

Media Release

Automechanika Leading International Trade Fair for
the Automotive Sector
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KPMG GLOBAL AUTOMOTIVE SURVEY WILL BE A HIGHLIGHT AT AUTOMECHANIKA SA TRADE FAIR

The presentation of KPMG's 2009 global survey of automotive executives will be one of several important events that will take place during the staging of the first ever Automechanika South Africa aftermarket trade fair at Expo Centre, Nasrec, on March 18-21 2009. The presentation will take place during a breakfast at Expo Centre on March 20 (07:15 for 08:00).

The worldwide KPMG survey has been conducted annually since 1999, with KPMG South Africa having arranged presentations locally since 2002. Next year's survey results will undoubtedly be the most important to date as the world automotive industry faces the biggest challenges to its survival in history.

In fact, the current situation in the automotive industry is so serious that the CEO of the Fiat Group, Sergio Marchionne, has gone so far as to say, in an article in Automotive News, that it is possible there will be only six global volume manufacturers - those producing at least 5,5-million vehicles a year – within the next two years.

KPMG has expanded the reach of its authoritative survey this year, adding 12 additional countries to the original list. Executives from the following countries were interviewed: Australia, China, India, Japan, Korea, Thailand, Czech Republic, France, Germany, Italy, Poland, Russia, Slovakia, South Africa, Spain, Sweden, Switzerland, United Kingdom, Brazil, Canada, Mexico and the United States.

Top issues in the 2009 survey findings will be:

- Product quality
- Global economy
- Reducing costs
- New technologies
- New products

Other topics that were part of the 2008 survey and likely to be relooked in the 2009 presentation include: automotive restructuring, profitability, cost savings, bankruptcy, investment in the industry mergers and acquisitions as well as a re-evaluation of involvement in new and developing markets.

It is amazing how quickly a situation can change because the introduction to the 2008 survey said that the mood among automotive executives was becoming more positive, after several years where the executives had been apprehensive, with suppressed expectations for the future. There were also positive messages about investment, growth and profitability in developing markets.

- Further information can be obtained from Gavin Maile, KPMG Automotive Industry Leader at +27 11 647 7165 or gavin.maile@kpmg.co.za

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