

# **VOLVO PENTA**

**Capital Market Day**

16 September, 2004

**Staffan Jufors**

**President Volvo Penta**

# Volvo Penta

## Business idea

**Performance-develop basic engines for marine and industrial activities**



**Marine Leisure**

**4.7 BSEK**



**Marine Commercial**

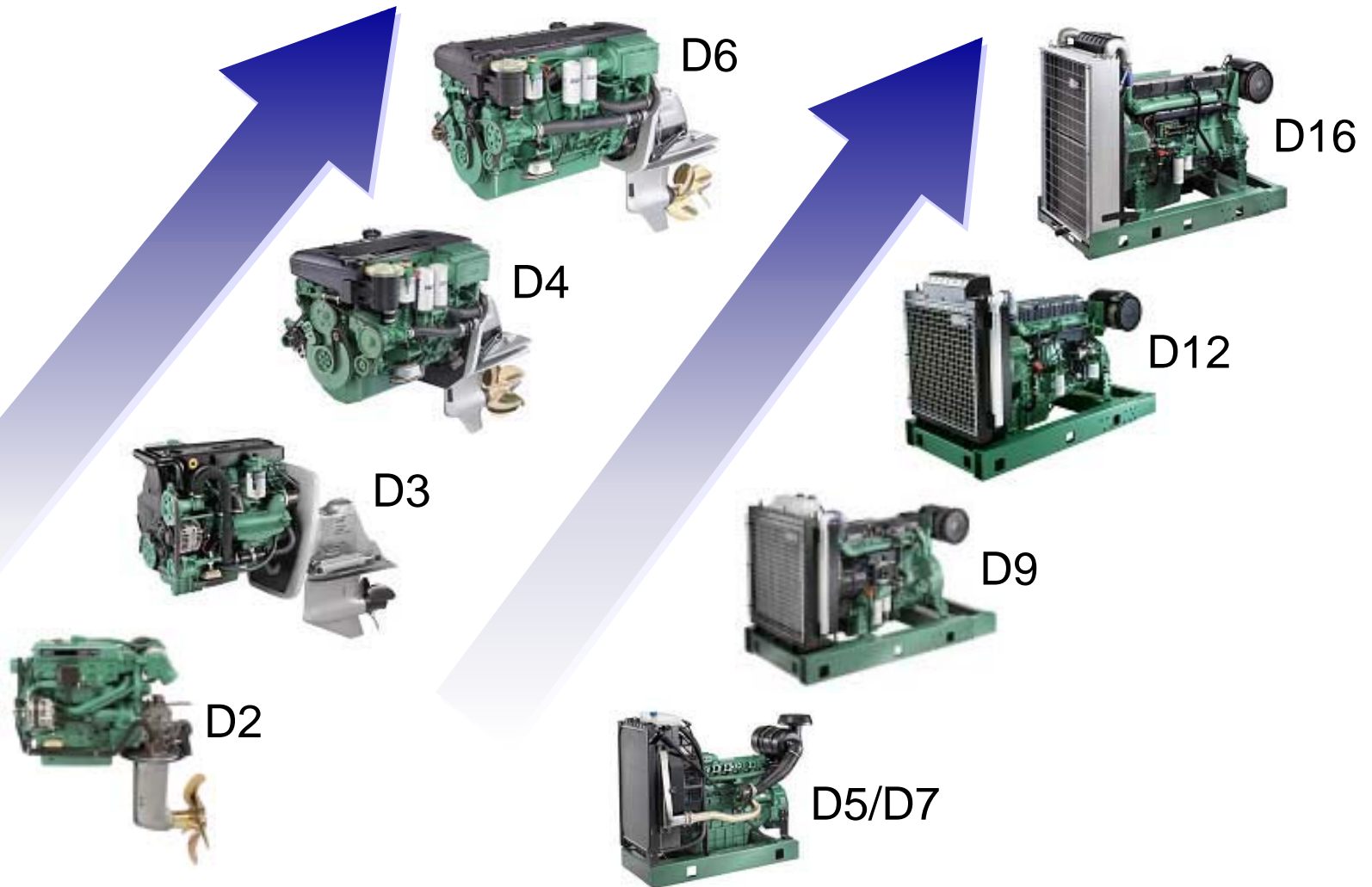
**1.0 BSEK**



**Industrial**

**2.0 BSEK**

# Product Renewal Program



# Ohotad etta i världen

Engines

## Another big launch from Volvo Penta



## Talking Shop Torque of the town

# Lean, mean and green

2005-NYHETENE FRA VOLVO PENTA:

## Sterk, sterkere, sterkest

Salget av Volvo Penta-motorer har vokst så mye det siste året at de sliter med å skaffe reservedeler. Enkelte innkjøpsproblemer har det også vært. Men nå kommer enda sterkere motorer. | AV: BENGTE-ERIK IVERSEN |

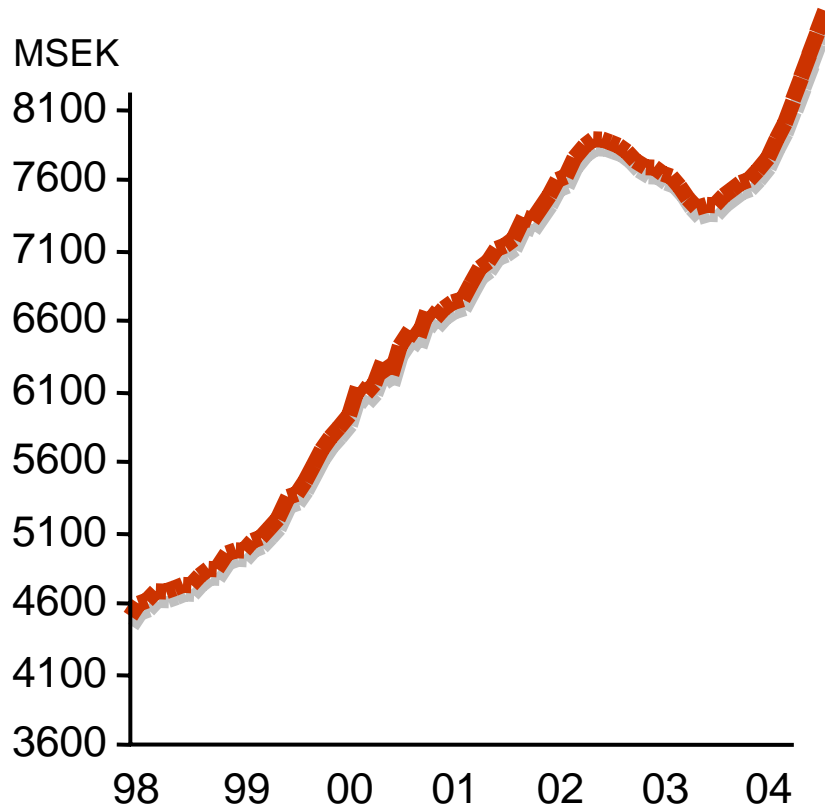
## Naviga denizciler ülkesinde



## KRAFT-AKT

LEISTUNG Volvo Penta macht seine Dieselmotoren stark.

## Sales moving 12 months



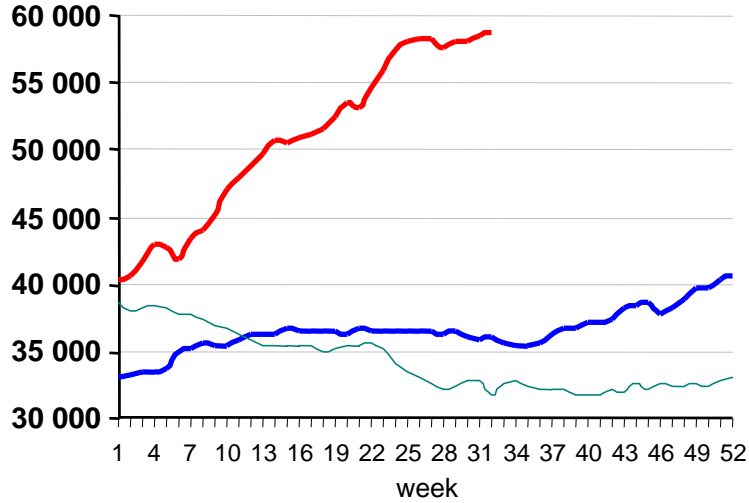
## Sales Development

### Week-0427

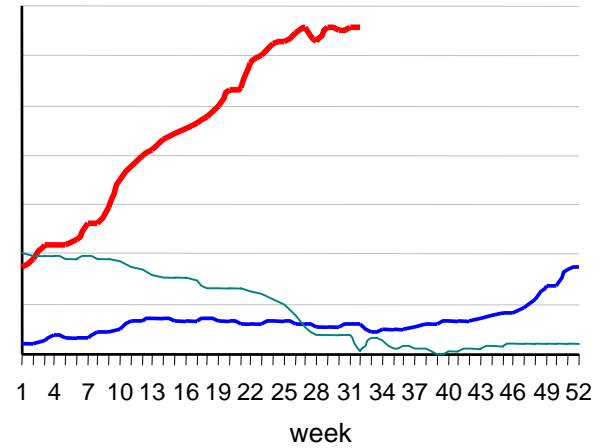
MSEK	2003	2004	%
North America	1 051	1 298	24
Europe	2 323	2 570	11
Asia	299	545	82
International	346	336	-3
<b>Total</b>	<b>4 018</b>	<b>4 749</b>	<b>18</b>

# TOTAL

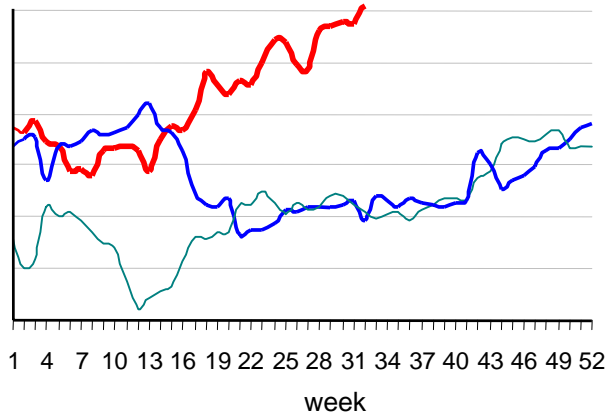
Number of engines



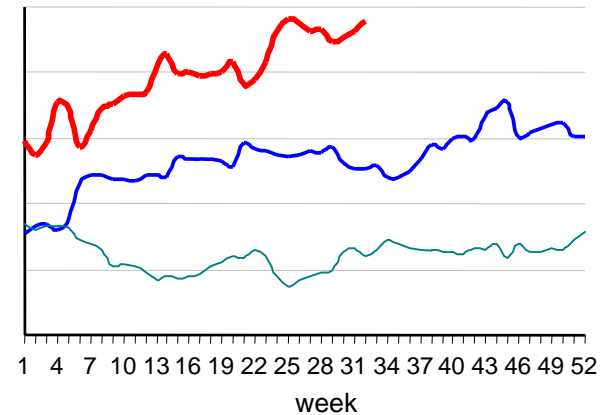
# Industrial



# Marine Commercial

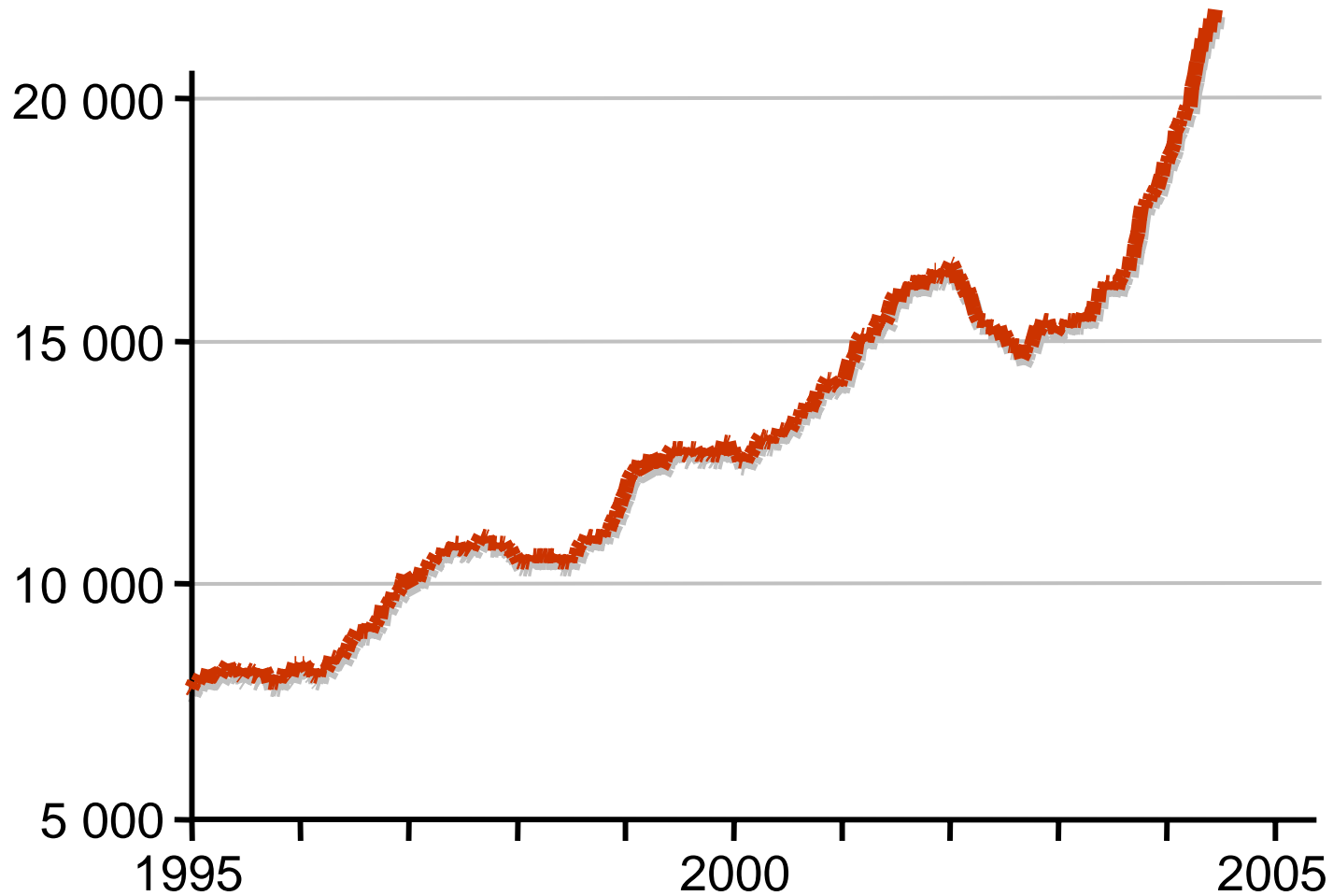


# Marine Leisure



— 2004 — 2003 — 2002

# Industrial Engines Sales Development



# The Volvo Penta Market Areas





# Industrial Market 2003

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Industrial 5-16 L	15 BSEK	160,000 engines
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<b>Volvo Penta</b>	<b>2 BSEK</b>	<b>16,000 engines</b>
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## Competitors

Caterpillar, Cummins

# Marine Market 2003

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Marine 10-2000 hp	15 BSEK	160,000 engines
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<b>Volvo Penta</b>	<b>6 BSEK</b>	<b>50,000 engines</b>
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## Competitors

Yanmar, Brunswick,  
Caterpillar, Cummins

# Operating Margin (%) 2003

## Engines

	2002	2003
<b>Volvo Penta</b>	<b>8.4</b>	<b>9.1</b>
Caterpillar	2.5	2.6
Cummins (EBIT)	1.4	1.9
Brunswick	10.0	9.0
Yanmar (all segments)	2.4	1.9

# Going Forward

- Strong position in the market
- New product programme in place
- 22 consecutive quarters with improved operating income



**VOLVO**  
**PENTA**