer vehicles in 2024, with a 30% drop compared to the previous year.

Source: *Automotive Business* **Read The Article**

PSR Analysis: This means an important reduction of exports from Brazil, affecting some OEM exports severely; for others, there will be no impact. These production impacts are already deployed in the forecast in OE Link database.

Click Here To Go To Page 1

South America Report

Continued from page 9

The São Paulo state government is working to attract the attention of automotive companies to the state, including Tata Motors, a subsidiary of the giant Indian-based Tata Group.

Tata Negotiates for Production Plant in Brazil

The São Paulo state government is working to attract the attention of automotive companies to the state, including Tata Motors, a subsidiary of the giant Indian-based Tata Group.

Tata's staff has been in Brazil since the end of August 2024 and they will meet São Paulo government again in Germany by the end of September.

The secretary of Government, Jorge Lima, also revealed negotiations with a Chinese auto parts manufacturers for a factory in the state. The company's name remains confidential, as São Paulo is competing with Minas Gerais and Paraná for the facility.

Source: *Automotive Business* **Read The Article**

PSR Analysis: Indian Companies have been looking at the Brazilian and South American Market since 2000 and now the announcement made by the São Paulo Government shows some movement to make it more than just a study. The experience with Ethanol that Brazil and India have and comparable size and cost for low end vehicles adds data to the business decision. **PSR**

Far East: Japan Report

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

Akihiro Komuro

Yanmar Acquires CLAAS India: Local Combine Manufacturer

Yanmar Holdings announced Aug. 26, 2024, that it will acquire Claas India, a combine harvester and manufacturer in India, and will acquire all its shares Sept. 30, 2024. The amount of the acquisition was not disclosed. The company has been importing and selling combines from outside India but will now start local

Click Here To Go To Page 1

Far East Report

Continued from page 10

production. The acquisition will strengthen the company's business in India, where the market is expanding. Following the acquisition, CLAAS India's combine harvesters will be produced and sold under the Yanmar brand.

Source: Yanmar Press Release

PSR Analysis: With this acquisition, Yanmar secures a combine harvester production base in India, and also expands its product line by marketing combines manufactured by CLAAS under the Yanmar brand. India is the world's second largest rice producer and demand for combines is expected to grow steadily in the future. The presence of the Yanmar brand in the Indian combine harvester market will be expanded. **PSR**

極東 > 日本レポート:

小室 明大 – 極東及び東南アジア リサーチアナリスト

ヤンマーHD、インドでコンバイン製造　現地企業を買収

ヤンマーホールディングスは8月26日、インドのコンバイン製造会社クラースインディアを買収すると発表した。9月30日付で全株式を取得する。買収額は明らかにしていない。これまでインド国外からコンバインを輸入販売していたが、現地製造に乗り出す。市場が拡大するインド事業を強化する。買収後はクラースインディアのコンバインをヤンマーブランドで生産・販売する。

参考: プレスリリース（一部筆者により元記事内容を改編しました）

PSR 分析: ヤンマーはこの買収でインドにコンバインの生産拠点を確保しただけではなく、これまでクラースが製造してきたコンバインをヤンマーブランドで販売することによって製品ラインアップを拡充することになった。インドはコメ生産世界第2位であり、今後もコンバインの需要は安定して伸長することが期待されている。インドのコンバイン市場におけるヤンマーブランドのプレゼンスは拡大するだろう。**PSR**

Far East: South Korea Report

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

Hyundai Motor To Double Number of Hybrid Models

Hyundai Motor in August announced plans to expand its lineup of hybrid vehicles from seven to 14 models in response to slowing global demand for electric vehicles. The company will also use HVs for the first time in its Genesis luxury car brand. The company also announced plans to increase its annual global sales volume by 30% from 2023 to 5.55 million units by 2030, and to invest 120.5 trillion won (about 13 trillion yen) in R&D and capital investment over the 10 years

Click Here To Go To Page 1

Far East Report

Continued from page 11

out to 2033. The company will focus on advanced technologies such as next-generation HVs, in-vehicle batteries and automated driving technology.

Source: The Nikkei

PSR Analysis: Hyundai Motor's shift in strategy is aimed at responding quickly to the changing needs of the global market. Several EV battery fires have occurred in Korea, and these incidents have contributed to a slowdown in domestic sales of BEVs.

Not only Hyundai Motor, but many other automakers are seeking strategies to respond to the slowdown in demand for EVs, but if HVs grow, competition with Toyota is inevitable. Toyota has a wealth of knowledge about HVs and is one step ahead of the competition in the HV market.

It is not clear which direction the global automotive market will take. When the EV shift began, many predicted that BEVs eventually would account for 90% of the market, but this does not seem likely. I believe that the tidal wave will not be consolidated into one type of vehicle, and that we will see a diversification of powertrains, including FCVs and ICEs. **PSR**

極東 > 韓国レポート:

小室 明大 – 極東及び東南アジア リサーチアナリスト

現代自動車、ハイブリッド車種を倍増

現代自動車は8月28日、ハイブリッド車を7車種から14車種に増やす計画を発表した。EVの需要が世界的に減速していることを受け、選択肢を広げる。同社の高級車ブランド「ジェネシス」でもHVを初めて採用する。年間世界販売台数を2030年までに2023年比30%増の555万台とする計画も発表した。2033年までの10年間で研究開発や設備投資に120兆5000億ウォン（約13兆円）を投じる。次世代HVや車載バッテリー、自動運転技術などの先端技術に力を入れる。

参考: 日経（一部筆者により元記事内容を改編しました）

PSR 分析: 現代自の戦略転換はグローバル市場のニーズ変化に迅速に対応することを狙っている。韓国内ではEVのバッテリー火災が連続で発生しており、こうした事故がBEVの国内販売鈍化の一因になっている。

現代自に限らず他の自動車メーカーの多くがEV需要の鈍化に対応すべく戦略を模索しているが、今後HVが伸長すると仮定した場合、トヨタとの競争は避けられない。トヨタはHVに関して豊富な知見を持っており、HV市場では一歩リードしていると言えるだろう。果たして今後世界の自動車市場がどの方向に進むのか、まだ確定的なことは何もない。EVシフトが始まったころは、将来はBEVが90%を占めるというような予測が多かったが、実際にはそのようなことは起こらない。潮流が一種類に一本化されることはなく、FCVやICEも含めたパワートレインの多様化が進むと私は考えている。**PSR**

Click Here To Go To Page 1

Southeast Asia: Malaysia Report

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

New vehicle sales in the six major Southeast Asian countries in the first six months of 2024 fell 9% year-on-year to about 1.49 million units, the lowest level since 2021.

Malaysia Jan-Jun 2024 Car Sales Gain Ground

New vehicle sales in the six major Southeast Asian countries in the first six months of 2024 fell 9% year-on-year to about 1.49 million units, the lowest level since 2021, when they were battered by COVID-19. Malaysia, which has benefited from strong domestic demand, is closing in on Indonesia, the largest market in the region.

Malaysia grew by 7% to 390,296 units. Sales growth was driven by strong domestic demand linked to economic growth. Sales of domestically produced small cars such as the Proton and Produa were particularly strong. In contrast, sales in Indonesia, the region's largest market, fell 19% to 408,012 units due to a decline in the use of car loans and other factors caused by high policy interest rates. Thailand was down 24% to 308,027 units; Vietnam was down 2% to 134,884 units and the Philippines was up 10% to 227,225 units.

It is unusual for Malaysia and Indonesia, which were about 140,000 units apart in the same period last year, to be so close in sales. Malaysia has a population of approximately 33.5 million, one-eighth that of Indonesia.

Source: The Nikkei

PSR Analysis: As noted in the original article, it remains to be seen whether Malaysia will continue to increase its sales volume in the future. Although domestic demand is strong, government plans to remove subsidies that suppress gasoline prices by the end of this year may lead to slower growth in new vehicle sales. The Malaysian Automobile Manufacturers Association has also lowered its annual sales forecast to 765,000 units, down 4% from a record high in 2023.

The Indonesian Automobile Manufacturers Association (Gaikindo) expects the Indonesian market to recover in the second half of the year and beyond and is likely to remain the largest market in the region.

In Thailand, sales are slowing due to a decline in the use of car loans because of a higher household debt ratio. While Japanese automakers are struggling, EV subsidy policies are boosting EV sales, and Chinese automakers such as BYD are beginning to increase their market share. The balance of power in the Southeast Asian auto market is constantly shifting. **PSR**

Click Here To Go To Page 1

Southeast Asia Report

Continued from page 16

東南アジア > マレーシアレポート:

小室 明大 – 極東及び東南アジア リサーチアナリスト

マレーシアの車販売、インドネシアに肉薄　24年1~6月

東南アジア主要6カ国の2024年1～6月の新車販売台数は、前年同期比9%減の約149万台だった。COVID-19で落ち込んだ2021年以来の低水準だ。内需の堅調を受けて安定的に伸びたマレーシアが域内最大市場のインドネシアに肉薄した。

マレーシアは7%増の39万296台だった。経済成長に伴う堅調な内需により販売台数が伸びた。特にプロトンやプロドゥアなどの国産小型車が好調だった。一方、域内最大市場のインドネシアは政策金利の高止まりにより自動車ローンの利用などが減少し、19%減の40万8012台だった。タイは24%減の30万8027台、ベトナムは2%減の13万4884台、フィリピンは10%増の22万7225台だった。

前年同期で約14万台の差があったマレーシアとインドネシアの販売台数が肉薄するのは異例だ。マレーシアの人口は約3350万人とインドネシアの8分の1だ。

出典: 日経（一部筆者により元記事内容を改編しました）

PSR 分析: 元原稿でも指摘されているが、マレーシアが今後もさらに販売台数を伸ばすかは未知数だ。内需は堅調なものの、年内にもガソリン価格を抑える補助金をやめる方針で、それが新車販売の伸び悩みにつながる可能性がある。マレーシア自動車協会も年間販売台数予想を76万5000台と過去最高を更新した2023年比で4%減としている。

インドネシア自動車製造者協会（ガイキンド）はインドネシア市場の下期以降の回復を見込んでおり、引き続き域内最大の市場で居続ける可能性が高い。

タイでは家計債務比率の高まりにより自動車ローンの利用率が低下し、販売は鈍化している。日系メーカーが苦戦する一方で、EV補助金政策がEVの販売を後押ししており、BYDなどの中国勢がシェアを伸ばし始めている。東南アジアの自動車市場の勢力図は常に揺れ動いている。**PSR**

China Report

By Jack Hao, Senior Research Manager - China

Yuchai, Kim Long Motor Vietnam Sign Agreement

Following the opening of Yuchai's Thailand factory, Guangxi Yuchai Machinery Co., Ltd. (Yuchai) and Kim Long Motor Hue Joint Stock Company, a subsidiary of Vietnam's FUTA Group (Kim Long Motor), have signed a comprehensive strategic cooperation agreement in Vietnam. The two parties have jointly initiated the construction of an engine factory with a total investment of $260 million.

Click Here To Go To Page 1

China Report

Continued from page 14

Yuchai plans to leverage its research and development technology, production assembly, and supply chain capabilities to build a world-class factory and promote joint growth with Kim Long Motor.

Jack Hao

The engine factory, a collaboration between Yuchai Machinery Co., Ltd. and Kim Long Motor Hue, a subsidiary of Vietnam's FUTA Group, will be invested in two phases, with the first phase expected to commence production in the second quarter of 2025. The factory will be equipped with a globally leading, highly automated engine assembly line, primarily producing Yuchai's full range of diesel and natural gas engines for applications in commercial vehicles, engineering machinery, agricultural machinery, ships, power generation, and more, with an annual production capacity exceeding 12,000 units.

The establishment of the new factory will significantly enhance the level of Vietnam's automotive industry. The products manufactured by this engine factory will meet the vehicle assembly needs of Kim Long Motor for the domestic market in Vietnam and also target exports to ASEAN and South Korea, aiding Kim Long Motor and Yuchai in more deeply engaging in global supply chain competition.

Yuchai plans to leverage its research and development technology, production assembly, and supply chain capabilities to build a world-class factory and promote joint growth with Kim Long Motor.

Source: *zgjtb* **Read The Article**

PSR Analysis: The establishment of the factory in Vietnam will further accelerate Yuchai's strategic progress in the Southeast Asian market and ASEAN. In August this year, Yuchai Machinery Power System (Thailand) Co., Ltd. officially commenced operations in Samut Prakan, Thailand. This reportedly is the first overseas factory established by Yuchai, marking a significant milestone in Yuchai's internationalization strategy and signifying an important step in the in-depth development of Yuchai's overseas markets.

On the same day, the first K08 engine came off the assembly line of the Thai factory and was delivered to customers. Yuchai Machinery Power System (Thailand) Co., Ltd. mainly produces diesel engines, natural gas engines, and new energy power products. The first batch of products includes three major series: K08, S06, and S04.

Subsequent annual production capacity will be increased, and will be capable of producing Yuchai's series of products ranging from 2 to 11 liters. At the same time, it will further strengthen the joint efforts with key partners such as Beiqi Foton to enhance product competitiveness and expand the Southeast Asian market. Through this strategic partnership, Yuchai's product share in overseas markets, especially in the ASEAN region, will be significantly increased, laying a solid foundation for global business growth.

Yuchai sees Vietnam's strategic position in the Southeast Asian region as important to reaching its goal of exporting products of the engine factory to the entire ASEAN as well as to South Korea and Japan.

Click Here To Go To Page 1

China Report

Continued from page 15

Yuchai's engine manufacturing investment in Vietnam is part of its international market strategy, which aims to reduce the impact of the sluggish domestic market and competition in the new energy market. **PSR**

India Report

By Aditya Kondejkar, Research Analyst – South Asia Operations

Rural Recovery Drives Surge in Automobile Demand

Aditya Kondejkar

The upcoming festive season presents a promising outlook for India's automobile sector, with expectations of significant growth, particularly in the two-wheeler (2W) segment. A projected increase of over 15% in the sector reflects heightened consumer interest, fueled largely by a recovering rural economy.

Rural areas, which contribute more than half of two-wheeler demand, are showing early signs of post-COVID recovery. The rise in customer inquiries, especially for mass-market brands like TVS Motors, Hero MotoCorp, and Bajaj Auto, suggests a favorable trend for the festive season.

The launch of new two-wheeler models, such as the TVS Jupiter and Hero Xtreme 125R, is likely to further drive sales. However, premium motorcycle manufacturers like Eicher Motors, producing Royal Enfield, may not experience the same robust demand due to a different target demographic, where rural recovery has less impact.

Passenger vehicles (PVs) are also expected to benefit, though to a lesser extent compared to two-wheelers. Rural demand constitutes over 35% of the PV market, with utility vehicles (UVs) showing stronger growth potential than hatchbacks. This favors manufacturers like Mahindra & Mahindra and Tata Motors, whose new models like the Mahindra Thar Roxx and Tata Currv are expected to capture consumer interest. In contrast, traditional hatchback leader Maruti Suzuki may see lower growth as the market leans toward UVs.

In anticipation of this demand surge, dealers have increased inventories, holding stocks for 1.5 to 2.5 months, signaling optimism about festive sales. This stocking strategy indicates confidence in both manufacturers and retailers about rural and urban consumer buying patterns during the festive season.

However, the commercial vehicle (CV) market is projected to grow at a modest pace, driven by replacement demand rather than new demand, especially in the medium and heavy commercial vehicle (MHCV) segment. The forecast for the tractor segment, another indicator of rural economic health, shows stable growth in the high single digits from FY24 to FY26, with long-term positive prospects tied to agricultural recovery.

Click Here To Go To Page 1

India Report

Continued from page 16

In a broader sense, while the festive season is expected to bring immediate boosts to the two-wheeler and passenger vehicle markets, the long-term growth trajectory for the sector remains cautiously optimistic. Two-wheelers and tractors are expected to maintain solid growth through FY24-26, benefiting from rural recovery, while passenger and commercial vehicles may grow at a slower rate.

Source: *Economic Times* **Read Article**

PSR Analysis. While the projected growth offers an optimistic outlook, several uncertainties persist. The rural recovery is still fragile and not fully confirmed, relying heavily on favorable monsoons and agricultural outcomes, which are unpredictable.

The overconfidence shown in the increased inventory levels could backfire if the anticipated demand does not materialize fully, leading to surplus stock and potentially heavier discounting, hurting profit margins. Moreover, the uneven recovery across segments, with two-wheelers and utility vehicles seeing more demand than hatchbacks or premium bikes, highlights the need for manufacturers to strategically diversify their offerings. **PSR**

Russia Report

By Maxim Sakov, Market Consultant, Russia Operations

Editor's Note: *Power Systems Research has paused all research and business development activities in Russia. We maintained an important presence in Russia from 2013-2022 to bring important updates to our clients about the powered equipment markets within Russia. We are continuing to monitor the current situation and hope to again establish this presence when the conflict with Ukraine is resolved. Please contact us at* ***info@powersys.com*** *if you have questions regarding business conditions in Russia. Thank you.* **PSR**

Click Here To Go To Page 1

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