# PUMA

## Automobil Handels AG

General importer for Europe

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PUMA

Press release

Zürich, 19. September 1978

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TO ALL RETAILERS IN EUROPE

Dear Sirs,

Below you will find some information about the origins of the PUMA factories and the associated products.

The PUMA Story

PUMA INDUSTRIA DE VEHICOLOS SA. began its activities within the Brazilian automotive industry on October 2, 1964, in Sao Paulo. This was the fruit of a few enthusiasts whose sole goal was to build a truly Brazilian vehicle, i.e., to put it on wheels, and thus demonstrate the capabilities of Brazilians in this field.

One of these pioneers constructed the first model in Matao, a city in the interior of the state of Sao Paulo. He used a so-called DKW Vermag chassis, combined with a modern body and, for its time, a very attractive shape. The extremely light and strong body, made possible by the use of fiberglass materials, and, of course, the full commitment of the drivers, resulted in several victories in racing events.

PUMA wasn't the only company to produce vehicles with fiberglass bodies. World-renowned names followed in this tradition, including:

Chevrolet Corvette - Ford GT - Matra - Reliant - Porsche 904 - Lotus - Renault Alpine – Jensen

The first PUMA version was named after its designer, DKW Malzoni. This vehicle was first shown to the public at the 1966 Automobile Show in Sao Paulo and won the award for Best Design. It's worth noting that one of the judges was the renowned stylist Bertone.

Following this success, PUMA was officially recognized as a vehicle manufacturer by GEIMEC, which was responsible for the development of the Brazilian automotive industry at the time.

At the end of 1967, DO/Vermag, whose mechanical components were used for PUMA vehicles, ceased production. PUMA was therefore forced to consider a new project. The new basis was the Volkswagen mechanical system and its 1500 cc engine. This marked the beginning of a completely new phase in the company's life. The company's management team not only initiated mass production but also achieved additional targets.

PUMA began exporting its vehicles in 1970. To this day, this export has continued to all corners of the globe. A pioneering achievement in the Brazilian automotive industry.

The following list demonstrates the company's efforts and successes in the international field. Despite its small production, PUMA will strive to achieve and expand its export goals.

Exportações PUMA (in Crs)

| | | |
|---|---|---|
| in | 1970 | 194.960.- |
| | 1971 | 41.188.- |
| | 1972 | 787.693.- |
| | 1973 | 1‘445.496.- |

| | |
|---|---|
| 1974 | 1‘011.533.- |
| 1975 | 1‘117.585.- |
| 1976 * | 1‘146.592.- |

* until October 1976

The expansion of PUMA exports depends largely on increased production to satisfy the domestic market. Unfortunately, the existing production backlog due to high demand from retailers has now reached nine months. This situation has prevented a corresponding increase in the export rate.

The following table shows PUMA production figures from 1966 onwards. The stated growth rate is based on the previous year's production.

**Production PUMA**

| | Year | Vehicles | Increase |
|---|---|---|---|
| in | 1966 | 35 | ----- |
| | 1967 | 125 | + 257.14% |
| | 1968 | 151 | + 20.80 |
| | 1969 | 272 | + 80.13 |
| | 1970 | 202 | - 25.73 |
| | 1971 | 323 | + 59.90 |
| | 1972 | 484 | + 49.84 |
| | 1973 | 769 | + 58.80 |
| | 1974 | 1‘137 | + 50.00 |
| | 1975 | 1‘576 | + 38.61 |
| | 1976 | 1‘957 * | + 24.18 |

- Planned production

Currently, the monthly production capacity of the PUMA plants is approximately 220 vehicles. However, it will soon be possible to increase production to approximately 300 vehicles per month. This increase will significantly reduce customer waiting times and better meet export demands, which have currently risen to approximately 1,200 vehicles per year.

In the not too distant future, all PUMA vehicles will be manufactured in a new factory. This new factory will cover an area of approximately 20,000 $m^2$ and will be built on a site of approximately 300,000 $m^2$. This expansion will provide new impetus not only to vehicle production, but also to the manufacture of other products, such as performance kits and automotive parts. Of course, the production of specialized fiberglass products such as trucks, cab-over cabs, boats, and industrial components will also be able to continue.

To support the company's export efforts and with the personal support of PUMA's senior management, the company participated in the following motor shows:

1970 Feira Ibero Americana de Sevilla, Spain
1970 Salon International del Automovil, Barcelona - Spain
1970 Salon del Automovil del Punta del Este - Uruguay
1970 New York International Auto Show, USA
1971 Qanadian Sports Men Show, Toronto - Canada
1971* Salon International de l 'Automobile, Genéve - Switzerland
1972* Salon International de 1%Automobile, Genéve - Switzerland
1972 Feiras Parceiros para o Progresso, Berlin - Germany
1972 Feira Internacional de el Salvador, El Salvador
1972* London Motor Show, England
1972* Motor und Autoshow, Stuttgart - Germany
1972 Salon de Marseille, France
1972 Salon de Lisboa, Portugal
Salon International de l‘Automobile, Genéve - Switzerland
Automobil - Austeilung, Amsterdam Netherland
1973* Brasil Export 73, Brüssel - Belgium
1973* Stockholmer - Autoshow, Sweden
1973 Feira del Pacifico, Lima - Peru
1973 Salon de Santiago, Chile
1974* Salon International de l 'Automobile, Genéve - Switzerland
1975* Salon International de l 'Automobile, Genéve - Switzerland
1975 Interfer 75, Guatemala
1975 Exposicao Brasil 75, Kuwait

1976* Salon International de 1'Automobile, Genéve - Switzerland
1976 Frühjahrsmesse, Leipzig - German Democratic Republic
1976 Internate Verbrauchsgütermesse, Brno - Czechoslowkei
1976 Internat. Frühjahrsmesse, Bukarest - Romania
1976 Internat, Verbrauchsgütermesse, Poznan - Poland
1976 Internate Feira de el Salvador, El Salvador
1977 Salon International de 1 'Automobile, Genéve - Switzerland

* These exhibitions were organized by the European PUMA importer in Zurich.

In addition to PUMA's international activities, the company has successfully transferred its vehicle manufacturing expertise through licensing abroad. Through this licensing, PUMA became the first Brazilian automobile manufacturer to receive royalties from abroad. This confirms the high level of Brazilian technology that has been achieved.

Fiberglass, the base material for the PUMA body, is industrially produced in Brazil. It is made from a mixture of sand and other raw materials at very high temperatures. Layered with polyester resins, a petroleum derivative, it creates a highly resistant plastic material whose qualities are extremely favorable for the production of automobile bodies. The advantages are:

- Possibility of realizing extreme designs that are impossible with sheet steel.
- Extremely high elasticity
- High impact resistanceLightweight (1/3 of sheet steel bodies)
- Extremely high resistance to corrosion and chemicals, easy maintenance and care
- Low initial investment compared to the steel molds required for sheet steel processing.

- Fewer body parts are required to create an entire body than with sheet steel (approximately 70% fewer).
- Extremely low thermal and acoustic conductivity.
- Higher stress than with various metals in terms of elongation, etc.

PUMA INDUSTRIAS DE VEHICOLOS SA.

| | | |
|---|---|---|
| Capital | : CRS | 44'110.ooo.- |
| Employees | : | 480 |
| Factory Area | : | 11'000 m |
| Factory Arey | : (Project) | 20'000 m |
| Total Area | : | 300'000 m |

Directorate : Dr. Luiz Roberto Alvarez da Costa, President
Milton Masteguin, Executive Director
José Maria Hellmeister, Commercial Director

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