APPROVED MINUTES

**Construction Equipment Latin America Statistics Task Force (CE LA STF) Meeting**

February 9, 2021 ● 10:00 a.m. – 12:00 p.m. (Central Daylight Time) / 1:00 – 3:00 p.m. (Brasilia time)

Conference Call

Lucas Sanches, 2021 CE LA STF Chair, presiding

**PRESENT: Committee Members**

Melissa Cline, Vice Chair Caterpillar

Joan Schollmeier Caterpillar

Ellen Nunes CNH Industrial – New Holland

Charles Kim Doosan – Brasil

Juan Bendana Doosan Bobcat

Lucas Sanches Deere & Company

Rafael Barbosa Deere & Company

Michael Porter Deere & Company

Joao Oliveira Kobelco Construction Machinery USA Inc.

Shoji Yamamoto Kobelco Construction Machinery USA Inc.

Leslie Hemelberg Komatsu Chile

Matías Holtheuer Komatsu Chile

Xavier Ayeiza LiuGong LA - Brasil

Vladimir Machado Link-Belt Excavators (LBX)

Claudemir Beneli Volvo Construction Equipment - Brazil

Thais Brigatto Yanmar South America

**PRESENT: Staff & Guests**

Arnold Huerta AEM

Larry Buzecky AEM

Rex Sprietsma AEM

Mike Lietke AEM

Jacquelyn La Favor AEM

Charles Wesenberg HAI

Laurel Ogren HAI

Todd Snell HAI

**ABSENT & EXCUSED:**

Giovanni Borgonovo CNH – New Holland

Mauro de O. Costenaro Doosan Bobcat

Carlos Mori Komatsu do Brasil

Maristela Blasek Komatsu do Brasil

Franciele da Rocha Neto Komatsu do Brasil

Igor de Lião LiuGong LA – Brasil

Sui Longzheng LiuGong Mexico

Tiago Eufrasio LiuGong Brasil

Guilherme Borghi Link-Belt Excavators (LBX)

Lucia Guariglia Link-Belt Excavators (LBX)

Vera (Mengqiu) Guo Sany do Brasil

Mauro Gil Volvo Construction Equipment - Brazil

Anderson Oliveira Yanmar South America

Juliana Santos Yanmar South America

Quorum (six companies required): **Quorum met**

# Call to Order and Roll Call

Lucas Sanches, Chair of the CE LA STF, called the meeting to order at 10:02 a.m. CST and reviewed changes to the agenda.

# Roll Call

A roll call was taken by AEM, and it was announced that quorum was met. At least ten companies participated in the call.

# Anti-Trust Policy

The Anti-Trust Policy was displayed and reviewed by AEM staff. See attached copy of the Anti-Trust Policy for your reference, which is also available to all members on the AEM website at <http://www.AEM.org>.



# Address disclosure & consolidation

Hargrove & Associates (HAI) and the committee addressed disclosure and consolidation for the following charts with changes:

**Product/Chart**

**EM02** - Not publishing

**EM04 (I)**

1-11

19&20

21&Over

*Companies in favor: Caterpillar, CNH, Deere & Company, Komatsu, and LiuGong.*

*None opposed.*

**EM04 (K)**

1-12

19-20

21&Over

*Companies in favor: Caterpillar, CNH, Deere & Company, Doosan Bobcat, Komatsu, and LiuGong.*

*None opposed.*

**EM04 (M) Mexico**

120<150

*Companies in favor: Caterpillar, CNH, Doosan Bobcat, Deere & Company, LiuGong, Komatsu, and Volvo.*

*None opposed.*

**EM04 (U)**

1-11

19-20

21& Over

**EM08**

EM08 (J) All sizes

EM08 (L) All sizes

EM08 (M) All sizes

**EM58**

EM58 (J) goes away

Em58 (L) goes to all sizes

EM58 (M) goes to all sizes

**EX01**

EX01 (L) goes away

**EX05**

EX05 (L) goes Away

**EXHC (B)**

0-2

4-6

10-16

90&Over

**EXHC (J)**

0-2

4-6

6-10

10-16

50-90

90 & Over

**EXHC (L)**

0-2

5-10

14-19

40-90

**EXHC (M)**

0-2

2-5

5-10

14-19

40-90

90 & Over

**EXHW**

EXHW (B) goes away

EXHW (L) all sizes

**IF11**

IF11 (B) 2201 & Over

IF11 (J) 2201 & Over

IF11 (L) all sizes

IF11 (M) 0-2001; 2201&Over

**IF12**

IF12L Not publishing

**IF18**

IF18 (B) all sizes

IF18 (D) 0-90; 90 & Over

**IF18 (I)**

0-100

100&Over

**IF18 (J)**

0-15

15 & Over

**IF18**

IF18 (K) 0-90

IF18 (L) 15 & Over

IF18 (M) 0-90

IF18 (U) 15 & Over

**IF26s** – Stop publishing

A motion was made by Lucas Sanches of Deere & Company, seconded by Melissa Cline of Caterpillar, to approve the size changes and address disclosure as described above. All voted unanimously in favor and none opposed.

# Approval of the September 29, 2020 Meeting Minutes

A motion was made, seconded, and unanimously carried to approve previous minutes from the September 29, 2020 meeting as presented.



# Review of Product Specialists

The list was reviewed. AEM staff will ensure that each Product Specialist has access to all charts for his/her assigned product(s) and appoint a Product Specialist for any unassigned charts. Currently, there are Product Specialists that only report to one market chart. As a result, they only have access to the market chart(s) they report to. AEM staff will work with current Product Specialists to determine whether they wish to be responsible for other markets or appoint a new one. AEM staff will update the Product Specialist list accordingly.

# Unfinished business

1. **Data Integrity**

**Update: There is a need for a revised LA CE STF survey (limiting questions to only those relevant to Latin America) before a fall sign-off can be done.**

***ACTION Item:*** *AEM Staff to schedule a call with Lucas Sanches, Melissa Cline, and Matheus Souza (from Ag side) to review the final version of survey. Final version of survey will be circulated to the entire committee for their review and feedback so that it can submitted for approval at next scheduled CE LA STF meeting this year.*

1. **Update to report state-level retails in Mexico and other regions**

Volvo has been planning to report this year. However, they are still undergoing some internal changes, restructuring, and change of ownership with reporting to AEM and no final decision has been made from Volvo HQ on the ability to report into Mexico and Expandable region. Volvo expects to have a response before the next scheduled meeting and will notify AEM by email.

1. **Update on launching a telehandlers program in the region**

HAI stated that one of the intended participants is not currently able to report at the required state level to launch this program for certain market charts. In addition, there is not enough volume of data being reported for the Latin America chart due to JCB’s exit from the program. As a result, HAI cannot launch this program until this participant reports at the required level of detail and there is enough volume reported to avoid exposing any participant’s data. Nevertheless, HAI is studying the possibility of publishing a report for the Mexico chart, providing that proper geographic and end-use codes are reported.

One participant expressed his/her desire to continue with this program, even with limitations. Others requested a chance to discuss internally before the group reaches a decision on continuing with this report in its current state.

1. **Has data quality improved?**

Lucas Sanches gave a summary of some of the initiatives discussed regarding data quality since November 2018. This included the development of a dashboard for rolling 12 months of data to identify companies that may need assistance in improving the quality of the data. Also mentioned was the creation of a Reporter’s Survey to capture what is a retail shipment and how each company understands what is to be reported, as well as applying changes/adjustments to AEM Policy & Procedure Manual applicable to the Latin American market.

It was stressed that Data Quality really depends upon each company making sure they review their data for accuracy.

Arnold Huerta informed the committee of a new initiative that the ISC (Intercontinental Statistics Committee) and AEM are taking on phasing out any duplicate worldwide programs to the CE LA Regional Statistics Programs. Implementation is expected in 2022. The initiative aims at mitigating any potential disclosure and has been recommended by AEM legal counsel. Communications from AEM statistics staff needed regarding who would need to report into the region with this change.

Lucas Sanches asked the committee if they see an improvement in the data and requested their comments. Comments included:

* Mexico seems to have the most data quality issues
* Some do see quality improvements over the past year – “it’s okay,” said a few
* Some would like to see more robust regional participation – although the programs have many if not most of the major players in the region – 90-95% of the key players – AEM staff open to recruitment recommendations
* Many had no comments – seem to be satisfied with the quality of the data

# Outline Priorities for 2021

Lucas Sanches asked members to share any proposals or suggestions for ideas and issues in Latin America that should be taken up by the committee. The following priorities were outlined:

* Study the opportunity to develop a program for Compact Tract Loaders (CTL)
* Implementation of AEM/ISC to discontinue any Worldwide programs that duplicate with the LA Regional Retail programs.
* AEM to communicate what new companies are joining programs in Latin America.

***ACTION ITEM:*** *Doosan to write up proposal for CTL in Latin America and work with AEM on completion and review prior to circulation.*

***ACTION ITEM:*** *Chair asked committee to submit new programs and priorities within two to three weeks.*

# New Business

No new business was discussed.

# Next meeting

The committee agreed to a Teleconference on either August 17th or 18th.

See time options proposed:

* Option 1 - August 17, 2021:

7:30 a.m. to 9:30 a.m. (Chicago time) / 9:30 a.m. to 12:30 p.m. (Brasilia time)

1:00 p.m. to 3:00 p.m. (Chicago time) / 3:00 p.m. to 6:00 p.m. (Brasilia time)

* Option 2 – August 18, 2021:

7:30 a.m. to 9:30 am (Chicago time) / 9:30 a.m. to 12:30 p.m. (Brasilia time)

1:00 p.m. to 3:00 p.m. (Chicago time) / 3:00 p.m. to 6:00 p.m. (Brasilia time)

AEM to send a Doodle to determine the best option for the committee.

# Adjournment

The teleconference was adjourned at 12:32 p.m. (Chicago time).