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From Africa to the World...

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BEST IN CLASS

How All-New Honda HR-V Emerged 2023 Car-Of-The-Year



Proudly Assembled
In Nigeria 

MILESTONE

Rana Motors:
When Art
Meets
Automotive
Page 12

INTERVIEW

NIGERIA: Over \$1.3 Billion
Already Invested to Reach
Critical SKD Assembly
Volume – Luqman Mamudu Page 14



— ALL NEW —
HR-V
THE STANDARD



195mm ground clearance | Push Start | Smart entry | Magic seat | 8inches touchscreen display audio | Android auto | Apple CarPlay

MADE BY HONDA IN NIGERIA

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CONTENTS



14



28



25

05
News track Beta Bridges Celebrates at 10, Unveils Beta Tracking

06
Cover How All-New Honda HR-V Emerged 2023 Car-Of-The-Year

12
Milestone Rana Motors Partners Recycled Art Creator, Nana Anoff, to Mount Tallest Christmas Tree in West Africa

14
Interview Nigeria: Over \$1.3 Billion Already Invested to Reach Critical SKD Assembly Volume

17
News track Rockwell Automation, Michelin Strengthen Collaboration

18
Encounter Despite Initial Challenges, We've Managed to Get a Value Added Partnership – *Thobeka Ntshangase*

21
News track Nissan Egypt Incorporates Core Production System to Cloud Technology

22
Logistics Road-freight Logistics: Standardisation in Management Systems Becoming a Key Component – Bidvest Int'l Logistics

24
Electric Mobility By 2030, South African New Car Parks Will be Largely Electrified – Janico Dannhauser

26
News Mikano Celebrates Partnership With Changan, Showcases Nine Beautiful Models

28
NewsMaker Olabisi Boyle Assumes Office as Senior Vice President, Product Planning and Mobility Strategy at Hyundai Motor North America

30
News track Renault Group Rejigs Sales/Marketing Departments as SVP Commercial Services, Philippe Buros, Retires



FACTS BEHIND THE FIGURES

“The Moroccan government’s proactive approach to attracting foreign investment has been a key driver of success. For example, Renault opened its production plant in Tangier in 2012, which has since become the largest car factory in Africa, producing over 400,000 vehicles annually. Similarly, Peugeot inaugurated its manufacturing plant in Kenitra in 2019, with an annual production capacity of 200,000 vehicles. These investments have not only created job opportunities but have also boosted exports.”

– *MOHAMED FAWZI, Regional Director, Middle East & Africa, McLaren Automotive Ltd.*



MOROCCO

Developing Africa's Auto Industry

The need to develop the local automotive industry in Africa has become more important now than ever because of the immense benefits in doing so. The continuing efforts of the African Association of Automotive Manufacturers (AAAM) at the continental level must be complemented at the regional and national levels.

The contributions of the automotive sector to the national economy and GDP in countries with good auto policy such as South Africa, Egypt, Morocco, Algeria and Ghana, just to mention a few, are just too substantial to ignore. While Original Equipment Manufacturers (OEMs) from Europe and Asia, especially China and Japan, are pumping a lot of investments into countries with good auto policy, others still delaying and foot dragging are losing out big time.

The potential that abound in the products and services being offered by a leading Japanese OEM - Honda - in Nigeria is the subject of our Cover story for this January as the HR-V, which is proudly assembled in Nigeria, emerged as Nigeria's Car of the Year for 2023. Locally assembled at Honda Automobile Western Africa Limited plant in Nigeria with Complete Knocked Down (CKD) components from Thailand, the HR-V, with its unique features and capabilities, is just a tip of the iceberg on what could be achieved if a good auto policy is in place in Nigeria.

However, despite the challenges of the local auto industry in Nigeria, especially the operating climate that is not too conducive for investments and low patronage of locally-assembled vehicles by the government at



the federal level, Honda Automobile Western Africa Limited, which has been in the country for over four decades, is still producing quality standard vehicles.

Our edition for this January is quite loaded as we also bring you an exclusive interview with Luqman Mamudu, a leading advocate of a well-developed auto industry, not only in Nigeria but in Africa as a whole. Other interesting stories in this edition from other parts of Africa will surely interest our readers.

Please, enjoy our package for the month as we wish you a very happy new year.

Olaolu Olusina

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THE TEAM

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AUTOREPORTAFRICA



L-R: Mrs. Sola Akintayo, Assistant General Manager, Head of Underwriting, Royal Exchange Assurance Plc; Dr. Emmanuel Otitolaye, Chief Financial Officer, Linkage Assurance Plc; Mr. Richard Abiodun, MD/CEO Beta Tracking of Beta Bridges Ltd; Mr. Ayobami Alabi, Managing Director, Empire Trust Microfinance Bank; and Mrs. Bolanle Baruwa, AGM Head Underwriting, NEM Insurance Plc at the Beta Bridges' 10th Anniversary Celebration and Beta Tracking Unveiling in Lagos.

Beta Bridges Celebrates at 10, Unveils Beta Tracking

Beta Bridges commemorated a decade of pioneering advancements and impactful contributions to the tracking and fleet monitoring landscape in Nigeria with a momentous 10th Anniversary Event in Lagos last November.

The event drew a distinguished audience comprising industry leaders, stakeholders, and key partners, converging to applaud the remarkable journey of this trailblazing organization. Since its establishment in July 2013,

Beta Bridges has consistently pushed the boundaries in tracking and fleet safety, cementing its position as a cornerstone in safeguarding the credits and investments of banks, insurance, telecoms, manufacturing, haulage, and oil and gas companies.

Managing Director, Beta Bridges Limited, Mr. Richard Abiodun, expressed joy at the company's 10-year milestone. He emphasized the significance of discipline, commitment to professionalism, integrity, passion, and excellence in achieving this feat.

"We set up this company by giving much more than it could give back on the immediate. From the thought that your world of loved ones and businesses can be monitored from the convenience of your palms, we got inspired to do it better with better service at the very heart of it all.

"From that thought, we sought to make transportation, security and deliveries far better by investing in very simple-to-use technologies, and almost effortlessly too! We were just too fervent with making life better for the customers, everyone of them that gave us a chance," Abiodun stated.

Among the distinguished attendees at

the 10th Beta VIP Event, which was themed Intelligent Celebration of Better Tracking at 10, were key Clients from the insurance and financial industry, including Linkage Assurance Plc, NEM Insurance Plc, Empire Trust Microfinance Bank, Royal Exchange Assurance, Justrite Superstores, among others.

In his keynote address, Managing Director/CEO of Linkage Assurance Plc, Mr. Daniel Braie, who was represented by the company's Chief Financial Officer, Dr. Emmanuel Otitolaye, praised Beta Bridges for consistently exceeding customer expectations. He highlighted Beta Bridges' exceptional service experience, emphasizing qualities such as speed, responsiveness, product quality, professionalism, and excellence.

"None does it better than Beta Bridges," noted Otitolaye.

Similarly, the Managing Director of Empire Trust Microfinance Bank, Mr Ayobami Alabi, expressed delight in having Beta Bridges as a partner. He underscored the importance of a reliable tracking and fleet monitoring solution in reducing the risks associated with issuing financial credits to their own customers.

"Beta Bridges are thoroughly dependable partners in the tracking service in Nigeria," stated Mr. Alabi.

GM SME Division at CreditVille Group, Mr. Emeka Onuelu, commended Beta Bridges for their approach to client engagement. He highlighted their consistent communication, follow-ups to closures, and high-quality feedback as distinguishing factors.

"Beta Bridges is ready to go beyond the regular; And the work process that Beta Bridges

instituted with us has helped us to task our other tracking service providers to new high standard; Our credit business is overall better for it" added Onuelu.

Adding a valuable perspective from the insurance sector, Assistant General Manager/Head of Underwriting at NEM Insurance Plc, Mrs. Bolanle Baruwa, during the Beta Roundtable Session, a first of its kind intelligent roundtable on the tracking industry, corroborated all the qualities avowed about Beta Bridges' operations.

Yet, she issued a challenge to the industry to liberalize competence that assists insurance companies in more pre-loss reports for their motor comprehensive businesses and among similar facilities, which ultimately reduces potential risks and eventual claims.

In her reaffirmation of the company's ambitious plan for the next decade, Executive Director at Beta Bridges, Mrs. Bolajoko Abiodun, stated, "The 10th-anniversary celebration of Beta Bridges stands as a testament to a decade of unwavering commitment and success. Grateful for the support received, the organization looks ahead with optimism, eager to shape the industry landscape in the years to come."

As Beta Bridges looks ahead to the next decade, even while unveiling the new Non-Executive Directors that will be adding to Company's Board very soon, the company is set to re-position even more as an indispensable partner in the evolving landscape of tracking telematics, fleet monitoring solutions and services.

How All-New Honda HR-V Emerged 2023 Car-Of-The-Year



Proudly Assembled In Nigeria

BY OLAOLU OLUSINA

There is no doubt that the All-new Honda Hi-Rider Revolutionary Vehicle (HR-V) is setting real standards for others in its class. The sophisticated, unisex and multi-purpose 1.5 litre engine mini-sport utility vehicle, which enjoys 38 percent market share in Nigeria, is truly the best in class.

Progressively moving up to number 1 position in the mini-SUV/compact car segment and coming in only three beautiful colours for the Nigerian market, it is not surprising that the All-new HR-V was adjudged the undisputed winner of the prestigious Nigeria Car-Of-The-Year (COTY) award for 2023.

The three colours - Opal Silver White, Brilliant Sporty Metallic Blue and Coffee Cherry Red - continue to attract a lot of Nigerians to the car as the unique features of the



This HR-V is the only model assembled by Honda globally, it is also the only model within Honda that has Made in Nigeria inscribed on the Name Plate. This is a pride model for Honda in Nigeria and Africa. In assuring Vehicle Quality in the factory, about 700 line items are checked and must be confirmed okay before production is certified okay and completed. This takes approximately four hours on one vehicle."

beautiful road machine are simply irresistible.

Coming with All-LED lights in and out with an Auto Beam (Sensing Camera) as well as rain-sensing windshield wipers, the car also features an Improved ground clearance, which is the best in its segment. Overall length is also slightly longer than the previous edition and with power folding side mirrors, its driving feasibility enhances the driver's confidence.

More roomy and comfortable interior with air diffusion stands the all-new HR-V out even as its MAGIC SEATS, which is new in the market, allows for space maximisation for luggage.

Test-driving the Proudly Assembled in Nigeria sleek and smart All-new HR-V was a great delight for auto journalists at the media launch which was held earlier last April at The Honda Place (THP) along the Oshodi-Apapa Expressway in Lagos, Nigeria's commercial capital.



Honda Western Africa Limited ----SKD vehicles ready to be assembled at the Ota, Nigeria Assembly Plant

The experience was simply impressive and unforgettable as it made a lot of impression on the auto journalists who participated in the "Drive and Ride" session on April 5, 2023.

The car was presented to auto journalists before the unveiling and actual test-drive of the new road machine round the company's premises, immediately after the welcome remarks by the Managing Director, Honda Automobile Western Africa Ltd., Takashi Nakajima. The Manager, Sales, Marketing & Logistics, Remi Adams, explained the Honda concept which guides what the company stands for, saying Honda seeks "to provide joy to our customers by anticipating their needs and contributing to society through our original technology."

Maintaining that Honda is always thinking and acting to improve the quality of its customers' daily lives, Adams disclosed that the new HR-V, now in its third generation, is one of the outcomes of the Honda Concept as the HR-V has progressively moved up to the Number 1 position in the mini-SUV segment with 38 percent of the market share.

A follow-up facility tour of the massive assembly plant of Honda Automobile Western Africa (HAWA) Limited, where the all-new HR-V is assembled, along the Sango Ota-

Idiroko Road in Ogun State, later in the year, provided more insights and real-live experience of the assembling processes and what really makes the car tick. The tour was conducted by the Factory Manager, HAWA, Amos Obadein-san.

The Managing Director, Nakajima, also used the opportunity to list the challenges facing the company despite its determination to maintain quality standards.

Nakajima maintained that despite the economic downturn that is affecting manufacturing in Nigeria, Honda Automobile Western Africa Ltd is forging ahead after 10 years of operation in Nigeria and eight years of SKD assembly, while the motorcycle arm continues in the same manner since 1979 when the factory was inaugurated.

Although its production output has come down from its installed capacity of 1,000 units of vehicles per annum, the auto firm maintains that it will continue to uphold its quality standard for which it has been known since its establishment in Nigeria 44 years ago.

Nakajima listed foreign exchange problems and the scarcity of dollars to purchase goods and components for manufacturing among other operational difficulties that the company is currently facing .

According to him, the uncertainty of the auto policy is also a challenge, which is now under discussion, adding that the direction of the policy is not stable yet.

Nakajima said as an Original Equipment Manufacturer (OEM), it needs some stimulation from the government for the market to increase.

"Ninety per cent of the market is used cars. If we have some regulations around new cars, it will help to build confidence in our business."The company has an installed capacity of 1000 per year, which can be doubled if there is more patronage from customers and government.

"We have an installed capacity of 1000 per year and daily capacity to assemble 3 units per day. For now, we are doing 50 per cent of the three units, that is, we do 1.5 units per day because of low sales and some other challenges," he said.

The Honda managing director said the company is currently lacking patronage from the government which is an enabler of products produced locally.

"We are ready to supply the government. As the only OEM in Nigeria and only assembler in Ogun state, we expect some patronage from the state government though they have not shut their doors. Our sales have been more, to the Corporates.





From left Mike Ochonma, Chairman, Nigeria Auto Journalists Association (NAJA); Mr Joseph Osanipin, DG, National Automotive Design and Development Council, NADDC, presenting NAJA Honda HR-V Car of the Year award to Mr Remi Adams, Head Sales, Marketing & Logistics and Akintola Jemmy, Area Manager, both of Honda Automobile West Africa while Rasheed Bisiriyu, Awards Committee chairman, joins the celebration at the 2023 NAJA Awards ceremony held at Oriental Hotel, Victoria Island, Lagos on Thursday, 14 December 2023.

"There is something about popularity acceptance. Government as enabler determines what citizens will do, which trickles down to what consumers buy. As an OEM, our quality is guaranteed and our relationship with every customer is the same," he said.

It was therefore no surprise that the locally-assembled Honda HR-V successfully beat other brands in its segment to emerge the indisputable winner of the highly coveted Nigeria Car-Of-The-Year award at the 2023 Auto Industry Awards organised by the Nigeria Auto Journalists Association (NAJA) which held at the Oriental Hotel, Lagos on December 14, 2023. Honda HR-V shoved aside Suzuki S-Presso and Changan Eado to clinch the award.

Out of the tens of awards at the annual event, the Car-of-the-Year award was the most sought-after and Honda HR-V unveiled as the number one car on Nigerian roads.

The presentation of the laurel was done by the Director-General of the National Automotive Design and Development Council (NADDC), Joseph Osanipin, to the Head Sales, Marketing & Logistics, HAWA, Remi Adams, and the Area Manager, HAWA, Akintola Jemmy, at the Awards Night.

In the presence of other stakeholders, Honda clinched the prestigious laurel, expressing delight

and excitement over the recognition of the brand.

The HR-V, which is proudly assembled in Nigeria, by Nigerians and for Nigerians, has been designed to cope with the peculiar terrain of Nigeria.

The new HR-V represents the Third Generation of the HR-V, building on the successes of the First Generation (1999-2006); Second Generation (2006-2013) and the All New HR-V which is the third generation.

Commenting on the award, Adams commended NAJA for recognising the brand with the prestigious award.

He said it was a morale booster for HAWA in its determination to continue to churn out quality Made - in - Nigeria vehicles.

HAWA has its state-of-the-art plant along Sango Ota - Idi-Iroko road in Ogun State where it assembles vehicles, motorcycles and their parts with an installed capacity of 1,000 units per year.

Reacting to this uncommon feat, especially when nobody seems to have given the all-new HR-V a chance, more so, as it is assembled in Nigeria, HAWA, Remi Adams, said "This feat is very welcome and standard to Us."

In an exclusive chat with AUTO REPORT AFRICA, Adams said: "HR-V is a global award winning model and doing the same in Nigeria is a confirmation of our global strength. In

near future we look forward to more robust award segments with criteria made available so that online voters can also play a part in the decision making process.

"For now, we appreciate the NAJA team for their continued effort to promote efforts and products within the Industry."

On what the Car-Of-The-Year award means to Honda Automobile Western Africa Limited, Adams said: "This simply means hard work and being consistent pays off at the end.

"Worthy of note, this HR-V is the only model assembled by Honda globally, it is also the only model within Honda that has Made in Nigeria inscribed on the Name Plate. This is a pride model for Honda in Nigeria and Africa.

"In assuring Vehicle Quality in the factory, about 700 line items are checked and must be confirmed okay before production is certified okay and completed. This takes approximately four hours on one vehicle."

His message to corporate organisations in Nigeria is that of appreciation because, according to him, "they account for more than 75 percent of our total sales, including the HR-V. We only appeal for their continued patronage."

For the Government on the other hand, "we solicit patronage for Made In Nigeria Vehicles and not just the HR-V," he pleaded, adding, "As long



Our sales have been more, to the Corporates. There is something about popularity acceptance. Government as enabler determines what citizens will do, which trickles down to what consumers buy. As an OEM, our quality is guaranteed and our relationship with every customer is the same."

as we have acceptance and support from the government, the industry will grow as expected. Introducing a single digit interest rate for a hire purchase will be a good action from the government."

Adams' message to individual Nigerians is simple.

"We thank them for their patronage as well, they hold about 10 percent of our total sales, especially the leather HR-V. We solicit for continued patronage and more referrals from them.. They have a good taste of quality for choosing Honda and we are glad they did." he said.

WHAT MAKES ALL-NEW HR-V TICK?

Powered by Honda's 1.5 litre powertrain technology which delivers a blend of efficiency and responsive performance, the third -generation Honda HR-V, which comes in two trims – HR-V EX with leather seats and HR-V LX with fabric seats – is without doubt a smart versatile sub-compact SUV that represents another step in Honda's commitment to a greener world with less emission.

Carrying on with the concept of meeting the exact needs of modern consumers, the new HR-V, which also comes in three colours (Opal Silver White, Brilliant Sporty Metallic Blue and Coffee Cherry Red) for the Nigerian market, achieves a rare balance of premium SUV styling and exceptional spaciousness, with compact dimensions and easy entry and exit for passengers.

COUPE-INSPIRED EXTERIOR, PREMIUM SUV STYLING

The new generation HR-V embodies Honda's simple, clean, modern design philosophy already seen in the Accord.

Defined by the same key design concepts of function and beauty, the

compact coupe-inspired silhouette is familiar yet exciting in appearance, with a playful character and confident SUV stance.

Its sleek stance is achieved by increasing ground clearance by 25 mm, now a total of 195mm GC and reducing the front overhang further reinforcing the robust SUV appeal.

The clean simplicity of design is realised through the car's smooth surfaces, with exterior design features incorporated into the body shape. For example, the headlights, unique body-coloured grille and distinctive lower mesh grille seamlessly integrate with the forward-protruding nose shape and front quarter panels, giving it a more sculpted appearance and creating a sleek, bold expression.

The body sides present a contemporary, noiseless aesthetic, with a crisp horizontal shoulder line running from the rear as far as the front headlights, generating a sense of forward momentum.

The protruding front section and pulled back A-pillar combine to create a premium long bonnet, visually moving the cabin volume rearwards and further accentuating the sleek coupe-like proportions.

The combination of utility and aesthetics is evident in the simple, elegant tailgate design, which neatly integrates the tailgate door handle within the three-dimensional rear panel.

Aerodynamic improvements are achieved without the need for unnecessary design features that often compromise styling.

INTERIOR DESIGN, CLASS-LEADING SPACIOUSNESS

Inside the new HR-V, every design element is dedicated to achieving a sense of generous spaciousness and airiness that connects occupants to the outside world, with levels of comfort and practicality unrivalled in the sub-compact SUV segment. Contemporary fabrics and textured materials create a solid, premium feel, with the quality of soft-touch materials.

The interior was designed with a focus on space and light to elevate the sense of airiness in the cabin. This airy feeling is amplified by a unique 'Air Diffusion System' where L-shaped vents are positioned in the top corners of the dashboard.

This new system addresses a disparity in traditional vent configurations, where passengers often feel uncomfortable with air flowing directly onto them.



Takashi Nakajima, Managing Director, Honda Automobile Western Africa Limited

Particularly worthy of note is a new driving position, which is 10 mm higher than the previous model. In addition, windows that are designed to admit as much light as possible, which are aided by the horizontally orientated, noiseless instrumental panel to the flat line of the bonnet. Furthermore, the mirror attachment has moved lower down the door, improving visibility around the three-quarter area when turning thereby preventing blind spot situations.

Honda's next-generation body stabilising front seats feature mat-structure support, replacing the previous spring set-up, which helps prevent fatigue on long journeys and increases comfort in everyday use. For additional comfort while driving, the interior controls are optimally positioned as close as possible to the driver's field of vision.

PLATFORM AND PACKAGING

Although overall vehicle dimensions are similar to the previous model, the new HR-V offers greater leg room and shoulder space, for an enhanced feeling of spaciousness and comfort. In addition to the 35 mm increase in rear leg room, there is an additional two-degree recline compared to the previous generation HR-V. The platform configuration also allows Honda to retain the exceptionally versatile rear Magic Seat set-up, that offers both fold-flat or flip-up seat flexibility, depending on load space required.

Easy loading access has not been compromised by the coupe-inspired

roofline. The clever packaging and Magic Seats, a lower tailgate edge, tailgate aperture, low, flat cargo floor all work in unison to provide this. The resulting cargo space can easily accommodate a wide variety of luggage and lifestyle-related equipment.

EFFICIENT AND RESPONSIVE POWERTRAIN

Honda's proven technology delivers a smooth and enjoyable driving experience, with responsive performance and impressive fuel efficiency. A 1.5-litre i-VTEC petrol engine with a CVT transmission that perfectly fits helps to drive with peak power output of 119hp / 6600rpm and a Torque of 145Nm / 4300rpm. You can be guaranteed of best in-class fuel economy with its Econ button that allows the owner to have a fuel usage of as little as 18.4Km/L, depending on driving condition and terrain.

ADVANCED AND INTUITIVE CONNECTIVITY

Thanks to the auto maker's thoughtfulness, the All-New HR-V provides seamless in-car connectivity that allows owners to connect to their everyday lives with ease. The intuitive 8" LCD touchscreen interface is designed to minimise driver distraction, with a simplified and fully customisable menu layer enabling easy access to convenience features and controls. HMI operation time is greatly improved compared to previous model HMI systems, making it quick and easy to switch between

Apps and providing fast response to inputs and commands.

The interface, which is navigated using familiar smartphone-style controls, also enables smartphone mirroring via Apple CarPlay (through Bluetooth, WiFi or cable) and Android Auto (cable). Over-the-air software updates allow upgrades to the latest features and apps.

ENHANCED SAFETY

Very innovative among the array of safety features in the All-new HR-V are the On/Off headlights: They automatically come on when the car gets into a dark environment, go off when it's bright, and change the low beam headlights to high beam headlights when necessary.

Hill Descent Control, available for the first time in some markets on the HR-V, operates from a minimum speed of just 3 km/h. This technology enables greater and smoother control on low-grip surfaces and steep descents to increase driving confidence in a wider range of conditions.

Interestingly, only a few months after going on sale, the car earned the Insurance Institute for Highway Safety's (IIHS) highest accolade, the Top Safety Pick+ (TSP+) rating.

AFTER-SALES SUPPORT/WARRANTY

As always, owning a Honda is a passport to peace of mind in motoring due to the nationwide after-sales support network of THP Limited (The Honda Place) featuring updated workshops manned by well trained teams, regular stock of genuine replacement parts, and offering efficient service/maintenance.

Like all other Honda vehicles provided in the Nigerian market by HAWA and THP Limited (The Honda Place), the new generation HR-V is supported by a five-year/100,000 warranty, in addition to five-year free service including labour and parts available to the owners within the period of the warranty.

HAWA also offers financing opportunities through an arrangement with Polaris Bank and Stanbic IBTC.

'Our message to corporate organisations in Nigeria is that of appreciation because they account for more than 75 percent of our total sales, including the HR-V. We only appeal for their continued patronage. For the Government on the other hand, we solicit patronage for Made In Nigeria Vehicles and not just the HR-V ... As long as we have acceptance and support from the government, the industry will grow as expected.'



@photographbydw



Over 150 Bikers From Seven Clubs Sparkle Along 12-kilometre Calabar Carnival Route

The 20th edition of the annual Calabar Carnival, which is held every December, may have come and gone, the memories of the excitement that came with the crowd-pulling event hosted by the Cross River State Government in Nigeria will surely linger for some time to come.

The Bikers' Parade, introduced into the annual Calabar Festival by former Governor Liyel Imoke, featured no fewer than 150 bikers from seven clubs at the last edition. The seven clubs include Metallic Knights, Free Wheelers, Tinapa, Maxk Riders, De Scorpion Motorcycle Club, Diamond Motorcycle Club and D-Invincible Motorbike Club.

The well-kitted bikers dazzled fun-seekers with the showcase of their riding skills, stunts and dexterity on their exotic power-bikes and two-

wheelers right from the start at the Millenium Park, Calabar and through the 12-kilometre Carnival route.

Safety was however the watchword in order to avoid a repeat of the sad experience at the 19th edition in 2022 when a careless vehicle broke the barricade and rammed into the exotic cars parade leading to the death of over ten people, including a pregnant woman and her unborn child.

The immediate past president, Metallic Knights Motorcycle Club, Akin Ricketts, who also encouraged the bikers to see biking as a peaceful hobby, stressing the need to consider safety in order to forestall unforeseen incidents, however, noted that "what happened in 2022 was a motor accident, not a motorcycle (accident)."

He added, "As a club, our motto is ride safe, ride home; so we are riding in our protective garb and

the pinions too."

President of the Tinapa Motorcycle Club and Latin America Motorcycle Club, Calabar, Captain Fuller, said, "We do a lot of charity work as bikers, especially in schools and most of the communities we visit. We also have responsible members of society from northern Nigeria, the western zone, south-east and south-south here."

The State Deputy governor, Peter Odey, who stood in for Governor Bassey Otu at the flag-off ceremony, stressed the need for the bikers to be safety-conscious, saying, "Safety is our watchword, please no biker should ride without a helmet. Please, conduct this activity with safety," even as he assured that "by next year, myself and the Executive Governor will participate in this activity fully,

Continued on page 21 →

MILESTONE

**WHEN ART MEETS
AUTOMOTIVE**

**Rana Motors
Partners
Recycled Art
Creator, Nana
Anoff, to Mount
Tallest Christmas
Tree in West
Africa**



Rana Motors, a leading auto dealership and authorised general distributors of Kia and Jeep brands of vehicles in Ghana, made history last December as it partnered with Recycled Art Creator, Nana Anoff, to mount the tallest Christmas Tree in West Africa.

Standing at a record height of 32 ft at the Rana Motors Headquarters car park, the huge Christmas Tree sparked brightly at night when illuminated, presenting a magical atmosphere on the Graphic Road and a shining example of what could be achieved when people come together to create something beautiful and meaningful. It is one of the best examples of collective efforts in turning waste into art.

With the determination to be a part of the global recycling efforts, especially in the automotive sector, Rana Motors commissioned Nana Anoff, popularly known as the “father of recycled art forms,” to build the massive Christmas Tree made from recycled automotive materials as part of the beautiful decorations for the yuletide.

For the unique Christmas Tree, Nana gathered old passenger, truck and mining tyres of all sizes as well as used car parts, vehicle headlights and other recycled bits and pieces as he deployed his signature dexterity and creative mastery to intricately put together these waste and discarded materials to create a true work of art.

Well over 50 Goodyear, Dunlop and Triangle tyres were used, consisting of massive off-the-road mining tyres of about 6.2ft in diameter all the way to 21 inch small passenger vehicle tyres even as the structure is adorned with beautiful and aesthetically revived old vehicle parts.

The old parts include steering racks, wheels, filters, fuel & oil pumps, wiper blades, a radiator grill, suspension units, an exhaust system, electronic gadgets and as many as 20 headlamps from Kia cars.

However, powering the big tree with light became one of the biggest challenges but with local ingenuity and



Powering the big tree with light became one of the biggest challenges but with local ingenuity and engineering, a specially-designed car battery-powered device became the perfect sustainable solution, making the tree versatile, practical and cost effective.

engineering, a specially-designed car battery-powered device became the perfect sustainable solution, making the tree versatile, practical and cost effective.

A self-taught artist who has explored charcoal, pencil, watercolor, acrylic and oil painting. In exploring these mediums, Nana created frames

for his works, which then took on lives of their own by becoming the artwork.

Nana not only works with metals from automobiles, but also integrates other materials to create stories that highlight the hardworking African – a theme that runs through most of his works.

Nana had his first exhibition in 2000 and has since been exhibiting both locally in Ghana and internationally. His commissioned works are showcased in prominent spaces such as Coco lounge and Mercedes Benz Dealership (Silver Star), The Kofi Annan International Peacekeeping Centre, Centre for Democracy and Development, Standard Chartered Bank head office, and the Supreme Court of Ghana.

NIGERIA: Over \$1.3 Billion Already Invested to Reach Critical SKD Assembly Volume

– **Lugman Mamudu**, *Managing Partner, Transtech Industrial Consulting*

Lugman Mamudu, a leading expert and advocate of a virile automotive industry in Nigeria, is a former Director of Policy and Planning at the National Automotive Council (NAC) now known as the National Automotive Design and Development Council (NADDC). In this exclusive interview with **AUTO REPORT AFRICA**, Mamudu, who is currently the Managing Partner, Transtech Industrial Consulting, speaks on the challenges and prospects of Nigeria's automotive industry even as he points to the way forward in achieving desired goals. Excerpts;



Mamudu

BY OLAOLU OLUSINA

Please, how would you describe the present state of Nigeria's automotive industry and what would you say is responsible for the state of the industry now?

The Nigerian Automotive industry is structurally in place. By this, I mean that following the launch of Nigeria Automotive Industry Development Plan (NAIDP) in

2014, a significant number of global OEMs and Nigeria brands established operations in Nigeria. These included Honda, Nissan, Ford, Kia, MAN Trucks, Peugeot, Hyundai, TATA, Foton, Shacman, Geely, Dongfeng, Sinotruck, Innoson Motors, Proforce Armoured vehicles, Yutong buses, Omaa, Jet Motors, Nord etc. By 2018, the facilities had combined Installed capacity to produce over 500,000 per annum. The constraint however is that less than 3 percent of this capacity is utilised due to

poor policy implementation.

You left a great mark while at the NADDC, then National Automotive Council (NAC), as the Director of Policy & Planning and you are still contributing your quota to the development and growth of the industry now. Are you really satisfied with the state of the automotive industry in the country? If not, what can still be done to get to our desired state?

I am certainly not satisfied with the state of the industry today and this is why I've sustained my advocacy for proper implementation. This is all we need to do. While in service, we successfully opened an investment pipeline into Nigeria by establishing OEMs presence either directly or in partnership with Nigerian entrepreneurs.

However, the incentive and protective measures in the form of programmes to grow capacity utilisation have been abandoned by those to whom we handed the reins. For instance, programmes for regulation of used vehicles imports, low cost asset acquisition funds scheme for made in Nigeria vehicles, safety laboratories, Investors Confidence Act and automotive supplier parks have all been practically abandoned. How can the industry grow? Even some of the tariff differential in favour of local assembly have been removed in favour of second hand vehicle imports. The excuse is usually to lower prices but this has hardly happened. To reverse the trend, all these programmes listed should be fully implemented.

On 16 February 2022, over a year ago, Nigeria was part of a historic Memorandum of Understanding signed between 12 Private Sector Automotive Associations in Africa and Europe to develop the automotive industry in Africa. One year after, would you say Nigeria is really moving in line with the MoU?

We are certainly not moving at all, the Nigerian Automotive industry and their promoters are in distress and disarray as every company struggles to survive alone. Recently though, the Nigerian Automotive Manufacturers Association (NAMA) is reorganising properly to key into the national and continental agenda especially as guarded by AAAM. This is a critical step towards Africa and global integration.



I am certainly not satisfied with the state of the industry today and this is why I've sustained my advocacy for proper implementation... While in service, we successfully opened an investment pipeline into Nigeria by establishing OEMs presence either directly or in partnership with Nigerian entrepreneurs. However, the incentive and protective measures in the form of programmes to grow capacity utilisation have been abandoned by those to whom we handed the reins.

Nigeria seems not to really appreciate the full potential in the automotive sector hence the foot dragging in signing the Auto Policy Bill into Law. Is there any hope that the Bill will be signed into Law soon?

I am very hopeful that the bill will be signed into law but we have to move with speed. Nobody will pass a bill that remains on your shelf. Once it's sent to the National Assembly, I am hopeful of a positive outcome because amongst other things, unlike in 2014 privately sponsored bill, the 2023/24 bill is an Executive intervention; besides, this government is keen on economic diversification for which the industry offers a great opportunity.

Countries such as South Africa, Egypt, Algeria, Morocco, and even neighbouring Ghana, are reaping bountifully from

good automotive policies, do you think Nigeria could get to that level any time soon?

Nigeria has a fully established automotive industry just like the rest on your list. The only difference is our poor investment environment which is a major constraint for investment resource inflow through the pipeline already established by 2017. With the right intervention, Nigeria will clearly catch up and do significantly well, given its domestic market demand of about one million vehicles per annum.

From the situation on the ground, most auto assembly plants in the country are simply doing full SKD and importing fully -built vehicles with just a few are doing CKD. How can we transit into full CKD with the way we are going?

We can only Transit into full CKD and beyond if only we protect and support those who have already invested over \$1.3 billion to reach critical SKD assembly volume in Nigeria. They will then gain some economies of scale to absorb high costs of production in Nigeria. It is only then that they can not only scale up to CKD, but will attract their traditional parts suppliers to Nigeria and grow local content with lots of jobs. Nigeria needs to be patient with this industry. We should all sacrifice and support its growth by subscription to an ideal enabling environment. Granted that we need to meet our critical transport needs urgently with Imported USED vehicles, the local industry should not be sacrificed.

Local content development and integration have remained big issues despite the potential. Are we really getting it right at all?

As I said, you can only grow



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local content when the assembly plants attain critical volumes. They can then make some components in-house and if NADDCC pursues the establishment of the three automotive industry parks across Nigeria to fruition, they will be a receptacle for components manufacturers from around the world. Don't forget that Nigeria once had over 80 components manufacturers in the 80s before the industry collapsed. These included glass, tyres, plastic parts, Exhaust system, wire harnesses, Radiators Batteries, seat belts, seats, etc

These may be revived.

WesBank, a South African bank with interest in the automotive industry, made an attempt to introduce their Auto Finance scheme which is working well in SA but was frustrated. How can we have a workable Auto Finance scheme to boost auto production in the country?

I can clearly say that it caused the initial derailment of the NAIDP because it was one of the most critical components. We had engaged WesBank purely on the basis of their competence and specialisation in automotive vehicles asset acquisition.

The bank was engaged as technical partners to provide a platform for three sources of funds. 1. Levies collected on automotive

imports as Equity 2. Funds from DFIs at the mezzanine level leveraging the banks Networks, then 3, senior debts from Nigeria banks.

The proposed interest rates were way below market rates. The project already secured a provisional licence for which WesBank deposited N100m in forex with CBN. The WesBank project or what we tagged Nigeria Vehicles Ownership Scheme was truly poised to roll out with a go-to-market programme in place. Unfortunately, it was abandoned after we left service.

WesBank can be approached again although I doubt that they will listen because of their past experience and losses; both intellectual and physical. Going forward, there now exist a few automotive credit administration companies in Nigeria now. Any of them can be approached for a similar partnership by NADDCC. Whatever model we adopt must be privately managed to prevent abuse.

Your general comments and advice for the government and major players for the industry to move forward.

Government should pass the NAIDP bill into law. This is all what the investors need to grow their investment already established in Nigeria.

The automotive assemblers and components manufacturers must consolidate and be united with functional Directorates. This will

position the industry for continental integration.

NADDCC should implement NAIDP programmes diligently with periodic reviews to inform Government action for planning and replanning.

Please, who is Luqman Mamudu? A brief profile and your interests, principle and philosophy of life?

I am an Economist with experience in Industrial Development. I joined the Government as an Industrial Officer Grade 1 in 1982. I attended Bayero University Kano, Nigeria; University of Wales, UK; Royal Institute for Public Administration UK; and Harvard Kennedy School of Government, amongst others. I am an ISO certified Quality System Auditor and a Chartered Arbitrator.

Over the years, I have therefore been trained as a manager and promoter of related technologies for development. I retired as Director of Policy and Planning at the National Automotive Design and Development and now, I'm the Managing Partner of Transtech Industrial Consulting, a platform for industrial development experts.

I believe very firmly in service to the community and this is what drives me till date; six years after service. I love the open air. So, I cycle. Documentaries and biographies describe my choice of books.



Rockwell Automation, Michelin Strengthen Collaboration in Digitalisation of Manufacturing

Rockwell Automation, the world's largest company dedicated to industrial automation and digital transformation, has announced the strengthening of its collaboration with Michelin, the French multinational tyre manufacturing company, focusing on digital innovation across Michelin's manufacturing processes.

With more than three decades of collaborative history, this new step signifies a strategic evolution from traditional automation to a digital-focused effort, underlining a commitment to continuous innovation.

Key initiatives of this collaboration include:

- Modernising traditional manufacturing equipment through digitalization
- Integrating advanced analytics and data science tools at the operational and plant levels, utilizing a wider partner ecosystem, including Kalypso, a Rockwell Automation business
- Boosting operational reliability and efficiency through digital solutions

Senior Vice President, Rockwell Automation, Frank Kulaszewicz, said: "This new step is a testament to our evolving relationship with Michelin. We are eager to build on our historical collaboration, leveraging our combined strengths to face future industrial challenges and drive forward digital innovation. It marks a new chapter in our journey, deepening our commitment to

Michelin's digital transformation in machine automation, and solidifying the mutual trust between our companies."

This collaboration between Michelin and Rockwell Automation is comprehensive, covering multiple aspects of digital transformation. Joint efforts in prototyping and testing will validate the feasibility and effectiveness of new ideas, and enhance the efficiency of R&D initiatives, laying the groundwork for ongoing co-innovation and co-development.

"Our strengthened commitment allows us to fast-track our digitalization strategies through this sustainable innovation collaboration," said Nicolas Jaunet, Manufacturing Engineering Vice President, Michelin. "Our combined expertise will accelerate our manufacturing to scale up innovation through smart technology while creating greater people skills and a more attractive work environment."

ROCKWELL AUTOMATION

Rockwell Automation, Inc. is a global leader in industrial automation and digital transformation. It connects the imaginations of people with the potential of technology to expand what is humanly possible, making the world more productive and more sustainable. Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs approximately 29,000 problem solvers dedicated to the company's customers in more than 100 countries.

Schumacher's Privacy Battle Drags on 10 Years After



Very little is known about the health of Formula One great Michael Schumacher 10 years after his skiing accident and the family aims to keep it that way.

The German suffered serious head injuries in the incident in the French Alps on December 29, 2013 and has not been seen in public since.

"The decision to protect his privacy from the public has been made in Michael's best interests. It is the family's right to deal with it in the way that is best for them," Schumacher's manager Sabine Kehm said.

When the seven-times F1 world champion was in intensive care in Grenoble a decade ago, a journalist disguised as a priest tried to gain access and another person pretended to be his father.

There were "many abstruse cases," Kehm said.

The fact the family have managed to mainly keep a lid on any leaks from the family home in Switzerland is down to a lot of hard work.

Norbert Haug, who was head of Mercedes motorsport when Schumacher returned to F1 in 2010 after his first retirement, said it speaks for the whole family as well as for Kehm "how they have handled this long and difficult period with countless paparazzi attacks and countless media enquiries so confidently and effectively for 10 years."



Ntshangase

Despite Initial Challenges, We've Managed to Get a Value Added Partnership

– Thobeka Ntshangase, Founder/CEO, MyFleet Track

Thobeka Ntshangase is the Founder and Chief Executive Officer of MyFleet Track, a leading tracking and fleet management company in South Africa. In this exclusive interview with **AUTO REPORT AFRICA**, Thobeka reveals her motivation for venturing into the business, saying despite the challenges in the industry, MyFleet Track has all it takes to offer top-notch professional services to its clients. Thobeka also discloses that her ambitious plan for the future is to see MyFleet Track as the biggest black-owned vehicle tracking and fleet management company in Africa with offices across the continent. **OLAOLU OLUSINA** brings the excerpts;

IN THE BEGINNING...

Thobeka Ntshangase is 32-year-old, born and bred in Ladysmith KwaZulu Natal. I'm a mother of four boys and a businesswoman. I completed my secondary schooling

at Ladysmith Secondary School in 2009 and proceeded to further my studies in Durban at the University of KwaZulu Natal Westville Campus (UKZN). In 2012, due to financial constraints, I was forced to drop out of university and return home. When I

returned home, I had to create means to survive and it was then that I started my first business which was a school furniture manufacturing company that supplied furniture to various schools and the department of education. In 2017, I wanted to grow and venture

into other businesses, so I moved to Johannesburg, where I ventured into Transportation and Logistics. It was exciting and new. It gave me new challenges which is how I came up with MyFleet Track, a tracking and fleet management company to support and limit vehicle abuse, monitor diesel theft, and reduce load theft from drivers which were the biggest challenges the industry was facing at the time. MyFleet Track was created to address those challenges and service the broader business community with all their tracking needs.



SERVICES AND CHALLENGES IN THE SECTOR

MyFleet Track offers vehicle tracking and fleet management services to both individuals and businesses. Our products/services include but are not limited to Stolen Vehicle recovery units (Trackers), and Telematics solutions that assist businesses with monitoring their employees, monitoring fuel consumption for each vehicle, analysing driver behaviour as well generate scorecards for each driver. We also offer our clients video telematics solutions which are the use of AI cameras to monitor in/out cabin activities giving the customer vision of their fleet in real-time.

MyFleet Track being a small company has faced many challenges like being accepted by insurance companies in South Africa but through our hard work and perseverance, we have managed to get a value added partnership with one of the big five vehicles tracking companies in South Africa which has put us in the position to offer solutions that are now approved by all insurance companies in South Africa. It has also given us the ability to scale our business to meet more clients and service the market with confidence and be competitive with the other leading companies.

LOCAL MARKET AND PROSPECTS FOR SERVICE



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PROVIDERS

The South African vehicle tracking market was valued at R154 million in 2019 and was projected to reach R464 million by 2027 with some 3.6 million units fitted year-on-year. As the market matures and more and more people become aware of the importance of vehicle safety, the market remains very competitive for new players and there are great prospects of becoming successful as a service provider.

FLEET MANAGEMENT SYSTEM FOR SMES AND BIG CORPORATIONS

As an SME, it's very important to reduce financial leakages in your business and often these come from fuel, tires, breakdowns, and wear and tear, which a basic MyFleet Advance telematics package can help with. MyFleet Advance can help you with the following: Monitor Fuel Consumption, Monitor Driver Behaviour, Service and

Maintenance reminders, Expenses Management as well as tyre pressure monitoring.

As an extra, you can also have pre-inspection in your app to ensure all drivers fill it in daily to prevent breakdowns on the roads, etc. For big corporations, we can recommend the MyFleet Plus package which gives you everything on MyFleet Advance package plus the ability to add Artificial Intelligence cameras which do provide 360-degree live feed in real-time, with second-by-second alerts for things like smoking in the car, seatbelt alerts, fatigue, and distractions to reduce accidents.

The Plus package is also ideal for those who need to continuously monitor temperatures, and for those who are in the side tipper business as the system enables the fleet controller to enable and disable the PTO (Power

Continued on page 12 →

Take-Off) to offload the loaded load at the wrong place thus reducing theft of loads.

JOURNEY SO FAR AND LESSONS LEARNED OVER THE YEARS

The journey has been great yet painful and costly. When we started this business, we did not even have a financial institution to finance us for the actual hardware which is fitted on the vehicle, so we had to sell a lot of our paid-off belongings and assets to finance the business. We have had customers install tracking units and not pay us the monthly rentals fee which cost us a lot of relationships in the start considering that we took loans from family and friends. The road is still not smooth, but we have also learned a lot along the way. We now focus mostly on business-to-business clients who sustain our business. We are also thankful to the partnerships we have signed which have helped us a lot because it now gives clients fewer reasons to cancel their contracts with us and increases faith and trust in our brand. The lessons have been to focus less on the broader market and attract only those who need the solutions we offer.

EXPANSION/PROJECTIONS PLANS FOR THE NEXT FEW YEARS

Wow, where do we see MyFleet Track? MyFleet Track is going to be the biggest black-owned vehicle tracking and fleet management company in Africa with offices in all parts of Africa. We see it as the only alternative tracking company aside from the big five companies which will be hiring strictly youth, female, and highly energetic personnel to lead us into the next growth stage. We see ourselves researching and developing our telematics hardware, bringing in last year's University students to lead and develop new technologies. Our expansion plans include increasing

our employee-count to at least 300 people, all customer-centric and with energy to service our clients with respect and honour. For the year 2023, we want to add 15 000 new clients and provide an opportunity for independent youth-owned fitment centres to do our installations and maintenance for units in our client's vehicles.

ADVICE FOR WOMEN PLANNING TO TAKE A PLUNGE INTO PRIVATELY-RUN BUSINESS VENTURES

Never give up, reject shortcuts and work at it all the time. From where we started to where we are today, we have had a million reasons to stop but we never did. Keep your head high and do not shy away from a challenge. It will take time but keep at it. Seek networks and build partnerships with those like you. From my experience, forget handouts. If you believe in your

brand and products, figure out a way to start and fund your hustle.

ASSURANCE FOR PROSPECTIVE CLIENTS

If you are a client, moving to MyFleet Track will not only add you as a client in our database but you will be feeding families who wake up daily trying to make this business work. You will be embracing the dreams of many hopeless people who apply daily for jobs and who share their sad stories of being unemployed for years due to not having experience. With all which you can get from the next big established tracking company, we can offer you it and more. Our units are insurance approved, we are faster, and with whatever revenue we make, we give back to the future through meaningful donations to kids in need, whose future can change for the better with a little support.



Ntshangase



Nissan Egypt Incorporates Core Production System to Cloud Technology

In another milestone, Nissan Egypt has incorporated its core production system to Cloud technology. The company said since migrating Nissan Egypt’s SAP infrastructure to Amazon Web Services (AWS) and using their cloud technology, it has witnessed a significant boost in efficiency, reduced unplanned downtime and

improved productivity, achieving faster deployment. The migration has ensured that Nissan Egypt’s workloads stay up and running 24/7.

Head of IS/IT at Nissan Egypt, Ahmed Tolba, who led the Project with such a talented and motivated team, said it has been an immense privilege.

“I would like to thank each and everyone who put his heart and soul into this project. This wouldn’t have been possible without you, your hard work and dedication truly paid off. Particularly grateful to our Management in Nissan Egypt that gave us all the support and guidance,” he was quoted as saying.

... BIKERS FROM SEVEN CLUBS SPARKLE ALONG 12-KILOMETRE CALABAR CARNIVAL ROUTE

Continued from page 11 →

we will get our motorbikes and other materials needed.”

Governor Otu, who maintained that making the Calabar Carnival a bigger platform remains one of his campaign promises, said: “This is one of our campaign promises. We promised that we are definitely going to bring the carnival back and on a bigger platform. What you have seen is the tip of the iceberg because we are going to move it to the next level.”

Chairman, Carnival Calabar Commission, Gabe Onah, also re-echoed the need to prioritise safety as he maintained that the Bikers’ Parade was to identify with bikers in the community as well as impact

the local economy.

“We kindly request all bikers participating in the Bikers Carnival Calabar to ensure they are properly kitted with helmets and safety gear. Your safety is our priority, and we want everyone to have a fantastic time while staying safe on the roads. Let’s ride responsibly and enjoy the carnival together as no biker’s gang will be allowed into the route without being fully kitted,” he said.

On the essence of the parade, one of the bikers said: “This carnival is an opportunity for us to meet each other. We travel to other states for meets like this. We were in Gombe State in northern Nigeria, we also had a meet on October First in Abuja and this has been our southern Nigeria

meet. We do not want it to change or die.”

Another rider maintained that “we have a good formation this year,” adding, “Most of us love to ride as a hobby. Most of us are tourists, we travel to other states and neighbouring countries on our motorcycles and vice versa. In fact there is no month we do not receive riders from other countries in Calabar. However, we are safety conscious.”

Executive Secretary, Calabar Festival Commission, Austin Cobham, said, “This year’s Bikers’ Carnival is just a pleasure ride with safety in focus. We have all the barricades in place and have announced that the people, spectators and funseekers should also avoid the tracks.”



Road-freight Logistics: Standardisation in Management Systems Becoming a Key Component – Bidvest Int’l Logistics

Road safety plays an integral part in the sustainability and transformation of the road transport system, and everyone needs to apply sustainability practices and reporting, says Claes Tingvall, globally recognised as the “godfather” of the Vision Zero road-safe systems paradigm.

Tingvall, who has published more than 150 scientific articles on traffic safety, told South Africa’s Transport forum that it can no longer be that road transport management systems (RTMS) operate in silos, as they are part of a holistic network seeking to achieve the goals set out in the UN Global Plan on Sustainability.

Establishing and assigning a safety footprint to every organisation in a value chain will put road safety at the highest priority level alongside health, climate and equity.

It is a view embraced by Bidvest

International Logistics (BIL), which is promoting responsible consumption and production through the implementation of effective RTMS and International Organisation for Standardisation (ISO) systems.

“Certification of these systems demonstrates commitment by the Road Freight Division to improve safety on our roads,” says BIL’s Road Freight SHERQ Manager, Taryn Wenlock.

“This is achieved by reducing and minimising overloading, thus preventing road damage, reducing emissions by improving efficiency in various industry supply chains, and taking care of driver health and wellness, ensuring safer roads for all South African road users.”

Furthermore, by committing adherence to the National Road Traffic Act and Occupational Health and Safety Act and incorporating quality and environmental management systems

(IMS), an organisation will find favour with clients and prospective clients increasingly recognising the value of sustainability practices.

“It also increases productivity as we provide a quality service with minimal inefficiencies. The fact is if we failed to manage our operations by participating in and driving the self-regulated management systems, we would run an unsustainable business,” Wenlock says.

BIL’s Road Freight Division has adopted a number of accredited systems, including: R2MS (a software management tool which assists in managing drivers, vehicles and infringements), RTMS, Safety & Quality Assessment for Sustainability (SQAS), IMS (ISO 9001:2015 and ISO 14001:2015), the South African National Standards code relating to the transportation of dangerous goods, CCTV surveillance and monitoring,

along with violation reports and live tracking, and Fleetboard (behaviour-based safety), among others.

A new certification is ISO9001, a framework for corporations to report on traffic safety to promote zero-speeding tolerance. It brings a number of advantages, including establishing systematic processes which consider risks, opportunities and legal requirements. It also evaluates quality of performance, seeking to improve on it by taking appropriate action. Through the recognition of having achieved an international benchmark, customers may be influenced to become more aware of their own social responsibilities.

"ISO 9001 has ensured that all divisions within BIL are operating on one common platform with complete compliance and one language spoken, creating harmonisation. It has assisted divisions to conduct comparative statistical trends to ensure improvement opportunities are identified and continually reviewed on a broader spectrum," Wenlock says.

ISO 14001, Environmental



We can set meaningful Environment Social Governance (ESG) objectives, address the potential risks our operations could have on greenhouse gases and ESG and treat these accordingly by monthly monitoring and measuring.

management, is another part of BIL's compliance arsenal.

According to Muhammad Ali, managing director and lead auditor of South African ISO standards training and implementation specialist WWISE, this standard brings a number of

benefits to freight forwarders.

"Not only does it demonstrate compliance with current and future statutory and regulatory requirements, but it better environmental performance of the business. By achieving strategic business aims by incorporating environmental issues into business management, an organisation is likely to be more competitive and financially sound due to improved efficiencies and reduced costs," Ali says.

Wenlock says implementing ISO 14001 has meant BIL has been able to set new environmental objectives taking into consideration the activities of our operations and the impact it has on the environment.


"We can set meaningful Environment Social Governance (ESG) objectives, address the potential risks our operations could have on greenhouse gases and ESG and treat these accordingly by monthly monitoring and measuring.

"It has brought enhanced focus on areas that in the past would never have been considered. Although we have always measured these scopes, our focus was not as strategic and dedicated, as we have now progressed to another level within the industry and this area of our IMS."

BIDVEST INTERNATIONAL LOGISTICS (BIL)

BIL is one of South Africa's largest logistics businesses, owned by services, trading and distribution powerhouse Bidvest. BIL provides an end-to-end supply-chain solution across a number of different industries. It offers international import and export services, using road, sea and air. When products arrive in South Africa, BIL is able to clear, warehouse, fulfil and distribute through final mile distributing services. The company has massive coverage throughout the country and access to worldwide forwarding networks. And its leading technological capability gives customers full visibility of their orders 24/7, whether they're single items or bulk, express or deferred.





By 2030, South African New Car Parks Will be Largely Electrified

– *Janico Dannhauser*

While electric vehicles (EVs) have been globally touted as the future of road travel – the replacement to the internal combustion engine (ICE) vehicles that we have been driving for over 100 years – the very mention of the subject raises polarising opinions, especially in the South African market. Common responses are either for or against them, and many motorists are still of the opinion that mass local adoption is not viable and will not happen.

Many naysayers cite our country's electricity issues as a primary challenge, and then follow with arguments regarding the availability of public chargers, range anxiety, charging trauma and the relatively high cost of EVs in general. Allow me to address these and express some opinions of my own.

For the sales of EVs to become commercially viable in South Africa we need a few reforms at government level, and this is, in part, hinging on the advancement of South Africa's new energy vehicle policy. There are two main factors that need to be addressed: stimulating local manufacture of electric vehicles and stimulating demand for them by reducing import costs.

Currently, EVs sourced from Europe are subject to import duties

of 25 percent, while ICE vehicles only attain 18 percent tax. A reduction in EV tax to make prices comparable to ICE vehicles will go a long way in stimulating demand. Global case studies support this view.

For instance, the mainstream adoption of EVs in Europe, or Norway in particular, has largely been driven by a reduction in taxation. In 2022, Norway reached a new record with EVs totalling over 80 percent of all

South Africa is ripe for EV adoption. From only a couple of EVs available five years ago, we now have access to 18 EV nameplates, with many derivatives within these nameplates. South Africa has seen a hefty 755 percent increase in EV sales over the past five years, though this figure still pales in comparison to total new vehicle sales.

new cars sold. It can be noted that the country committed to having all new cars sold be zero emission by 2025. But the quick turnaround, from 2.9 percent of all cars sold a decade ago, was driven by government incentives such as lower fares for public parking and road tolls, and appetising tax exemptions.

The effect of taxation is also evident in Norwegian new car sales figures for January 2023, which were down 77 percent year-on-year. This was likely due to the introduction of VAT for new electric cars priced above 500,000 NOK (R887,000) and a new weight tax for all passenger cars. Electric car sales took the biggest knock, yet they still accounted for 76.3 percent of the total market.

The effect of reduced taxation on EV adoption in Mauritius is another example. The official JLR importer in Mauritius has shifted its entire business to offer mainly mild-hybrid, plug-in hybrid or electric vehicles, driven by a change in legislation and the needs of this market.

The Mauritian government offered a huge incentive to opt for an electric, plug-in hybrid or mild hybrid vehicle by removing import duties on these vehicles, while ICE vehicles are still taxed anywhere from 15 to 100 percent. The effect of the zero-rated import duties for JLR Mauritius is that EVs now account for a massive 64 percent of vehicle sales, up from 12 percent five years ago. Mauritius also accounts for half of the total Jaguar and Land Rover EV sales in sub-Saharan Africa and is therefore the best performing market in the region.

The significant change in demand based on duty adjustments in Norway and Mauritius can obviously be applied to South Africa. Since the local market, via the National Association of Automobile Manufacturers of South Africa (naamsa), is only calling for a 7



Dannhauser

percent reduction in taxation, it might not be on the same scale as overseas, but it will certainly have a positive impact. Manufacturers could not only reduce current retail EV prices, but also be more compelled to bring new EVs to the local market.

As soon as there is appetite for it, global manufacturers can import immediately, as electric vehicles are much easier to calibrate to market-specific specifications than ICE vehicles. A more entry-level product with a cost closer to the average retail price of cars in South Africa will disrupt the market and significantly increase awareness and appetite for all EVs – from basic hatchbacks to ultra-premium luxury vehicles.

South Africa is ripe for EV adoption. From only a couple of EVs available five years ago, we now have access to 18 EV nameplates, with many derivatives within these nameplates. South Africa has seen a hefty 755 percent increase in EV sales over the past five years, though this figure still pales in comparison to total new vehicle sales.

As for infrastructure, there are now over 300 public chargers in South Africa, thanks to investment from JLR, BMW, Audi and a number of private network

developers such as GridCars and Rubicon. There is still a misconception, however, that public charging is a requirement for electric mobility when the reality is charging at home is cheaper and far more convenient.

It's difficult to argue that South Africa's electricity crisis does not pose an inconvenience. But think about it this way: Have you not washed your clothes for more than a decade because we've had loadshedding and your washing machine runs on electricity? Just as we run electricity heavy appliances and charge our devices when the power is on, we can schedule our EV top-ups

when the lights are on. It's as simple as that.

Then there is the question of renewable energy. The South African government is now looking at renewable energy sources and more and more private households are considering solar installations to supplement inconsistent Eskom supplies. With a typical solar setup used to power your home and potentially recharge your EV, the payback period on a solar installation can be recouped up to a third quicker when the costs of diesel and petrol are factored into the household budget equations.

Ultimately, it's just a matter of time before EVs are our main mode of road transport. Mass EV adoption in South Africa is not optional, and as I've said before, by the end of the decade many, if not all, of the barriers to EV entry will have been toppled. I still predict that by 2030 the South African new car parks will be largely electrified.

• Janico Dannhauser is the Product and Pricing Manager for JLR South Africa and he serves on the naamsa EV sub-committee.

PARTNERSHIP THAT WORKS:

Mikano Celebrates Partnership With Changan, Showcases Nine Beautiful Models



Chairman, Mikano International, Mofid Karamah, (middle) is flanked from the left by the Managing Director, Mikano Motors, Ralph Haidar; top company official; Changan Business Manager for African Region, Lucas Chang; and General Manager, Mikano Motors, Rabih Attalah, at the Corporate Gala Night to celebrate Mikano's partnership with Changan in Lagos on Thursday, 7 December 2023.

Mikano Motors, Nigeria's leading automobile company, Thursday, 7 December 2023, in Lagos, celebrated its partnership with Changan Automobile, the popular Chinese vehicle brand, at a Corporate Gala Night hosted for corporate executives, business moguls and celebrities who love exotic and luxury cars.

It was really an evening of glamour and class with panache as the fast rising auto mobility solutions provider proved beyond any reasonable doubt that its Changan model line-up has

something great for every segment of the local auto market.

On display at the event were the nine beautiful Changan models already available at Mikano for the Nigerian market which guests at the event could not help but marvel at because of their design, quality and safety features.

The cars on display were the Alsvin V3, Hunter pickup, CS15 and CS35 Plus which were showcased right at the entrance of the head office of the dealership on Adeola Odeku Street, Victoria Island, Lagos. Other models that welcomed the guests right inside the beautiful

showroom were the luxury and elegant CS55 Plus Sport Utility Vehicle and the CS 95 .

Driven in at the ceremony to the amazement of the highly-impressed and already excited guests at the evening of glamour were the UNI-T and Uni- K, which is Mikano's current flagship.

Chairman, Mikano International, the parent company of Mikano Motors, Mr. Mofid Karamah, while speaking at the event expressed gratitude to Changan Automobile for the trust and confidence it has in his company, saying the support from Changan has been enormous.



Karamah said his company had concluded plans to boost the Nigerian Government's efforts at deploying CNG-powered vehicles across the country with 500 Changan Commuter buses.

The Changan CNG buses, according to the Mikano boss, will arrive the country within the next few months to join the continued efforts of the Nigerian Government to transit from petrol-powered vehicles to CNG-powered vehicles, especially for local public transportation, in order to cushion the effects of oil subsidy withdrawal on Nigerians.

Changan Business Director for

Africa, Ms. Tracy Wang, gave a virtual congratulatory message at the event while the Changan Business Manager for African Region, Mr. Lucas Chang, who was also present, expressed gratitude to Mikano Motors for bringing Changan to Nigeria and neighbouring countries.

Managing Director, Mikano Motors, Ralph Haidar, expressed confidence that Changan will drive Nigeria as he said plans were underway to take Changan to neighbouring African countries with Mikano. Haidar also disclosed that the first CKD factory for Changan will soon berth in Nigeria as part of

the plans for the future of Mikano Motors in the country.

BEAUTIFUL AND ELEGANT ROAD MACHINES

All the nine Changan models on display come with beautiful design, luxury, powerful engines, and top-notch safety features.

UNI-K, THE COMPANY'S CURRENT FLAGSHIP

The Changan UNI-K, the company's current flagship, is a mid-size crossover SUV, which comes in two trims : Signature and Bespoke and it is powered by a 2.0L turbo-charged 4-cylinder engine. Featuring an exterior with 486.5-cm length, a 194.8-cm width, a 1700-cm height, and a 289-cm wheelbase, the front of the car flaunts a huge front grille, LED headlights, daytime running lights, and front fog lights.

For the sides, they feature 21-inch wheels with 265/45 tires, electrically retractable body-coloured door handles, and body-coloured power folding and adjustable side mirrors with turn signals. The rear of the Changan Uni-K features LED taillights, rear fog lights, four huge exhaust tips, cargo access, and a roof spoiler.

The interior features quality leather seats, a multifunctional leather steering wheel, adjustable driver and front passenger seats, foldable rear seats, a front centre armrest with storage and cupholders, ambient lighting, power windows, a panoramic sunroof, and dual-zone automatic climate control with AC vents.

The state-of-the-art technology and infotainment features in the Changan Uni-K include a 12.3-inch infotainment screen, a 3.5, 10.25, or 9.2-inch connected info cluster, a navigation system, Bluetooth, voice command, and a Sony 12-speaker sound system.

Olabisi Boyle Assumes Office as Senior Vice President, Product Planning and Mobility Strategy at Hyundai Motor North America



Boyle

Vice President, Product Planning and Mobility Strategy at Hyundai Motor North America (HMNA), Olabisi Boyle, takes up a new role this January as she moves up the corporate ladder as Senior Vice President, Product Planning and Mobility Strategy at HMNA.

In her new role as Senior Vice President, Product Planning and Mobility Strategy for HMNA, Boyle will continue to oversee the strategic direction of Hyundai's U.S. vehicle lineup and lead long-range planning, market research, business analytics, and advanced pricing.

She will also lead Hyundai's U.S. mobility strategy, connected car technology, and future innovations.

Boyle, who was named a 2023 Automotive News All-Star, joined Hyundai on 10 August 2020 from Visa, where she was the Vice President of Connected Commerce, leading the Internet of Things, Tap-to-Phone, and Acceptance Cloud payment products.

Prior to her Connected Commerce position, she was the Vice President of IoT and Connected Car, where she was responsible for expanding Visa's in-car payment technology.

Boyle has 22 years of automotive industry experience, including various engineering, product strategy and

manufacturing leadership roles at Fiat Chrysler Automobiles and Ford Motor Company.

At Chrysler, she was the Director of Engineering Planning and Technical Cost Reduction and prior to that was the Chief Engineer for Chrysler Town & Country and Dodge Grand Caravan Minivans.

Boyle has been recognised for her career accomplishments and was selected to the San Francisco Business Times' 2020 Most Influential Women in the Bay Area list and was the recipient of the 2018 Women in Payments Innovation Award.

She is an advisory board member for the Los Angeles Auto Show (AutoMobility LA) and was elected as co-chair and board member of the Chrysler African American Network. Boyle also served as a board member of the Detroit Area Pre-College Engineering Program (DAPCEP).

Boyle has a Bachelor of Science in Industrial Engineering from Columbia University, a Bachelor of Science in Physics from Fordham University and a Master of Science in Mechanical Engineering from Columbia University.

AUTO REPORT AFRICA recalls that HMNA, Wednesday, 20 December 2023, announced promotions and responsibility changes to several leaders of the HMNA executive team. The

appointments, according to the company, take effect from Jan. 1, 2024.

"I'm very proud of the leadership team at Hyundai Motor North America without whom our stellar results this year would not be possible," President and Global COO, Hyundai Motor Company and president and CEO, Hyundai Motor North America, José Muñoz, had said.

"I'm also proud to empower these leaders with greater responsibility in elevated roles as Hyundai's business continues to grow and our vehicles continue to evolve. These executives bring exceptional leadership skills and a wealth of experience to these roles. I know their continued success will help Hyundai win in 2024 and beyond."

Also promoted to senior vice president, chief legal and compliance officer for HMNA is Jason Erb. In this role, Erb will continue to be responsible for all legal matters across the region. This includes product liability, safety and warranty, intellectual property, risk management, cyber security, dealer franchise, and human resources, among other responsibilities. He was previously vice president and chief legal officer for HMNA and has

been with Hyundai for over 20 years.

Carlos Servin expands his responsibilities and is now the senior vice president, global profit optimization and global manufacturing office for the Hyundai Motor Company COO Office. Servin has been senior vice president, global profit optimization since September 2022. He joined the organization in 2021 to support financial functions optimizing cost. His background includes experience in finance and cost optimization with other automotive companies.

Cole Stutz is promoted to chief safety officer and vice president of the Hyundai North America Safety Office. In this role, Stutz will lead and oversee all safety endeavors, including management and compliance with safety regulations for North America. He was previously executive director for vehicle safety investigations and has been with Hyundai since 2015.

Chris Susock is promoted to president and CEO of Hyundai Motor Manufacturing Alabama (HMMA). He was previously COO and senior vice president at HMMA since September 2022. He joined HMMA in 2004 to lead the facilitation, organizational, and manufacturing process development for the plant's start up in early 2005.

All the newly-promoted executives report to Muñoz.

Additionally, Euisung (Ernie) Kim is promoted to executive vice president and head of quality division, Hyundai Motor Group. Kim has served as HMMA's president and CEO since January 2021. In July of 2023, Kim was also appointed to serve as the global



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manufacturing officer supporting the Global COO office, expanding his management responsibility to include automotive production in Europe, India, and Brazil.

Prior to his current roles, Kim

served in a variety of leadership positions with both Hyundai and Kia in the areas of customer service and quality innovation. In his new role, Kim will report to Brian Latouf, Hyundai Motor Group president and global chief safety and quality officer.

Other promotions include June Lim, executive coordinator for marketing and communications at HMNA, Sungil Kim promoted to vice president, head of purchasing at HMMA and at Hyundai Motor Group Metaplant America, Daniel Park is promoted to chief administrative officer.

Finally, Hyundai Motor America realigned responsibilities in the national sales organization. This change is geared towards optimizing sales efforts and addressing the distinctive demands of each region throughout the nation.

Bob Kim will take on the new role of vice president, east sales and oversee and lead the Central, Southern, Mid-Atlantic and Eastern regions.

Michael Orange has been appointed vice president, west sales and vehicle operations. Orange will oversee and lead the Western, Mountain and South Central regions, along with fleet distribution.

Both Kim and Orange will report to Randy Parker, CEO, Hyundai Motor America.



Renault Group Rejigs Sales/Marketing Departments as SVP Commercial Services, Philippe Buros, Retires

Renault Group is reorganising its Sales and Marketing functions to focus on two key areas: after-sales, and also the distribution network and customers.

The objective of the new organisation, which took effect from 18 December 2023, is to coordinate all the Group's after-sales activities and deploy its distribution strategy across the network in order to drive the long-term performance and efficiency of the various distribution channels for each brand.

François Delion, global aftersales Director, and Sophie Guiot, Network and Customer Director, will report to Xavier Martinet. At the same time, Renault Retail Group (RRG), Renault Group's distribution subsidiary, is adopting a two-pronged organisation following the departure of Philippe Buros, who leaves the Group on 1 January 2024 after three years as President and CEO of RRG and 38 years with Renault Group.

"Since joining Renault in 1985, Philippe Buros has followed a career path that is truly outstanding. I would like to extend my sincere thanks to Philippe for his unfailing commitment to our company. In 2024, RRG will have a new two-person management team, with sales and marketing services refocusing on key priorities, such as aftersales. The objective is to raise the satisfaction levels of network partners, customers and all Group brands," said Luca de Meo, CEO Renault Group.

Fabrice Cambolive becomes President of Renault Retail Group, as well as CEO of the Renault brand.



A graduate of TBS Education in Toulouse, Fabrice Cambolive joined Renault Group in 1992. Over a period of twenty years, he held a number of international positions in sales and marketing in Spain, Switzerland, France, Germany and Romania. Continuing his international career, he was appointed Vice President, Sales and Marketing for the Eurasia Region and Renault Russia in 2011, before being appointed CEO of Renault Brazil in 2015.

In 2017, he was promoted to Senior Vice President for Operations in the Africa, Middle East, Asia and Pacific Region. In 2021, he was appointed Senior Vice President, Sales and Operations for the

Renault brand, in charge of deploying the Renault strategy across all markets, and transforming the brand's business model. In 2022, Fabrice Cambolive was appointed COO for the Renault brand.

Xavier Martinet becomes SVP Renault Group Commercial Services, alongside his role as SVP Sales and Marketing for the Dacia brand. A graduate of ESC Rouen, Xavier Martinet began his career with Renault in 1997 in Hungary, before joining the European Sales and Marketing division in 2002. In 2007, he joined Renault's commercial subsidiary (RRG) as Head of Sales in Bordeaux. In 2008, he was appointed Executive Assistant to the SVP for Europe and then to the SVP, Global

Sales and Marketing.

In 2010, he joined Nissan North America as Senior Brand Manager, Marketing Range. In 2013, he was appointed Director of the Renault Portugal sales subsidiary, then VP Marketing France in 2015. In 2018, he became CEO of Renault Italy before taking up the position of Senior Vice President, Global Marketing of Renault Group in 2019. In 2021, he was appointed SVP Sales and Marketing for the Dacia brand.

Eric Pasquier was promoted to the position of CEO of Renault Retail Group in October 2023.

A graduate of Université Paris 1 Panthéon-Sorbonne, Eric Pasquier holds a postgraduate diploma in marketing. He began his career in the Renault network in 1990, before joining the Services Marketing division in 1995. In 2000, he was appointed VP Marketing of Renault Japan.

He left the Group in 2002 before returning in 2006 as VP Marketing of Renault Mexico. In 2008, he took up the position of Branch Manager at RRG Fresnes and in 2011, he was appointed SVP for the Global Access sales range, and then for the C and electric vehicle ranges in Renault's Global Marketing department.

In 2014, he was appointed VP Marketing for the Americas region, before taking over as CEO of Renault Mexico at the beginning of 2017. In 2018, he became VP Marketing France within the French sales and marketing department, before being appointed CEO of Renault Italy in 2020. In 2021, he became Chief Operating Officer for Renault Retail Group in Europe, as part of a remit that includes operations in France.

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PORT HARCOURT
10A, Trans Amadi Industrial Layout
(Next to Dando Filling Station)

KANO
No 6 Niger Street, Opp.
Royal Tropicana Hotel.

ABUJA
Plot 64, Adetokunbo Ademola
Crescent, Wuse 2.

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