

INDUSTRYNEWS

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Fast Lane Research Launches TORQ Report

The environment automotive performance parts and accessories company executives work in is becoming increasingly complex, and changes are coming more and more frequently. Every three months Fast Lane Research will issue a Trends & Outlook Report Quarterly (TORQ) covering a range of topics that have the potential to impact industry business. Some topics will receive regular updates while others specific to the time of year the report is released, will be featured when appropriate.



The TORQ reporting will be flexible enough to capture rapidly emerging factors that will affect the industry while updating baseline benchmark data. The information presented will be a combination of primary and secondary data. The primary data will be the result of surveys and interviews with industry thought-leaders and consumers. The secondary data will be sourced from reputable research firms, industry publications and governmental agencies.

Executive Summary

The US economy and the automotive performance parts and accessories industry have suffered through a rough couple of years. Much of the data from the first quarter of 2010

indicate that the worst is over and things are beginning to improve.

- Through the end of March 2010, new-vehicle sales are up 15.5% compared to 2009.
- Science and engineering are at the heart of today's vehicle development and the auto industry is transforming itself
- DOT, EPA Set Aggressive National Standards for Fuel Economy and First Ever Greenhouse Gas Emission Levels
- Looking forward the majority of businesses in the automotive performance parts and accessories industry expect a strong rebound from 2009 for the remainder of 2010
- Manufacturers of automotive performance parts and accessories indicated that on average they spend 7% of annual revenues on marketing
- Classic musclecars continue to be the most "favorite" group of vehicles for automotive enthusiasts (56%), followed by Hot Rods, Street Rods & Customs (46%).
- Overall economic activity increased somewhat since the last report across all Federal Reserve Districts except St. Louis
- Recent data indicate that only half of the world's 100 largest economies are "nation-states."

To see the complete report click on the following link.

[First Quarter TORQ report](#)

May Auto Sales and Incentives Spending Forecasts

On May 26, TrueCar.com forecasted that May 2010 light vehicle sales (including fleet) in the U.S. is expected to be 1,050,290 units, an increase of 7.0% from April 2010 and a leap of 13.6% from this time last year (on an unadjusted basis). May's forecast translates into a SAAR level of 11.0 million new car sales.

According to TrueCar.com, industry average incentive spending per unit will be approximately \$2,915 in May, which represents 8.3% increase from April 2010 and a 1.7% increase from this time last year.

TrueCar.com is reporting the following about sales and incentive spending in May:

- Of all individual brands, Cadillac, Subaru, Buick, and Hyundai are expected to post the largest increase in sales over last year.
- Honda incentives reach their highest levels ever at \$2,345 per unit resulting in the biggest year-over-year increase amongst all automakers at 26.2%.
- Automobile manufacturers spent more than \$3 billion in various incentive programs in May, which is the highest since August, 2008.

"Despite the recent volatility in the stock market, consumer demand for vehicles was steady in May, and we forecast selling rates to be higher through the remainder of 2010," said Jesse Toprak, VP of Industry Trends and Insight for TrueCar.com. "Clearly, the high level of incentives is playing a large role in consumers' return to showrooms. As we go into the heart of the summer sales season, manufacturers will have to strike a balance between selling a great deal and selling a great car. A well optimized incentive strategy can easily determine whether a manufacturer is profitable in these volatile times."

Forecasts for the top seven manufacturers for May:

Unit Sales Forecast			
Manufacturer	May 2010 Forecast	Change vs. April 2010	Change vs May 2009
Chrysler	94,737	-1.0%	19.9%
Ford	174,235	7.1%	12.0%
GM	191,674	4.7%	1.4%
Honda	118,928	4.6%	20.9%
Nissan	76,326	19.7%	13.1%
Toyota	166,986	5.6%	9.4%
Hyundai/Kia	84,142	13.6%	33.6%

TrueCar also projects sales down to the brand level, which can be viewed in its entirety at the Truth Blog on TrueCar.com. Brand level incentive spending forecasts are available upon request.

TrueCar.com bases its forecast on actual transaction data. The transaction data based forecast is refined by other current and historical factors that impact vehicle sales including: sales, inventory, incentives, fuel prices, and macro economic data (major stock market indexes, consumer confidence, new home starts, and CPI). TrueCar.com does not adjust for selling days in year-over-year percentage change calculations.

Incentive Spending Forecast			
Manufacturer	May 2010 Incentives	Change vs. April 2010	Change vs May 2009
Chrysler	\$4,086	11.5%	6.9%

Ford	\$3,307	11.0%	15.0%
GM	\$3,433	3.0%	0.9%
Honda	\$2,345	17.4%	26.2%
Nissan	\$2,930	-1.8%	-2.7%
Toyota	\$1,950	2.1%	16.3%
Hyundai/Kia	\$2,076	2.2%	-33.5%

About TrueCar Data

TrueCar obtains data directly from car dealers, respected dealer management system (DMS) providers, and well-known data aggregators within the automotive space. We also acquire vehicle configuration data, customer and dealer incentives data, financing and loan data, vehicle registration and insurance data, and much, much more. TrueCar is insatiable about data with our goal to find 100% of all purchase transactions, even if that means finding the same transaction multiple times from multiple sources within the car-buying ecosystem. Our data is among the most timely and comprehensive in the industry, as we are able to process most car sales within a week of the actual sales date, and have a substantial fraction on the site within 48 hours of the actual sale. TrueCar believes the greater our informational accuracy, the greater benefit we provide to both dealers and consumers.

Source: TrueCar.com

Echo Boomers Look Forward To Automobile Ownership

Echo Boomers, the generation born between 1975 and 1991 and estimated to be about 77 million strong, are expected to reshape much of society as they come into their peak earning years. And there's good news for auto makers and dealers.

A recent AutoTrader.com study found that Echo Boomers view car ownership as an important and exciting event in their life. Seventy-six percent of Echo boomers in the study agreed with the statement that "Owning a vehicle is an important step to adulthood," and 73% agreed that "Owning a vehicle is exciting."

"We have heard that Echos as a group are less interested in vehicle ownership than other generations and wanted to investigate those claims as it could impact the future of the auto business," said Chip Perry, President and CEO, AutoTrader.com. "The results we found were certainly contrary to the conventional wisdom."

While they buy cars and enjoy the automotive experience, Echo Boomers are concerned about the environment. Sixty-eight percent of Echos believe that fewer vehicles on the road would lead to cleaner air and 64% believe that vehicle emissions cause serious harm to the environment. And they find car makers claims of environmental awareness suspect-only 28% of Echo Boomers in the study believe that car manufacturers genuinely care about vehicles' impact on the environment.

Given Echo Boomers' environmental awareness, it is not surprising that 44% of the Echos surveyed by AutoTrader.com will consider a hybrid vehicle for their next purchase. That is a better rate of consideration than for all-electric vehicles, which have only a 26% consideration rate, or diesel vehicles, which only 17% of Echo Boomers in the survey said they would be open to owning. For makers of diesel and electric vehicles, this shows there is still a need to raise awareness of these vehicles' environmental and other benefits and a chance to use target marketing to influence and raise consideration of these vehicles among this key demographic.

Types of Cars

Fifty-four percent of the Echos surveyed by AutoTrader.com said they will be considering a sedan when they buy their first or next vehicle, and 51% also said they would be considering a SUV or crossover. Compare that to only 8% who would consider a mini-car like the smart fortwo--the same as who would consider a convertible and less than the percentage who would consider a station wagon--11%. This suggests Echos' preferences in car-buying is fairly reflective of older age groups who have made sedans and SUVs the predominant type of transport on American roads today.

Cars targeted at the Younger Set

Automakers have recently developed cars targeted specifically at the younger set, including such boxy designs as the Kia Soul and Scion xB. They have also heavily targeted other upcoming small vehicles at Echo boomers, with marketing campaigns such as the Fiesta Movement heavily promoting the upcoming Ford towards Echos through the use of social media.

Echos showed a fair level of interest in cars targeted specifically towards them, with the Nissan Cube and Ford Fiesta having the highest consideration rate at 16%. Following immediately behind were the Kia Soul (15%) and Scion xB (14%).

Some interesting findings emerged when comparing Echo Boomers to other generations of car shoppers who responded to the survey.

Among teenagers from 13 to 17 who responded, the survey found that consideration for these small vehicles among this group was significantly higher. For example, 32% of these teens were open to the Ford Fiesta. Teens in general were more interested in this new generation of small vehicles, with 61% of them finding them either "Very Appealing" or "Somewhat Appealing," and only 26% finding them either "Very Unappealing" or "Somewhat Unappealing." This compared to Echos Boomers who were more evenly split, with 50% finding them either "Very" or "Somewhat Appealing," and 42% finding them either "Very" or "Somewhat Unappealing." Older Baby boomers actually least liked these vehicles, with only 38% finding them either "Very" or "Somewhat Appealing."

One big take away from this study is automakers have the opportunity to tap into significant interest in smaller cars among potential future customers who aren't yet of car-buying age but will be soon. The challenge will be marketing to these teenagers to keep them interested in these vehicles until they become tomorrow's car buyers.

Features

Echos are exposed to technology constantly and have come to expect it to be standard in the purchases they make in their lives. When it comes to features on new automobiles, Echos want it all, but they are less excited about paying extra for it. For example, 60% of the Echos surveyed want in-car navigation, but only 43% of them were willing to pay extra for it. Among those willing to pay extra, they were only willing to pay about \$208 on average.

Clearly, the way for automakers to interest Echos is to bring them in with as much technological feature content as possible included in the base price.

Summary

Contrary to popular opinion, Echo boomers as a whole are still excited about automobile ownership. But those Echos still worry about the effect vehicle ownership has on the planet and they are willing to take steps to reduce that impact, though without giving up the car they want. Echos are interested primarily in the sedans and SUVs bought by their parents and less so in the small cars supposedly designed to appeal directly to them. And Echos want to have the most feature content available and want it included in the standard vehicle package.

Study Methodology

AutoTrader.com surveyed 747 respondents across all age ranges for this study, with nearly half (349) coming from the Echo boomer demographic. Full copies of the results are available by request.

SOURCE AutoTrader.com

Flame Retardant Material

Federal-Mogul Corporation has developed what is believed to be the world's first Polyethylene Terephthalate yarn to meet both the halogen-free flame-retardant regulations and the "no flaming drip" requirement. Until now, no commercially available, zero-halogen flame-retardant Polyethylene Terephthalate has been able to meet this requirement, known as the UL 1441 VW-1 flame test. Federal-Mogul is now developing commercialization plans to enable volume manufacture of fabrics made from the new material.

Fire in an enclosed space, such as an aircraft or a railroad car, is extremely dangerous as occupants can die from smoke inhalation even before there is any danger from the flames. Flame-retardant materials are used to delay the spread of fire, but unlike Federal-Mogul's Polyethylene Terephthalate yarn, these typically contain halogenated substances that emit thick black smoke and toxic gases.

Polyethylene Terephthalate yarn meets many of the processing and functional requirements for textiles used in interior vehicle trim and in wiring harness insulation that have applications in vehicles for land, water and air. International regulations pertaining to flame-retardant properties, however, include a requirement that "no flaming drips" are released when the material burns. Federal-Mogul's new Polyethylene Terephthalate yarn meets this requirement as well.

"We see a substantial global market for Federal-Mogul's new flame retardant material that offers an unprecedented level of protection and may be the first of its kind in the world," said Ramzi Hermiz, senior vice president, Federal-Mogul Vehicle Safety and Protection. "With a growing public transport infrastructure around the world, as well as the potential for its use in buildings and other stationary applications, we believe that adoption of this new Federal-Mogul technology could improve world-class safety standards and help save lives."

The innovation behind this breakthrough is the use of a combination of two carefully selected melamine-based flame retardant materials. As the materials decompose they absorb heat, cooling the adjacent burning material and forming a char that prevents the formation of burning drips. Constituents of the new material also vaporize, reducing the surface temperature by diluting the oxygen that would otherwise feed the fire.

Extrusion of the material into a continuous monofilament thread is made possible by a combination of proprietary additives and highly engineered compounding and extrusion processes. Federal-Mogul expects to create a new generation of exceptional flame-resistant products.

"We are experts in developing innovative systems protection technologies, and we are moving quickly to adapt this product to multiple industries," explains Jan Maiden, vice president, sales and engineering, Systems Protection. "Our next step is to adapt this leading technology innovation to different mass-produced textiles."

CONTACT: Jim Burke 248.354.4530
SOURCE Federal-Mogul Corporation

Industry Press Releases May 24 2010

STILLEN OFFERS NEW AP RACING FRONT AND REAR BIG BRAKE KITS FOR 2008-2010 BMW M3 (E9x)

Features innovative Strap Drive System for road and track day applications

Costa Mesa, Calif. - AP Racing, the braking technology choice of professional race teams worldwide (including Rahal Letterman IMSA ALMS GT2 M3, BMW Motorsports FIA GT2 M3, etc), has introduced front and rear Big Brake System for the 2008-2010 BMW M3 (E9x). Available from the Brake Pros product division of STILLEN, these new brake upgrades fit most 18" and 19" OE wheels. They are compatible with OE ABS, traction control, stability systems and factory brake master cylinder.

Front systems may be ordered with AP Racing's newly updated 6-piston CP5555 calipers finished in black (AP7100), red (AP7100R) -- or -- limited-edition Comp Gray (AP7100G). For optimum mechanical and thermal balance, complimentary rear systems are advised. The rear systems are supplied with AP Racing's new CP5306 4-piston calipers in matching colors (AP7150 / AP7150R / AP7150G).



Manufactured for maximum stopping power and minimum brake fade, the kit offers high performance braking capability with race proven technology and comes complete with calipers, rotors, brake pads, coated stainless steel braided brake lines and all necessary mounting hardware for immediate bolt-on.

Two-piece modular rotors float on an aluminum hat and have 72 directionally curved vanes to maximize cooling in extreme brake situations. Both front and rear rotors are available in a cross-drilled and slotted pattern for an aggressive pad bite and better face cooling, or can be purchased slotted only. The AP Racing Strap Drive System has been developed for both road and track day applications. It uses a series of stainless steel straps to locate the disc to the mounting bell, producing a flexible coupling between the hub and the disc faces. This allows the disc to run true in the caliper under all conditions and also permits the disc to expand and contract without being restricted.

Strong, durable and designed to withstand any punishment, AP Racing Brake calipers are manufactured with a lightweight, pressure cast aluminum alloy 2-piece body and finished with a hard anodized 2-part paint finish. This 2-piece design is more rigid than commonly available monoblock calipers. Differential piston bores eliminate pad taper and maximize braking efficiency, and the anti-rattle clip eliminates pad knock and noise. A fixed radial mount ensures minimal caliper flex for the best available brake feel under all operating conditions.

To learn more about AP Racing Big Brake upgrade kits for the 2008-2010 BMW M3 and other high performance vehicles, visit www.stillen.com, e-mail pr@stillen.com , or call (888) 221-2892.

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Honeywell and DuPont Announce Joint Venture to Manufacture New Automotive Refrigerant

Low-Global-Warming-Potential Alternative Meets New European Environmental Regulations

MORRIS TOWNSHIP, N.J. and WILMINGTON, Del., May 20 /PRNewswire/ -- Honeywell (NYSE:HON)

and DuPont (NYSE:DD) today announced a manufacturing joint venture to produce a new refrigerant for use in automotive air conditioning systems. The new refrigerant has 99.7 percent lower global warming potential (GWP) than the current refrigerant.

Under the agreement, DuPont and Honeywell will share financial and technological resources with the intent to jointly design, construct and operate a world-scale manufacturing facility for the new refrigerant, known as HFO-1234yf. The product meets European Union regulatory requirements for lower GWP refrigerants for automobile air conditioning systems. DuPont and Honeywell developed the product jointly but will market and sell it separately.

"Through this manufacturing partnership, Honeywell and DuPont will deliver to the automobile industry this environmentally preferable solution that meets both operational and regulatory requirements. Globally, consumers will benefit from this new technology, which reduces greenhouse gas emissions," said Terrence Hahn, vice president and general manager for Honeywell's Fluorine Products business. "This complements Honeywell's significant energy efficiency and environmental solutions portfolio, which is positioned to deliver efficiency advantages to a wide array of industries while benefiting the environment."

"The new refrigerant enables the automotive industry to reduce the environmental footprint of vehicles at significantly lower cost than alternatives," said Gary W. Spitzer, president - DuPont Chemicals & Fluoroproducts. "By working together with Honeywell, DuPont is confident we'll have the winning combination to enable the industry to realize environmental benefits sooner. DuPont's role in the introduction of HFO-1234yf is another great example of the innovation DuPont has brought to the automotive industry for nearly a century."

This venture follows an earlier joint development agreement under which the two companies developed the product. The joint venture announced today is designed to provide DuPont and Honeywell with a world-class source of supply to meet the growing demand faster than would be possible through either company's individual efforts.

Today's automotive air conditioners use hydrofluorocarbon HFC-134a, which has a GWP of 1430. The European Union's Mobile Air Conditioning Directive requires that, starting in 2011, all new vehicle models use a refrigerant with a GWP below 150, and by 2017, all new automobiles sold in Europe will be required to use a low-GWP refrigerant. The new refrigerant, developed by DuPont and Honeywell, has a GWP of 4, which is 97 percent less GWP than the new regulation requires. Prior to construction of a world-scale plant, the joint venture will begin supplying the refrigerant in the fourth quarter of 2011 in time to meet the European Union regulatory requirement.

Honeywell and DuPont introduced HFO-1234yf to the automotive industry in 2007, and since then, it has undergone extensive testing for safety and efficacy by independent testing groups such as the SAE International Cooperative Research Program, in which leading automakers participate. The SAE testing found the product offers environmental performance superior to carbon dioxide, an alternative refrigerant, while having "the lowest risk for use in mobile air conditioning systems in meeting environmental and consumer needs."

According to industry estimates, there are more than 400 million cars with air conditioning systems globally, with each system using between one half and one kilogram of refrigerant. Air conditioning systems using HFO-1234yf, developed by DuPont and Honeywell, are more energy efficient than carbon dioxide-based air conditioning systems, particularly at high ambient temperature conditions. Honeywell International is a Fortune 100 diversified technology and manufacturing leader, serving customers worldwide with aerospace products and services; control technologies for buildings, homes and industry; automotive products; turbochargers; and specialty materials. Based in Morris Township, N.J., Honeywell's shares are traded on the New York, London, and Chicago Stock Exchanges.

Honeywell Specialty Materials is a global leader in providing customers with high-performance specialty materials, including fluorine products; specialty films and additives; advanced fibers and composites;

intermediates; specialty chemicals; electronic materials and chemicals; and technologies and materials for petroleum refining.

DuPont - one of the first companies to publicly establish environmental goals 20 years ago - has broadened its sustainability commitments beyond internal footprint reduction to include market-driven targets for both revenue and research and development investment. The goals are tied directly to business growth, specifically to the development of safer and environmentally improved new products for key global markets.

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in approximately 80 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

For more information on Honeywell, visit: www.honeywell.com

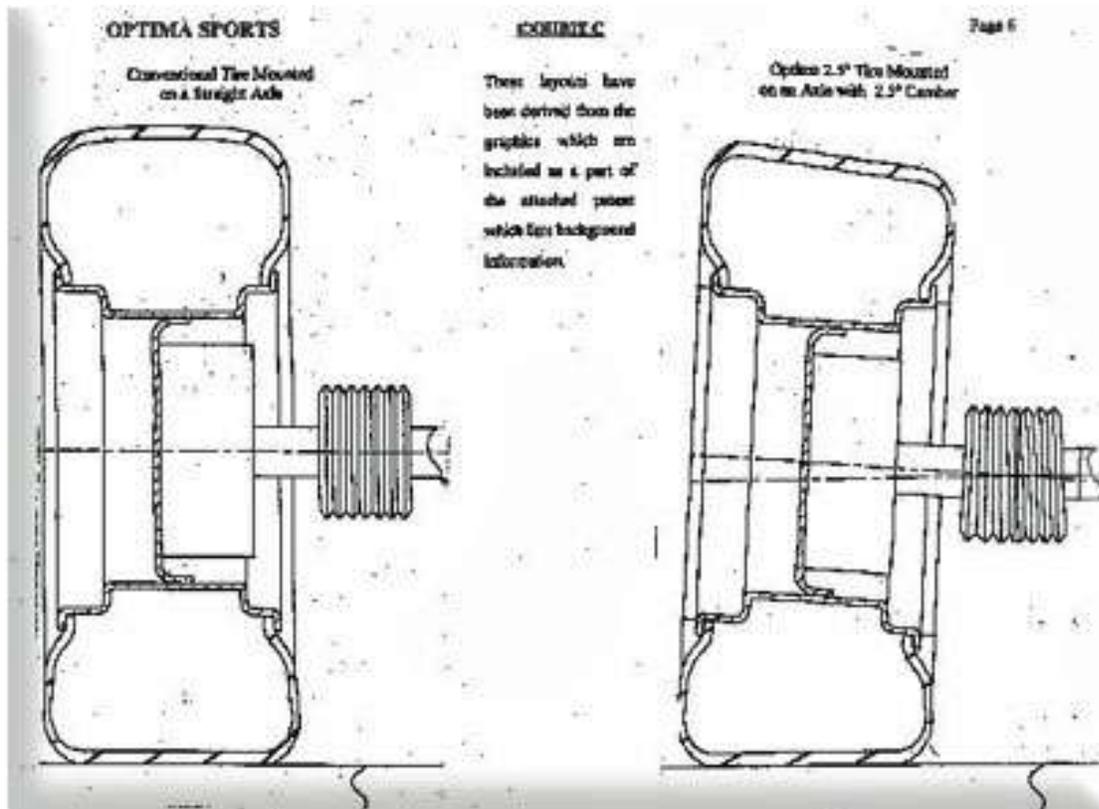
For more information on DuPont, visit: www.dupont.com

This release contains certain statements that may be deemed "forward-looking statements" within the meaning of Section 21E of the Securities Exchange Act of 1934. All statements, other than statements of historical fact, that address activities, events or developments that we or our management intends, expects, projects, believes or anticipates will or may occur in the future are forward-looking statements. Such statements are based upon certain assumptions and assessments made by our management in light of their experience and their perception of historical trends, current economic and industry conditions, expected future developments and other factors they believe to be appropriate. The forward-looking statements included in this release are also subject to a number of material risks and uncertainties, including but not limited to economic, competitive, governmental, and technological factors affecting our operations, markets, products, services and prices. Such forward-looking statements are not guarantees of future performance, and actual results, developments and business decisions may differ from those envisaged by such forward-looking statements.

Source: Honeywell

Optima Sports Announces New Camber Tire Technology --

Recently named one of the ten most significant emerging technologies by Automobile Magazine.



WALES, Wis., May 13 /PRNewswire/ -- Optima Sports LLC, a local automotive and sports technology company, announces the release of the new patented CamberTire invention, which introduces a trapezoid profile and asymmetrical sidewalls into conventional tire design, bringing extensive benefits including handling/braking performance, safety and fuel efficiency. Camber designs can be utilized on any on-road and off-road vehicles with independent suspension or those with non-driven solid axle(s) - virtually impacting every tire category on the market today. The company's CamberTire brings major benefits to the automotive, over-the-road and trailer industries without production and distribution barriers, requiring only tire mold alterations and adjustments to alignment settings.

Introducing camber into a tire, and eliminating the need to have toe-in alignment settings, brings significant benefits including improved fuel efficiency, enhanced handling and performance and improved safety with decreased incidence of rollovers (ex SUVs). Environmental benefits are significant as well, with improved realized mileage due to a reduction in rolling resistance and wind profile, extended tire life and less material usage allowing narrower tire profiles to achieve desired handling characteristics with less weight.

The revolutionary camber tire design has broad market applications for every automobile category, over-the-road trucks (semi) and vehicles with non-driven solid axle vehicles, such as trailers or mini-vans.

CamberTire design benefits provide a new level of control, traction and sensitivity to high-performance, touring and every day tire applications including automobiles, SUVs, conventional trucks, recreational vehicles, semis, trailers, and a number of other off-road applications such as outdoor sports vehicles, construction equipment, and lawn and garden and agricultural equipment.

According to John Robinson Scott, the company owner and the CamberTire inventor, "This advancement

will revolutionize the tire industry and we are ready to bring it to market," he said. "The benefits this design offers are significant to a traditionally slow changing industry - we have, literally, reinvented the wheel."

Scott's CamberTire patent includes any tires with a constantly decreasing diameter from one sidewall to the other. The patent covers any tires manufactured with any degree of camber. A recently filed second utility patent covers all conceivable methods for uniform camber tire production.

Don Sherman, technical editor of Automobile Magazine and contributor for the New York Times, recently conducted track tests of two-degree camber tires with 140 tread wear rating at two Midwest test tracks to compare them to conventional "square" tires. The results were extremely positive. "Now that we have enjoyed a few miles over the road on these tires and had the chance to conduct two preliminary performance tests, we are more convinced that the camber tire concept is worthy of our acclaim," as stated by Sherman in a recent online Automobile Magazine article. The publication also rated the CamberTire as one of ten most significant emerging technologies in the June issue of the magazine.

Scott's company has been in prototype partnership with M & H Racemaster, a division of Interco Tire Corporation located in Rayne, LA, under a Cooperative Development Agreement to produce prototype tires and conduct the first industry testing. The first round of two-degree camber tires produced easily passed DOT testing. High speed tests met V rated performance requirements, the highest test rating available through M&H, but the prototype tires were built to meet or exceed Z rated performance.

Optima Sports is working with M&H to contract manufacture jointly-branded performance street CamberTires in multiple categories and provide Optima Sports distribution of M&H built CamberTires for sales throughout the world. M&H Racemaster plans to license CamberTire rights for their drag racing line. "We have seen excellent results so far as we have optimized the production process. Adopting the camber tire technology can provide us with the competitive edge we are looking for in several types of racing," explained Tom Lorden, general manager of M&H. "The camber tire design is likely to be the most significant advancement to tire performance since the introduction of radial tires. We are researching applications in all of our product lines."

Although Scott's company is initially going to market with several sizes targeting the high performance niche, its near term plans include producing additional molds to expand the product line into more conventional tire size applications, as well as additional licensing agreements with tire manufacturers and exclusive OEM fitment agreements with car, truck and trailer manufacturers. Optima Sports is also considering outside investment opportunities to rapidly expand operations and market penetration.

Optima Sports LLC, which was originally incorporated in 1986 as Evolution Sports and reincorporated in 1994 under its current name, is dedicated to engineering new technologies and products in the automobile, tire power sports and sports apparel industries with enhanced designs that optimize performance and functionality and drive significant paradigm shifts. Although the CamberTire technology is the company's current focus, Scott and his engineering team are working on new designs and patents to further improve current and evolving industry product offerings as well as expand the company's intellectual property portfolio.

CONTACT: Denise Harris
p 262 968 9008
c 262 751 5595
e dharris@harrismg.com

www.cambertire.com

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