

Brazilian News



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Are Passenger Cars on the Decline in Brazil?

While Motorcycle production has returned to 2014 levels, automobiles remain stagnant

Around 2013, when Uber was still not widespread in Brazil, an article on the Folha de S. Paulo Newspaper suggested: "If you use your passenger car for less than 26 km/day, sell it and use regular taxis." Very expensive at that time!

By 2014, which was the last major year before a series of economic crises, the Brazilian passenger car, truck and bus industry produced 3.151 million units (including 2.978 million passenger cars), against 2.324 million units (2.041 million passenger cars) in 2023. Trucks and buses represented around 5.5% of the total.

Meanwhile, in 2023, 1.573 million motorcycles were manufactured, almost the same as in 2014, with 1.517 million units produced. Much of this was due to the multiplication of delivery services using motorcycles. Furthermore, if mobility by electric vehicles goes ahead of the game, the demand for fasteners will decrease even further.

So, we can consider that the high costs of owning a car - including taxes, insurance, parking, and penalties for drinking alcohol - can keep the younger people away from buying cars, at least in Brazil.

In short, apparently, we are witnessing a change in consumer behaviour, where owning a car may be on a fast decline on the Hierarchy of Needs.

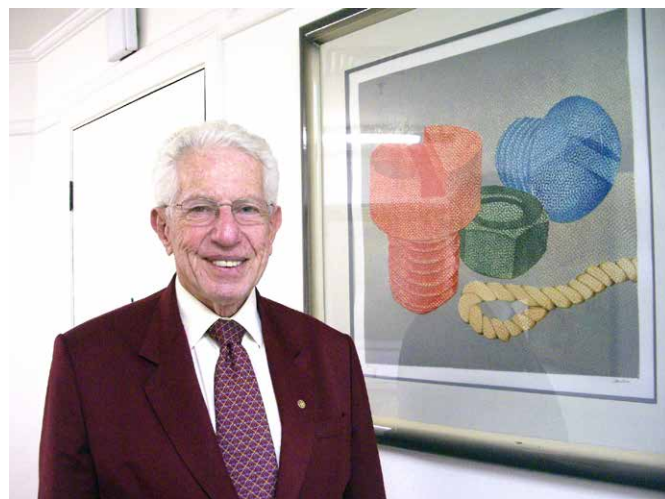


Photo in 2007 of an interview with 'Revista do Parafuso'

Júlio Milkò Has Passed Away

Passed away on April 5, 2024, Júlio Milkò was the owner of the company Metalac SPS, a Precision Castparts Corp. subsidiary since 2003.

Hungarian, Milkò was living in Sorocaba City, SP, Brazil. Also, during the first half 1960, he was part of the group involved in the consolidation of the Sinpa union, a local association of fastener manufacturers, in addition to other activities outside the sector.

HEICO Names Fixoved as A New Distributor in Brazil

The German group has product lines of fastener locking and pre-tensioning systems



(Left to Right) Lorenzo Ronzani (Fixoved commercial) and Alex Larsen (CEO); Jan Heimann (Heico CEO) and Tobias Grobe (head of marketing/sales), Nelio Diehl (Heico Brazil national manager)

Since the founding in 1986, 'Fixoved Fixação e Vedação Ltda.' has been a sales agent of industrial metal components, such as fasteners and items used on sealing systems. The company mainly operates as a C Parts supplier.

Located in the metropolitan in São Bernardo do Campo City, SP, Brazil, Fixoved also provides services and inventory management for manufacturing lines, with a portfolio made up of over 15 thousand items.

The company was founded more than 120 years ago. Among the Heico Umformtechnik GmbH lines of products, what's worth mentioning is its bolt locking and pre-tensioning systems, with its combined washers (toothed), a highly safe system applied to fasteners joints systems, infallible against loosening.

The officialization during a meeting among executives from Brazil and Germany was held in a new distributor headquarters last April 23.

