Myanmar Automotive Report

Brochure

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LMC Automotive

LMC Automotive provides the highest quality global sales and production forecasts for light vehicles and medium/heavy commercial vehicles, along with forecasts of engine and transmission supply and demand.

Our regular forecasting products include:

- Automotive Sales Forecasts
- Automotive Production Forecasts
- Engine & Transmission Forecasts
- Emerging Market Reports (China, India and ASEAN)
- Global Car & Truck Forecast
- Global Commercial Vehicle Forecast
- Global Hybrid & Electric Vehicle Forecast
- Global Automotive Scenarios Service
- European Trade & Inventory Service

Recognised as leading experts in forecasting, LMC Automotive provides the automotive industry with strategic insights unavailable elsewhere.

LMC Automotive has offices worldwide, as well as representation through MarkLines in Tokyo and CARCON in São Paulo.

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The Essentials

Myanmar is at the heart of one of the most important growth regions in the world. The country shares borders with 41% of the world’s population and is going through unprecedented change. It has flung open its doors and the world’s business leaders are looking in. If managed correctly, its emergence into the global economic community could radically change the way business is conducted across the region.

Our new report will give you an understanding of the current automotive market and industry in Myanmar, the policy framework in place, and what we can expect as the nation moves forward through the reform process.

Predicting the future in this rapidly-changing country is a difficult, but critical, task that LMC Automotive is uniquely placed to undertake. Policy makers in Myanmar are launching positive initiatives and the country has strong fundamentals underlying its current economic position. The country is ripe for exponential growth and will play a key role in the future of the region. This report will help you establish how you can participate in that growth and benefit from the expansion of Myanmar’s automotive sector.

Highlights Include:

- Profile of Myanmar’s current macroeconomic position and political situation, including:
  - Current economic indicators and forecasts to 2018;
  - Growth policy, demographics, infrastructure and development outlook;
  - Analysis of imports, exports and the outlook for foreign direct investment;
- Automotive regulations, including: restrictions on foreign ownership, taxes and duties, and ASEAN trade;
- Vehicle parc, demand, and an analysis of the new vehicle market – detailed forecasts to 2018 and topline forecasts for ten more years;
- Automotive company profiles and the current outlook for investment.

LMC Automotive

As part of its global structure, LMC Automotive has had a presence in South East Asia for more than 20 years conducting on-the-ground research throughout the region. In this time, we have supported the world’s leading automotive manufacturers and suppliers, helping them to gain a foothold in some of the most important emerging automotive markets of recent years, including Thailand, Indonesia, India and China.

Through our network of high-level industry and government contacts, we have compiled important information and industry insights which allow you to identify key opportunities in the rapidly evolving market in Myanmar.
Scope & Coverage of the Report

The report consists of an Executive Summary and 11 Sections:

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Country Overview and Economic Policy — Sections 1-4

The report begins with a history of Myanmar, including an outline of the recent political reforms. This is followed by a geographic and demographic overview, including a description of the current transportation network and plans for its expansion.

Sections 2 and 3 contain analysis of Myanmar’s economic condition, including forecasts of GDP growth and composition, imports and exports, as well as foreign direct investment flows and approvals. More in-depth consideration is then given to the stability of the current political situation and its likely evolution, with a focus on the implications for foreign direct investment within Myanmar’s industrial sectors.

The report then outlines how the current regulatory framework in Myanmar impacts the automotive sector. Specifically, this includes an examination of foreign ownership in the market, tax factors, and the Car Substitution Programme.

Vehicle Parc and Demand — Sections 5-6

Vehicle ownership levels in Myanmar are among the lowest in the world, with just eight vehicles per one thousand people, but they are growing very fast and have almost doubled since 2008. Section 5 provides the outlook for continued parc growth in the context of the wider region.

The level of vehicle sales in Myanmar is also very low for a country with a population of more than 50 million, but there are indicators of significant growth in the short and medium term. Section 6 provides an overview of the country’s vehicle demand and an assessment of how it is likely to develop in the future.
The Automotive Market — Sections 7-8

The report focuses first on markets for new vehicles in Section 7, with sales forecasts broken down by year, brand, model, type, and distributor. The growth potential for each individual OEM is assessed in turn.

In Section 8, the report examines the market for imported vehicles, beginning with a discussion of the Car Substitution Programme, which was introduced in September 2011. Imports of both used and new vehicles are examined by value, volume, brand, model and year. This section also includes an overview of imports of automotive parts and accessories.

Outlook for the Automotive Industry and Investments — Sections 9-11

Section 9 provides an outlook for the fast-growing automotive industry in Myanmar, including an overview of vehicle assembly estimates for the short-term. This is combined with an assessment of likely developments in the components industry in the country.

Until Myanmar began to open up politically in 2011, state-owned companies, controlled by the Ministry of Industry and the Ministry of Defence, were the main players in the country’s vehicle assembly industry. Section 10 discusses the involvement of other OEMs who are beginning to establish assembly operations locally.

The final section presents an economic and market outlook for investors in the automotive sector in Myanmar. This includes detailed forecasts to 2018 and a topline view of the longer-term vehicle sales outlook to 2028.

Deliverables

Subscribers to the Myanmar Automotive Report will receive a copy of the report delivered electronically as a PDF file.

Confidentiality

The report is offered for subscription on the strict understanding that the subscriber agrees that the content of any report, computer model, or other materials provided shall remain confidential within the subscribing organisation and shall not be disclosed, in whole or in part, in any manner, to any third party without LMC Automotive’s prior written consent.
LMC Automotive is a leading provider of automotive industry forecasts and market intelligence. Our premium market analysis and forecasts, carried out from offices across the globe, are supported by knowledgeable professionals with many years of experience in the automotive sector.

Our forecasting and analysis products are supplemented by an unmatched level of customer support from our global team. By targeting the key issues driving the automotive industry, LMC Automotive provides the most focused, responsive, timely and cost-effective market intelligence available. Our premium services offer a comprehensive scope of automotive intelligence — perfect for any business seeking to understand the outlook for the automotive industry.

Services include:

**Global Automotive Scenarios Service — NEW SERVICE**

LMC Automotive’s new risk assessment service, the Global Automotive Scenarios Service provides informed forecasts of sales and production for the light vehicle industry, based on potential shocks to the global economy, featuring:

- Analysis of the economic impact of potential global disruptions
- Effects of these disruptions on the light vehicle industry
- Alternative light vehicle sales and production forecasts

**European Trade & Inventory Service — NEW SERVICE**

This monthly service fills the gap between European sales and production by offering, for the first time, a comprehensive analysis of inventories. The service includes:

- Commentary on the economic situation, vehicle sales and production
- Critical analysis of European inventories and trade
- Unique stock assessments for major OEMs and their major models

**Automotive Production Forecasts**

LMC Automotive’s premium production forecasting services cover Europe, North America, South America and the Asia Pacific region. Combined, they make up the Global Automotive Production Forecast. They feature:

- 7-year light vehicle production forecasts by manufacturer, make, model, platform and assembly plant
- Analysis of OEM production strategies and prospects
- Forecasts by bodystyle and number of doors
- Concise and incisive monthly and quarterly commentaries
- Quarterly OEM assessments
Automotive Sales Forecasts

LMC Automotive’s premium sales forecasting services cover Europe, North America, South America and the Asia Pacific region. Together, they make up the *Global Automotive Sales Forecast*. They feature:

- Macroeconomic forecasts and an examination of demographic, fiscal and regulatory influences
- 7-year LV sales forecasts by region, country, OEM brand and model
- Quarterly delivery of data and forecasts, and in-depth reports
- Analysis of OEM sales strategies and prospects

Engine & Transmission Forecasts

The *Engine & Transmission Forecasts* provide powertrain coverage for Europe, North America, South America and the Asia Pacific region, and can also be provided globally. They include:

- 7-year forecasts for LV powertrain demand and production
- Data provided for each model by volume and transmission combination, as well as total demand
- Quarterly delivery of powertrain data and forecasts, and in-depth reports

Hybrid & Electric Vehicle Forecasts

LMC Automotive offers two Hybrid & Electric Vehicle services, covering the Global and US markets. They offer:

- Forecasts of demand for electrified passenger cars and light trucks, provided by country, model, and manufacturer
- A 10-year time horizon for the most important vehicle markets
- In-depth analysis by technology type, from mild hybrids through battery electric vehicles to fuel cell electric vehicles
- In the US service, buyer demographic details and information related to consumer perceptions of hybrid & electric vehicle technology

Emerging Market Reports

The *Automotive Monthly Market Trends* deliver expert analysis of the industry’s fastest growing markets — China, India, and ASEAN. They include:

- A full perspective on the latest trends and factors affecting the automotive market in Asia
- Monthly light vehicle sales and production trends

The *Automotive Market Forecasts*, available for China and India, are LMC Automotive’s premium forecasting services for the Asian automotive industry. They provide 7-year forecasts and greater coverage of these markets than the *Automotive Monthly Market Trends*, by offering additional market intelligence and more in-depth analysis of the factors driving growth.
Global Commercial Vehicle Forecast

This service, published quarterly, provides worldwide coverage of sales and production data at a level of detail unmatched by existing services in the field. It includes:

- A comprehensive view of the current state of the medium (6-15t GVW) and heavy (15t+GVW) commercial vehicle sectors
- 7-year forecasts of sales and production for all major markets
- Indicative forecasts for 10 and 15 years

Global Car & Truck Forecast

This service offers production and sales forecast data for passenger vehicles, light commercial vehicles, and heavy trucks in a single source. Its major emphasis is:

- 7-year forecasts of sales by brand and production by model
- OEM assessments and macroeconomic outlooks
- Product lifecycle charts

About LMC Automotive

LMC Automotive is a leader in the provision of automotive forecasting and intelligence; together with LMC International, it makes up the LMC Group.

LMC International has been a global leader in the provision of economic intelligence in the agribusiness sector since 1980. It is privately owned and headquartered in Oxford, UK, with other offices throughout the world. LMC International provides market intelligence, analysis, and consulting to a global list of clients, including most of the major agricultural commodities businesses.

Through its work on rubber and tyres, LMC International made the organic move to the automotive industry, setting up a dedicated automotive division in 1992. In 2001, LMC Automotive was officially founded, and in 2004 it was purchased by long-standing alliance partner, J.D. Power & Associates. It continued to develop its range of forecasting services, and in 2011 was re-purchased by the LMC Group. LMC Automotive continues to grow in breadth and scope, and today is one of just two major players in global automotive intelligence.

In a rapidly changing and globalising marketplace, the information and consulting services offered by LMC Automotive provide an essential input for the future success of any company invested in the automotive industry. The size and variety of our client base bears testimony to the quality of our services, our dedication to quality client support, and our commitment to continuous improvement.

LMC Automotive has a sizable global client base. Its key production, sales and powertrain forecasts provide essential information to the major global OEMs, component manufacturers, and infrastructure providers, as well as to automotive dealers, trade associations, and raw material and technology suppliers. Its services are also used by investment banks and financial service providers, as well as by related consultancies which use LMC Automotive data as a building block for their own services.
For further information about any of these services, please contact one of our regional sales teams, or email forecasting@lmc-auto.com

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