**Association of Equipment Manufacturers**

**MINUTES**

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

**Friday November 30, 2018**

**Caterpillar Regional Office**

**Morumbi Corporate Golden Tower (17th Floor)**

**Av. Dr. Chucri Zaidan, 1240 - Chácara Santo Antônio (Zona Sul)**

**São Paulo - SP, 04711-130, Brazil**

**9:00 AM – 3:00 PM (Brasília Time)**

**Participants:**

Arnold Huerta AEM

Melissa Cline Caterpillar

Lucas Almeida Caterpillar

Lucas Sanchez Deere & Company

Debbie Juehring-Thomson Deere & Company

Juan Bendana Doosan Bobcat

Esteban Gonzalez JCB

Guilherme Borghi LBX

Shotaro Aoe LBX

Cassiano Cavalciuk LBX

Claudemir Beneli Volvo Brasil

**Members absent:**

Francis Aching CNH

Carlos Mori Komatsu Brasil

Francisco Hebert Liugong Latin America

**The following people participated via conference call**:

Charles Wesenberg iSTAT Support HAI

**Quorum: No quorum reached**

1. **Call to order:**

Deb Juehring-Thomson called the meeting to order at 9:32 am Brasilia time.

1. **Roll call and member introductions:**

Each person gave a brief history of his/her career and basic responsibility with his/her company.

1. **Anti-Trust Policy:**

AEM staff reviewed the Anti-Trust Policy.

1. **Approval of October 8, 2018 Meeting Minutes:**

**Action item:** AEM staff to add Guilherme Borghi (LBX) to the list of participants. Minutes could not be approved without quorum.

1. **Review of Product Specialists:** Product specialists will only serve as subject-matter experts. The CE LA Regional Retail Statistics Programs do not have separate model charts. All four charts (Brazil, Mexico, Latin America and Latin America (ER)) reflect reporters from WW Programs. Products specialists will not be responsible to review model charts. The role for Product Specialists will be to serve as subject matter experts for questions that arise in these markets. The following product specialists have been appointed:
   * + 1. 4WD Wheel Loaders (EM04), Articulated Haulers (EM58): Mauro Gil (Volvo)
       2. Crawler Excavators (EXHC): Guilherme Borghi (LBX)
       3. Crawler Tractors (EM01), Loader Backhoes (IF18): Debbie Juehring-Thomson (Deere & Company)
       4. Motor Graders (EM07): Giovana Foerster (Caterpillar)
       5. Rigid Frame Haulers (EM08): Melissa Cline (Caterpillar)
       6. Skid-Steer Loaders (IF11): Juan Bendana (Doosan Bobcat)
       7. Wheel Excavators (EXHW): Augusto Salles (Caterpillar)
2. **Unfinished Business:**
3. **Data Integrity**
   1. Identifying (if any) any issues in the reporting process.
   2. Establishing measurable outcomes to gauge progress.
   3. Evaluate each company’s tools, instruments or measures in placed to ensure that dealers provide the most accurate data.
   4. Validation Process - What are manufacturing doing to maintain and improve the quality of the data from their dealers?

The Construction Equipment Latin America Statistics Task Force (CE LA STF) identified the following potential issues, which could result in poor data quality:

* + - 1. Timely reporting – not reporting complete data by the due date.
      2. Not appropriately allocating units in the month in which the retail took place.
      3. Considerations for unique model charts and direct alignment with WW Programs for size classes.
      4. Review HAI’s survey questions (currently used in North America) to determine if they are applicable to the Latin American market and determine if current program participants are interested in participating in this survey.
      5. Reporter education – potential for onboarding program with AEM/HAI
         1. Policy & Procedure Manual
         2. Audit Process
         3. Proposal Process

The group identified some measurable outcomes:

1. Total number of audits requested over a given period and how have they changed overtime.

2. Total number of companies requesting audits.

3. Revisions (higher volumes / frequency)

**Action Items: Need to outline next steps.**

* Melissa/Deb to review Policy & Procedure Manual to propose adjustments to current document to accommodate regional programs in Latin America.
* Perhaps Chuck could provide overview of Audit Process and Proposal Process at next meeting. Otherwise, this should also be addressed in onboarding process.
* Melissa to submit proposal for consistent size classes with WW Programs.

**B. Update to report state-level retails in Mexico and other regions (Claudemir Beneli (Volvo Brasil) :**

Claudemir Beneli explained that Volvo would be capable of reporting to other regions in Latin America sometime in 2019. It should be noted that Volvo may start reporting during the year to other regions if approved by CE LA STF, but must back-report data to the beginning of the year in the same detail and time periods as if they had started in January, at the risk of having their data for those periods disclosed to others in the program. If Volvo does decide to start mid-year, it must be unanimously approved by all participants in each product they would be reporting and sign a Waiver of Disclosure Mid-Year Entry, before any industry data is received. Claudemir to provide an update at next face-to-face meeting.

**Action item:** AEM staff to send a copy of the Policy and Procedures Manual for all AEM’s Statistics Programs to the Construction Equipment Latin America Statistics Task Force (CE LA STF) so that the group can review all the various definitions of “Retails” explained in this manual. See attached copy of Policy and Procedures Manual. See various definitions starting on page 69.



Action item: AEM staff to send the Construction Equipment Latin America Statistics Task Force (CE LA STF) the list of items required by Hargrove when requesting an audit. They are as follows:

a. Product

b. Time period in question

c. Report (activity) in question – Retails Sales

d. Size class (es)

e. Geographical area (Nation, State etc.)

f. Other values being questioned such as Segment

g. The nature of the problem

h. Supporting documentation

1. **New programs:**
2. **Telehandlers:**

The following program participants agreed to start a retail program for Telehandlers: a. Caterpillar

* 1. JCB
  2. Doosan Bobcat

Program participants agreed on the following requirements/conditions:

1. Report to all regions (Mexico, Expandable Regions, and Other Latin American

Countries) except Brazil.

2. Back reporting starting January 2018.

3. Program launch will start midyear in 2019 in preparation for official report publishing in January 2020.

4. Threshold: Upon program launch, no reports will be published if any program participant has greater than 60% of market share for any given chart.

5. Because no model charts are available for the CE LA Regional Retail Statistics Program, this program should follow the same size classes as those applied to the AEM Worldwide Program. They should follow lift-height and capacity size classes.

1. **New Business**
2. **Recruitment:** Arnold Huerta provided the following recruitment update:

New companies in 2018:

* 1. Liugong: (Crawler Tractors, 4WD Wheel Loaders, Motor Graders, Crawler Excavators, Loader Backhoes, Skid-Steer Loaders, Wheel Excavators).

* 1. Doosan Bobcat: (Crawler Excavators, Loader Backhoes, Skid-Steer Loaders).

Companies being recruited:

a. Yanmar b. Liebherr c. Sany

1. **Other discussed items:**

* EM07 size class change proposal for Brazil, Latin America (ER) and Latin America to be in alignment with Mexico Size Classes
* EM01 size class change proposal for Brazil, Latin America (ER) and Latin America to be in alignment with Mexico Size Classes
* EM04 Size Class Change is coming for 2019 within North America and World-Wide Retails. We need to have this implemented as soon as possible within the Brazil, Mexico, Latin America (ER) and Latin America Charts as well.
  + - 1. Melissa Cline will submit a proposal to be circulated to all LAM Statistics Task Force member for approval for January 2019 reporting.
      2. HAI may need time to get this implemented

1. **Next meeting:**

The CE LA STF agreed to have a face-to-face meeting on either March 27 or 28, 2019 in Indaiatuba, Brazil at Deere and Company’s local facility. AEM staff to contact everyone to determine the date.

1. **Adjournment**

The meeting was adjourned at 2:23 pm Brasilia time.

Respectfully submitted by Arnold Huerta, Director of Statistics – Latin America.