Association of Equipment Manufacturers

**MEETING MINUTES**

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

**CONFERENCE CALL**

**September 29, 2020**

**8:00 a.m. – 10:00 a.m. (Central Daylight Time) / 10:00 a.m. – 12:00 p.m. (Brasilia time)**

Lucas Sanches, 2020 CE LA STF Chair, presiding

**Participants**

Lucas Sanches Chair Deere & Company

Melissa Cline Vice Chair Caterpillar Inc

Joan Schollmeier  Caterpillar Inc

Matheus Souza CNH Industrial

Ellen Nunes CNH Industrial

Giovanni Borgonovo CNH Industrial

Rafael Barbosa Deere & Company

Michael Porter Deere & Company

Charles Kim Doosan Bobcat

Juan Bendana Doosan Bobcat

Joao Luis Oliveira Kobelco

Leslie Hemelberg Komatsu Chile

Matias Holtheuer Komatsu Chile

Anna Pinheiro Link-Belt Excavators (LBX)

Bruno Rosa LiuGong

Igor de Leão LiuGong

Claudemir Beneli Volvo Construction Equipment Brasil

**AEM/HAI Staff**

Arnold Huerta AEM

Rex Sprietsma AEM

Chuck Wesenberg HAI

Laurel Ogren HAI

Todd Snell HAI/Consultant

**Members Absent**

Mauro de O. Costenaro Doosan Bobcat

Esteban Gonzalez JCB

Carlos Mori Komatsu Brasil

Maristela Blasek da Silva Komatsu Brasil

Guilherme Borghi Link-Belt Excavators (LBX)

Lucia Guariglia Link-Belt Excavators (LBX)

Vera (Mengqiu) Guo Sany do Brasil

Anderson Oliveira Yanmar

Juliana Santos Yanmar

**Guests**

Liberio Pires Junior

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

# Call to Order – Lucas Sanches, Chair of the CE LA STF, called the meeting to order at 08:00 a.m. CDT.

# Roll Call – A roll call was taken by AEM, and it was announced that quorum was met. At least nine companies participated in the call.

# Anti-Trust Policy – The Anti-Trust Policy was displayed, reviewed by AEM staff, and was included with the material sent out prior to the meeting. 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>.



# Approval of the February 13, 2020 Meeting Minutes – A motion was made, seconded, and unanimously carried, to approve previous minutes from the February 13, 2020 meeting, as presented.

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1. **Review of Product Specialists** – The list was reviewed, with a change in verbiage needed to reflect the expanded responsibility of the product specialists to include review of the model charts for each geographic region in Latin America, since there are now a separate charts for Brazil, Expanded Region, Mexico, and Rest of Latin America.

All of the product specialists agreed to retain their positions, except for Crawler Tractors and Loader Backhoes, which will be assigned to Lucas Sanches, taking over for the retired Debbie Juehring-Thompson.

No further changes were made to the current list.

HAI confirmed that CE LA Regional Retail Statistics Programs now have their own model charts. Therefore, everyone was reminded that any product specialists need to review all model charts in the region for their products. See attached copy of product specialist responsibilities for your review.



The group was informed about the upcoming product specialist training, scheduled for October 20, 2020 from 10:00 to 11:00 a.m. US Central Daylight Time. This training will focus on what is expected of the product specialist role, tips, general information, etc. Also, it will focus on finer points to ensure product specialists better understand their responsibilities.

**Action item #1**: AEM staff to remove the following verbiage from the product specialist list since all CE LA statistics programs now have their own model charts for their respective regions and products. Hence, all product specialists must review their assigned model charts in the region for their products.

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# *“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. Product specialists will not be responsible to review model charts. The role of the Product Specialists will be to serve as subject matter experts for questions that arise in these markets”.*

See attached copy of most updated product specialist list.



1. **Unfinished business:**
2. **Data Integrity**
3. **Update on development costs of putting the % of R12 (12-month revisions) into a dashboard**

HAI reported that a dashboard that would alert users to high % changes in volume would identify many normal submissions falsely as excessive. This is due to the low volume in some of the products and geographies. HAI does not have a way in mind to provide such a dashboard that would achieve what is desired and is asking for new ideas on what they can provide for a dashboard. A request was made that anybody posting revision be sure to assess whether the revision makes sense.

1. **Update on creating a tool to help AEM staff identity LA CE companies that may need assistance due to the volume of revisions they are submitting**

Developing tools to help are challenging for HAI. Due to the requirement for HAI to maintain confidentiality of the member data, HAI would need approval on any specific company information they are allowed to share with AEM staff. However, there may be existing reports with consolidated data that AEM is allowed to see, that might help to identify where a revision problem might exist. One of these reports was shown, to demonstrate how to view and interpret monthly revision numbers posted each month, with special attention to the trailing revisions in subsequent months. It was noted that highly-automated companies submit a higher number of trailing-month revisions as a natural consequence of that automation.

Arnold Huerta made an appeal to all members to call him if they require assistance in training reporters or dealer networks. He emphasized that data quality starts at the distributor level. AEM Statistics program participants’ distributors play a key role in AEM’s statistics programs. Timely data collection, accuracy, reliability, and submission starts at the distributor level. Failure by the distributor(s) to accomplish these tasks impair the manufacturers’ ability to collect their retails/wholesales accurately, reliably, and in a timely manner when submitting any data into the iStat system, thereby compromising AEM’s market data quality. This situation leads to unnecessary audits and raises questions regarding market data accuracy.

1. **Update: The 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**

Chair reviewed the sample survey, which had been edited by AEM to remove things that do not apply to LA Statistics members.

***ACTION ITEM #2: Lucas Sanches and Task Force to review survey questions, send to committee members in advance of February meeting, where final survey will be approved.***

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

Claudimir Beneli of Volvo stated that they have ability to start reporting for all regions by January 2021. Volvo Brasil is currently waiting for confirmation from its central office whether it can handle this responsibility or be delegated to its counterparts in Brazil.

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. HAI cannot launch this program until this participant reports at the required level of detail. The request is that members continue to submit data as requested, but that reports will not be published until the above condition is met.

1. **New Proposals:**

Allow all companies access to all industry numbers (without segmentation, sizes, or models) industry number)

Anna Pinheiro explained LBX’s proposal seeking to allow all companies access to all industry numbers without segmentation, sizes, or models. See attached copy of proposal for your reference.



A motion was made by Anna Pinheiro and seconded by Joao Oliveira to approve further discussion of this proposal.

**Vote on the Standard Data Export**:

|  |  |
| --- | --- |
| Caterpillar | Yes |
| CNH | Yes |
| Deere & Company | Yes |
| Doosan Bobcat | Yes |
| Kobelco | Yes |
| Komatsu | Yes |
| LBX | Yes |
| LiuGong | Yes |
| Volvo | Yes |

**RESULTS: 9 in favor; None opposed - Motion passes.**

**Vote on the Power BI Tools:**

|  |  |
| --- | --- |
| Caterpillar | No |
| CNH | No |
| Deere & Company | No |
| Doosan Bobcat | Yes |
| Kobelco | No |
| Komatsu | Yes |
| Link-Belt Excavators (LBX) | No |
| LiuGong | No |
| Volvo | No |

**RESULTS: Motion does not pass (7-No; 2-Yes)**

1. **Educational topic: Revision Process** – Charles Wesenberg of HAI provided a presentation on the revision process. See attached copy of presentation.



# Audit Improvement Process – Todd Snell of HAI provided a presentation on the new audit improvement process.



1. **Next meeting** –The CE LA STF agreed to a teleconference on Tuesday, February 11, 8:00 - 10:00 a.m. Central Standard Time.

1. **Adjournment** –The teleconference was adjourned at 10:00 a.m. Central Daylight Time.