

Automotive News Briefing

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COVERAGE: September 25 - October 10, 2023

Our hand-curated **media analysis** on the latest announcements, trends, and innovations in the automotive sector.

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Notable Stories

EU Considers Postponing Electric Vehicle Tariffs Amid UK Concerns

The European Union is considering a delay in tariffs on electric vehicle sales between the UK and the bloc, following significant opposition from major car manufacturers. As the tariffs, which impact vehicles with batteries primarily made outside Europe or the UK, are set for January, both EU and UK industry leaders seek resolution before year's end.

[Financial Times](#)



Why it matters

The media narrates both the immediate financial concerns of the auto industry and the larger geo-economic post-Brexit dynamics between the EU and the UK. [The Guardian](#) highlights the collective pushback from Europe's auto sector against the imminent tariff with concerns about conceding market share to global competitors. Meanwhile, [Financial Times](#) adds depth by providing the perspective of Maroš Šefčovič, the European Commission vice-president, who emphasises Brussels' readiness for compromise and their willingness to redefine "made in Europe" rules and build European battery supply chains.

Mitsubishi Motors Halts Production in China; Announces EV Market Shift

Mitsubishi Motors is planning to cease car production in China due to declining sales and a significant market shift towards electric vehicles (EVs). The decision follows Mitsubishi's earlier announcement of suspending its Chinese operations after sales plummeted below expectations. This move underscores the challenges faced by traditional Japanese automakers in the rapidly evolving Chinese EV market.



Why it matters

Media outlet [Bloomberg](#) explains the broader narrative of Japanese automakers' struggles in China, highlighting their slow pace in EV rollouts which cost them market share against companies like Tesla and BYD. This viewpoint is echoed by [The Japan Times](#), which mentions the sales downturns experienced by other Japanese giants such as Honda, Nissan, and Toyota. Mitsubishi's strategic pivot away from China and possibly towards Southeast Asia, as mentioned by the media, highlights the significant recalibration of market focus for the automaker.

UAW and The Detroit Three Edge Closer to Agreement

The United Auto Workers (UAW) and Detroit's big three automakers - Ford, General Motors, and Stellantis - are progressing in their pay increase negotiations, with Ford proposing over a 20% wage hike. As the strike surpasses its 20th day, costing GM around \$200 million for Q3, talks revolve around wage boosts, battery plant union representation, and retirement benefits.



Why it matters

Highlighting the significant economic implications for both the auto industry and the workers they employ, [The Star](#) emphasizes the potential new round of walkouts that UAW President Shawn Fain might declare. On the other hand, media outlet [Reuters](#) delves deeper into the financial repercussions, underscoring GM's move to secure a \$6 billion line of credit, reflecting the scale and urgency of the strike's impact. Despite the critical nature of the stalemate, the media notes Ford's wage increase proposal, spotlighting a potential breakthrough in the negotiations.

Notable Quotes & Commentary

"We are in the process of developing this methodology and building up the battery industry in Europe and in the UK, so I think we have to recognise as originating in Europe any part of that battery [that is European]." [Financial Times](#)

Maroš Šefčovič
European Commission Vice-President

"It is clear, the company needs to revisit its strategy in China." [The Edge Malaysia](#)

Takao Kato
CEO at Mitsubishi Motors

"The facility that we announced today is a \$6 billion line of credit that I think is prudent in light of some of the messages that we've seen from some of the UAW leadership that they intend to drag this on for months." [CNBC](#)

Paul Jacobson
CFO at General Motors

In Case You Missed It

Volkswagen Recovers from Extensive IT Outage Impacting Global Production

Volkswagen has addressed an IT disruption that caused a halt in production across many of its German plants. The issue, which affected the entire VW group, has brought to light concerns regarding the vulnerability of digital infrastructure in major companies.

[Reuters](#)

Tesla's Revolutionary Approach to Vehicle Production

Tesla is nearing a breakthrough in car manufacturing by consolidating several innovations. They're pioneering the "gigacasting" method, aiming to produce nearly an entire EV underbody as a single cast, significantly reducing traditional components.

[Reuters](#)

Lucid Launches Its First International EV Plant in Saudi Arabia

Lucid, the California-based electric vehicle (EV) maker, launches its inaugural car manufacturing plant in Saudi Arabia. While initially re-assembling U.S. vehicle kits, the factory is set to boost its production to 150,000 vehicles annually by mid-decade. Saudi Arabia, aiming to diversify from oil, intends 30% of its new car sales to be electric by 2030.

[CNN](#)

BYD Continues Europe Expansion Amid EU Subsidy Probe

Chinese EV giant, BYD Co., remains committed to its growth strategy in Europe despite the EU launching an anti-subsidy investigation against Chinese EVs. Stella Li, the company's Executive Vice President, emphasised transparency and openness in addressing the concerns raised by the EU.

[Bloomberg](#)

Sensigo Introduces AI-powered Tools Backed by Porsche and UP.Partners

Porsche and UP.Partners have supported the launch of Sensigo, a startup offering AI tools to assist vehicle service technicians. Sensigo aims to streamline the repair process, anticipating repair issues, and enhancing service centre efficiency and profitability.

[Zawya](#)

Toyota Eyes India Expansion with Third Plant

Toyota Motor plans to set up its third manufacturing plant in India, driven by a strategic partnership with Suzuki. As part of this expansion, Toyota is also developing a new SUV tailored for the Indian market, set to launch in 2026 aiming to tap into India's thriving automobile market.

[Economic Times \(IN\)](#)

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