

Delhi instead of Detroit?

Dear Reader,

The largest Indian car show in Delhi is followed so closely by the Detroit Motor Show that there is hardly time to repack a suitcase. This year, I decided in favour of Delhi – and I didn't feel that I missed out on anything. It is clear that the USA are still a far more important market for premium car makers than India. But for how long?

Whereas US car production is stagnating, 11 percent more cars were produced in the Indian subcontinent last year than during the previous year. And now with the premiere of the 1,700 Euro car from Tata, the local market is about to really take off. More than ever before, the growing middle class is now able to switch from two wheels to four. The doubts often expressed about the safety of such cheap cars are irrelevant in cities like Delhi or especially Mumbai, where it is still a common sight to see a family of three or even four people perched precariously on a motor cycle or scooter. „A catalyst for the entire market“ is how one competitor described the Tata Nano. Bajaj, the second largest local motor cycle manufacturer, presented its first car at the show.

It is not only production volumes but also the number of development centres that are on the increase. Maruti Suzuki, for example, announced at the opening of the fair that it is employing 1,000 new engineers. From 2010, the group's entire facelifts are to be developed in India. Volkswagen, an exhibitor at Auto Expo India for the first time, announced the establishment of a development centre in Pune. Suppliers like Continental have already been there for some time now.

Against this background, I believe the issue of „technologies for emerging nations“ to become increasingly important for you as a developer. What do you think?



Johannes Winterhagen
Editor-in-Chief

Johannes Winterhagen
Wiesbaden, 18 January 2008

ATZ WORLDWIDE 02|2008

Organ of the VDI-Gesellschaft
Fahrzeug- und Verkehrstechnik (FVT)

Organ of the Forschungsvereinigung
Automobiltechnik e. V. (FAT) und des
Normenausschusses Kraftfahrzeuge
(FAKRA) im DIN Deutsches Institut für
Normung e. V.

Organ of the Wissenschaftliche
Gesellschaft für Kraftfahrzeug- und
Motorentechnik e. V. (WKM)

EDITORS-IN-CHARGE

Dr.-Ing. E. h. Richard van Basshuysen
Wolfgang Siebenpfeiffer

SCIENTIFIC ADVISORY BOARD

Dipl.-Ing. Dietmar Bichler
Bertrand AG
Dipl.-Ing. Kurt Blumenröder
IAV GmbH
Dr.-Ing. Bernd Bohr
Robert Bosch GmbH
Dipl.-Ing. Hans Demant
Adam Opel AG
Dipl.-Ing. Michael Dick
Audi AG
Dr.-Ing. Klaus Draeger
BMW AG
Dr.-Ing. / U. Cal. Markus Flik
Behr GmbH & Co. KG

Prof. Dr.-Ing. Burkhard Göschel

Prof. Dipl.-Ing. Jörg Grabner
Fachhochschule München

Dipl.-Ing. Christoph Huß
VDI-FVT

Prof. Dr.-Ing. Werner Mischke
TU Dresden

Dr.-Ing. Michael Paul
ZF Friedrichshafen AG

Prof. Dr.-Ing. Karl Viktor Schaller
MAN Nutzfahrzeuge AG

Dr.-Ing. Thomas Schlick
VDA/FAT

Prof. Dr.-Ing. Ulrich Spicher
WKM

Dr.-Ing. Thomas Weber
Daimler AG

Prof. Dr. rer. nat. Martin Winterkorn
Volkswagen AG