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CELEBRATING NEW HEIGHTS OF EXCELLENCE

RMI Has Shown Consistent Growth and Innovation Over the Last Decade

JEANNE ESTERHUIZEN
President, Retail Motor Industry Organisation (RMI)

NEWSTRACK



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FACTS BEHIND THE FIGURES



“Nigeria can reasonably meet demands for mobility now and the immediate future by rehabilitating and tolling (where possible) its **958,000 km** road network, opening up its **10,000 km** inland waterways with access to **28** out of **36** states of the federation, and concessioning the **3,505 km** rail lines for private rolling stock.”

– *LUQMAN MAMUDU, Managing Partner, Transtech Industrial Consulting, on “The Future of Mobility in Nigeria” at CFAO Open Day in Lagos on 25 January 2024.*



Mamudu

Retail Market is Key

The importance of the retail market in the automotive industry cannot be over-emphasised and this informed the choice of our Cover and most of our feature articles for this February. With automotive companies, globally, reflecting on their 2023 performances in terms of sales while repositioning for yet another year, their sales and marketing department would definitely receive great attention.

Already, some repositioning and re-strategising are already taking place across the industry with movements of key personnel here and there. Leading auto brands are not left out of this juggling as many companies now use every opportunity to explore the great potential and human capital that abound in the industry to their advantage.

From leading auto manufacturers through the dealerships to the component parts manufacturers down the various channels in the industry, the retail market is key.

The Retail Motor Industry organisation (RMI), South Africa's largest automotive industry employers' association, celebrated its 115th anniversary recently and its president, Jeane Esterhuizen, speaks with AUTO REPORT AFRICA on RMI's impressive records and performances over the years in this not-to-be-missed edition.

Jeane, who has been leading the organisation for over eight years now, also speaks on what got her attracted to the automotive industry and how



she's been able to contribute her quota in different top-level capacities.

Our edition for this month is quite loaded with lots of news, features and interviews on major developments in the industry across Africa. We therefore implore you to fasten your seat belts as you enjoy this beautiful ride with us.

Please, don't forget to give us a shout-out on what interests you most and how we can serve you better .

Thank you.

Olaolu Olusina

THE TEAM

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THE TEAM

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AUTOREPORTAFRICA



Western Europe's Diesel Share for 2023 Down 15.8%, 2.5pp on 2022

This is very close to the figure seen in December 2022, according to GlobalData. Full-year 2023 figures indicate that diesel share of new car sales in the region was just below 16 percent with December's result being the same as that of November at 14.4 percent and very close to what was seen in December 2022, with monthly YoY declines diminishing recently.

The slowdown in BEV growth will no doubt have boosted the ICE sector to some degree and perhaps fed into the relatively buoyant end to the year as far as diesel is concerned. All markets ended 2023 with a smaller diesel share than seen in 2022 except one. Our figures indicate that Germany, with a diesel

share of 24.4 percent for 2023 saw a rise from the 2022 value of 23.6 percent. Diesel demand has held up well in the country, supported by plenty of products from the dominant domestic brands and driving patterns that highlight the value available from diesel versus alternatives very well.

It's worth restating that as well as a slight rise in share, diesel sales in Germany rose YoY in 2023. The actual increase was 68k units which exactly offset the fall seen in France. No other markets saw shifts of this magnitude. Italy, though seeing diesel share fall marginally in 2023, also saw sales rise (by 36k units) contributing to a net regional diesel car sales decline of just 32k units for the year.



Mikano Motors Adds Light and Heavy Construction Vehicle Division to Portfolio

Mikano Motors has added the Light and Heavy Construction Vehicle Division to its growing portfolio. The LHCV Division, according to Mikano Motors, provides top-notch equipment optimised to suit Nigeria's topography and infrastructural needs.

"Resulting from our partnerships with renowned brands like Hyundai, LOVOL, Changan, Maxus, and KAMA, we offer a diverse range of reliable and durable LHCVs, from excavators and wheel loaders to backhoe loaders and mining trucks.

"Additionally, our expert team of LHCV specialists provide comprehensive sales, services, and maintenance support throughout the ownership lifecycle. Need vehicles for construction or industrial projects? Contact us today and let's discuss how we can equip your projects for success!," the fastest rising automobile company in Nigeria said.

BMW Reduces CO2 Emissions From New Car Fleet



BMW said it further reduced CO2 emissions from its new car fleet in the European Union last year, falling below targets.

According to internal calculations, fleet emissions fell by 3 percent to 102.1 grams per kilometre, thereby remaining well below the limit value of 128.5 grams, the car manufacturer announced recently, from the southern

city of Munich, where the company is based.

The main driver was the increasing proportion of e-cars. The further growth in conventional drive systems also contributed to this.

BMW plans to reduce total CO2 emissions by at least 40 percent per vehicle by 2030 compared to 2019 values.

RMI Has Shown Consistent Growth and Innovation Over the Last Decade

Jeanne Esterhuizen, President, Retail Motor Industry Organisation (RMI)



Jeanne Esterhuizen

Jeanne Esterhuizen is the President, Retail Motor Industry Organisation (RMI), a perpetual corporate entity representing the interests of approximately 8,500 retail and wholesale motor industry establishments in South Africa. In this exclusive interview with **AUTO REPORT AFRICA**, Esterhuizen, who has put in over three decades in different top level capacities in the automotive sector and has been leading RMI for more than eight years, maintains that despite unprecedented economic challenges and worldwide uncertainties, RMI has not only managed to weather the storm but has soared to new heights of excellence. RMI, which celebrated its 115th anniversary last December, according to Esterhuizen, has also shown consistent growth and innovation over the last decade, finishing the last financial year in its strongest financial position yet. Excerpts.



BY OLAOLU OLUSINA

Congrats on the 115th anniversary of the Retail Motor Industry Organisation (RMI), which is quite a major milestone. Please tell us about the celebration and what made it tick.

Yes, it is indeed a milestone to be celebrated. Despite unprecedented economic challenges and worldwide uncertainties, the Retail Motor Industry Organisation (RMI) has not only managed to weather the storm but has soared to new heights of excellence. RMI has shown consistent growth and innovation over the last decade,

finishing this financial year in its strongest financial position yet. The RMI and its eight associations are an inspiring example of how growth and success can be achieved by embracing change and staying deeply connected to the needs and interests of members and the South African motoring public.

Its key focus on regulatory compliance and high ethical and professional standards have brought it closer to the consumer over the years, living up to its promise of providing motorists with peace of mind and compelling value to utilise the services of any of its eight accredited associations.

Part of the organisation's success has also been its ability to embrace digital transformation and be sufficiently flexible to adapt to changing conditions. The future looks equally bright for the RMI as

it remains agile, adaptable, and ready to thrive in an ever-changing business landscape.

RMI is an umbrella body of many associations in the automotive retail sector including SAMBRA and TEPA. How many affiliate associations really make up the RMI and what oversight does RMI have over these affiliate bodies?

The Retail Motor Industry Organisation (RMI) is a perpetual corporate entity established according to its Constitution, operating as a not-for-profit organisation. Registered as an Employers' Organisation under the Labor Relations Act, the RMI represents the interests of approximately 8500 retail and wholesale motor industry establishments.

The RMI oversees its diverse sectors through eight constituent associations, each wholly owned by the RMI and operating under its Constitution.

The current constituent trade associations of the RMI include the Automotive Remanufacturers' Association (ARA), Motor Industry Workshop Association (MIWA), National Automobile Dealers' Association (NADA), South African Motor Body Repairers' Association (SAMBRA), South African Vehicle & Body Builders' Association (SAVABA), South African Petroleum Retailers' Association (SAPRA), Tyre, Equipment, Parts Association (TEPA), and Vehicle Testing Association (VTA).

While the constituent associations address industry-specific matters autonomously, the RMI Board of Directors holds the ultimate fiduciary responsibility for the overall functioning of the RMI and its constituents.

As the President, what has been your experience so far leading such a body as big as RMI? How long have you been at the position, what are the challenges encountered so far and how have you been able to surmount them?

Leading the Retail Motor Industry Organisation (RMI) has been a profoundly rewarding experience, although, at times, presenting a steep learning curve. My tenure in this position spans more than eight years, during which I have had the privilege of navigating the intricate landscape of the expansive and diverse automotive retail sector.



Leading the Retail Motor Industry Organisation (RMI) has been a profoundly rewarding experience, although, at times, presenting a steep learning curve. My tenure in this position spans more than eight years, during which I have had the privilege of navigating the intricate landscape of the expansive and diverse automotive retail sector.

The challenges in steering such a significant body as the RMI are multifaceted. Persistent issues in the automotive retail sector include skills shortages, compliance, technological advancements necessitating continuous adaptation, and the ever-evolving regulatory landscape. Navigating regulatory and business compliance, consumer education, and securing government recognition for the sector's substantial contribution to our economy's Gross Domestic Product (GDP) has posed formidable challenges. Nevertheless, diligent efforts are gradually yielding progress towards achieving these objectives. These challenges demand strategic foresight and proactive measures to ensure the sustained growth and resilience of the industry.

Throughout my tenure, overcoming these challenges has been a collaborative effort involving effective communication, stakeholder engagement, and strategic planning. Implementing initiatives to address skills shortages, fostering innovation, and advocating for government and member support have been integral to surmounting obstacles.

The commitment of the RMI under my leadership has been directed towards fostering resilience and adaptability, ensuring the continued success of the automotive retail sector.

Please, tell us about the new structure in place now at RMI with two CEOs. What is unique about this new arrangement and what does the organisation seek to achieve with it.?

We are starting an exciting new era with the introduction of a new Co-CEO structure. We believe this structure holds the key to ensuring the future success and stability of the Retail Motor Industry Organisation. Effective 1 January 2024, Ipeleng Mabusela, has taken up the role of CEO: Strategy and Corporate Support and Jan Schoeman the role of CEO: Operations & Regulatory Compliance. Ipeleng has over 10 years of experience in strategy, operations, and new business development and is a strategic thinker with excellent communication, leadership, operational, investment and negotiation skills. Jan has a remarkable 25-year journey of dedicated service and unparalleled expertise within the RMI and previously held the position of Chief Operations Officer. The two newly established executive positions hold equal stature and accountability. We are confident that this pioneering approach will yield long-term benefits for the RMI and that the structure will strengthen the RMI, guaranteeing sustainability and stability.

Women have always played important roles in the automotive industry here in SA. How has the RMI under your leadership been enhancing this, and what special arrangements are in place to encourage women to take up careers in the automotive retail sector?

Historically, women have played vital roles in South Africa's automotive industry, predominantly in administrative support capacities rather than leadership positions. However, the paradigm shifts in our nation in 1994 paved the way for a transformation in the recognition and support of women in technical and leadership roles. Notably, my journey has seen me become the first female President of the Motor Industry Bargaining Council in 58 years and only the second female President of the RMI in its 115-year history.

Under my leadership, the RMI (Retail Motor Industry Organisation) has been committed to fostering inclusivity and gender diversity within the automotive retail sector.

The strides in advocating for women in leadership positions underscore the commitment to evolving and innovating to maintain relevance in the ever-changing business landscape. The RMI remains dedicated to creating special arrangements and initiatives to encourage and empower women to pursue all careers in the automotive retail sector. We engage nationally in Webinar sessions focused on mentoring women in the industry and have various women's events and initiatives to accelerate women's participation in our structures.

Our efforts aim to contribute to a more diverse and inclusive industry that values women's unique perspectives and contributions in leadership roles and the sector.



Joanne Esterhuizen

You have put in almost three decades in the industry in so many top capacities. Looking back, what would you say really was responsible for your career choice at the beginning and what would you have done differently if given another chance?

Since a young age, I have demonstrated attentiveness and curiosity towards understanding people and the intricacies of the world. This early awareness extended to the realm of work, driven by the recognition of the limited opportunities available to me. I aspired to achieve success imbued with significance. Realising the importance of financial acumen, information technology and communication skills, I embarked on a journey to the motor industry, as it is commonly known, in approximately 1984.

My fascination with service excellence and anything meticulously crafted on wheels drew me into the sector, capturing my sustained interest. On a detailed level within the business domain, the frustration of encountering challenges in finding skilled individuals and the burden of onerous regulatory compliance on small businesses motivated my active engagement in the industry. I proactively joined the RMI, recognising the need for a collective force to tackle critical business issues.

Reflecting on my past choices, it is plausible that, given an alternative path, I might have pursued a career as a high-powered environmental lawyer or an innovative clinical psychologist. However, the allure of the motor industry proved to be a compelling and enduring influence on my life.

With the rate at which RMI and its affiliates are growing, where do you see the organisation in the next ten years?

As the primary authority in the retail and aftermarket sector, I envision a

transformative growth trajectory over the coming decade. Anticipating the emergence of a diverse new generation of innovative leaders, the Organisation is poised to evolve with its members' changing needs. One focus area is supporting emerging informal businesses as actively and effectively as formal businesses.

This adaptability is essential for the organisation's continued success, as it aligns with the overarching principle that fostering a sense of belonging is inherently conducive to superior business outcomes. The unwavering focus of the RMI remains singular – to provide an indispensable service tailored to meet the critical requirements of businesses operating within the automotive retail sector. This strategic commitment firmly positions the RMI to navigate the challenges and capitalise on the opportunities ahead, ensuring sustained growth and relevance in the ever-changing industry. The RMI will be substantially stronger if it adheres to these principles in ten years.

Is RMI affiliated to any national association locally or any international association outside SA?

The RMI has various affiliations and collaborates with various local and international organisations. Some of these are held directly with the RMI or via its various constituent associations. Locally, partnerships include entities like Business Unity South Africa (BUSA), the South African Vehicle Renting and Leasing Association (SAVRALA), the National Association of Automotive Competent and Allied Manufacturers (NAACAM), naamsa | The Automotive Business Council, South African Tyre Manufacturers Conference (SATMC), Automotive Industry Development Centre (AIDC) and Tshwane University of Technology to name just a few.

Throughout my tenure, overcoming these challenges has been a collaborative effort involving effective communication, stakeholder engagement, and strategic planning. Implementing initiatives to address skills shortages, fostering innovation, and advocating for government and member support have been integral to surmounting obstacles.



Jeanne Esterhuizen



My fascination with service excellence and anything meticulously crafted on wheels drew me into the sector, capturing my sustained interest. On a detailed level within the business domain, the frustration of encountering challenges in finding skilled individuals and the burden of onerous regulatory compliance on small businesses motivated my active engagement in the industry.

The RMI is the largest employer organisation in the automotive retail and aftermarket, representing members at the Motor Industry Bargaining Council (MIBCO), MerSETA and W&R Seta and also serving on bodies like the National Apprenticeship and Artisan Development Advisory Body (NAADAB).

Internationally, the RMI engages with organisations such as NADA USA, the Retail Motor Industry Federation in the UK, the National Franchise Dealers Association (UK), the World Engine Reman Council (WERC), HaynesPro, Handwerkskammer Erfurt and others, fostering global connections in the automotive industry.

What lessons do you think other automotive-related organisations and associations in other parts of Africa could learn from RMI?

Given the opportunity, I would endeavour to showcase lessons from the Retail Motor Industry Organisation (RMI) model throughout Africa and establish an African Association comprising analogous organisations, owing to its substantial potential business value across the continent. The RMI has observed the increasing presence of Original Equipment Manufacturers (OEMs) in Africa. As the volume of vehicle sales expands across various nations, there is a corresponding escalation in the demand for aftermarket retail services. The Retail Motor Industry Organisation (RMI) serves as a unifying force, bringing businesses together and systematically addressing their needs coherently and comprehensively.

The organisation's primary objectives include promoting, protecting, and encouraging the interests of its members and the motoring public. This is achieved by establishing and upholding appropriate industry service standards and ethical trading conditions.

Furthermore, the organisation facilitates the resolution of labour disputes between members and their employees through conciliation, mediation, and arbitration. It regulates the relationships between members and their employees or trade unions, aiming to safeguard and advance members' interests in these interactions.

The organisation actively promotes, supports, or opposes when deemed necessary, any proposals, legislative initiatives, or other measures that may impact the interests of its members. Additionally, it maintains affiliations with and actively participates in the affairs of various bodies that share common interests with RMI members.

A key focus is a commitment to upholding high standards of business ethics and service delivery to the motoring public. It endeavours to provide upliftment programmes aimed at enhancing its members' knowledge and professionalism in maintaining excellence in business practices.

Individual enterprises commonly find themselves without the resources and capacity to effectively handle these facets, impacting their business directly or indirectly.

Engagements with representatives from other African nations have revealed a keen interest in learning from our organisation. This underscores the potential for a broader regional network that mirrors the RMI's success and influence. The main stumbling block is funding for these initiatives.

Please, who is Jeanne Esterhuizen? A brief profile and your interests, principle and philosophy of life?

I am a self-directed learner by choice, having pursued numerous interests and hobbies at different stages of my life. I read at least two books a month besides all other self-

equipping reading material. History, classical literature and Christian apologetics have consistently been profound passions. In the realm of business, a commitment to lifelong learning is indispensable. Representing various businesses and organisations throughout my career has necessitated staying well-informed on diverse aspects, including business trends, technology advancements, legislative changes, environmental considerations, and social and governance developments, among others.

In the realm of hobbies, my pursuits have included ownership of diverse motorcycles, beginning with off-road models, progressing to superbikes, and culminating in dual-purpose bikes. I deeply appreciate exquisitely designed cars, SUVs and trucks. Over the years, my leisure activities have extended to golf, trail running, mountain biking, and kayaking. Enduring hobbies include horse riding, hiking, mountaineering, scaling Via Ferrates, and embracing a holistic approach to healthy living as I age.

Ethics has served as a fundamental guiding principle in shaping my life. I believe we are endowed with a purpose to surmount life's challenges. Our duty and responsibility are to ascertain this purpose and live it abundantly. I firmly assert that true success is achievable only when accompanied by significance, and the potential for significance is inherently linked to purpose.

In communication, listening is superior to speaking without genuine understanding. My upbringing instilled a strong work ethic and emphasised working diligently and serving others and myself. I was also taught to demonstrate generosity with my time and resources consistently.



KARIEGA PLANT



NADDCC Director General, Joseph Osanipin (by the car to the left) being welcomed to VW Kariega Plant by the Chairperson/Managing Director, VWSA, Martina Biene (standing by the car on the right), during the visit

NADDCC Woos Volkswagen Back to Nigeria as AAAM Hosts DG Osanipin in SA

BY OLAOLU OLUSINA

Indications have emerged that Volkswagen, the leading German automobile brand, will soon return to Nigeria, after its exit from the local market a few years ago. The return of the vehicle brand that is already popular with Nigerians became clear during a recent visit of the Director General, National Automotive Design and Development Council (NADDCC), Joseph Osanipin, to stakeholders in the South African auto industry.

Chairperson, Managing Director, Volkswagen Group Africa, Martina Biene, gave a hint of the planned return of Volkswagen to Nigeria while speaking when the NADDCC Director General, Osanipin, visited the Volkswagen Group South Africa (VWSA) assembly plant in Kariega during his week-long tour of South Africa.

“We are interested in the Nigerian market. We know that we also have a history in the Nigerian market. We will also re-emphasise

that VW signed an MoU in 2018 with the government to establish a partnership. That is also what we want. What is needed is new car market in Nigeria. New car market is going to happen with the implementation of the (automotive) policy and once we establish a proper new car market, I am pretty sure that we all want business. We are eager to start the business,” Biene said, as she bluntly stressed that “We are not committing to any partner but I am just saying we want to come back.”

From all indications, the VW chief is quite sure that Nigeria, for the first time in many years, might just be on the right track to re-awaken its comatose auto sector given the latest briefings from the visiting NADDCC boss. Biene really confirmed this as she disclosed that the engagement with the visiting delegation had been quite revealing and re-assuring.

“We had a very good engagement from my point of view, specifically, as you might remember when you three were visiting us (in June

2023) . We were joking; Give us the (automotive) policy and we have seen the ideals of the policy. And not only the ideals but the crafting of the policy in Nigeria, which is pretty much, a very comprehensive policy which implementation will help the automotive industry to thrive in Nigeria. That was really good.

“The next step is ratification and implementation in the National Assembly in Nigeria. In Nigeria,, we agreed on supporting the Association of Automotive Manufacturers in Africa but also, of course, Volkswagen is interested in the Nigerian market. We really want to be part of the Nigerian market. We also want to be part of the prosperity in the Nigerian market and we have seen a very good approach in terms of policy.

“The previous (immediate past) Minister of Trade and industry had been consulting the AAAM and he has been also instrumental in crafting some of the African automotive policies. He was also very encouraging and complimenting under automotive policy that Nigeria is now putting

forward. Yes we need to work on some details that's fine but it's really now about getting going and Automotive Show in Nigeria.

"It was a very good engagement. We have really shown everything in full shape. Suppliers, manufacturing, supporting businesses, it has been very very positive," she revealed.

Commenting on the highly successful week-long trip which was well-coordinated by the African Association of Automotive Manufacturers (AAAM), and hosted by him and Victoria Backhaus-Jerling, the AAAM CEO, Dave Coffey, said, "We are impressed with NADDC for putting together a visit like this," adding, "I was delighted because the interest was there."

According to Coffey, "At AAAM, we believe that the Nigerian Automotive Industry Development Plan (NAIDP) needs to be implemented. It needs to be approved and we will assist you (Nigerians) in guiding whatever we can and support you. We believe this is a great opportunity and the time is ripe."

On the delegation with Osanipin was M. Sani Musa - Director, Policy Planning & Statistics and Fidelis Achiv - Director Research, Design & Development at NADDC. The delegation visited and met with executives from NAACAM, naamsa | The Automotive Business Council, the AITF, the Ford AIDC Incubator, Bosch, Adient, the AIDC Rosslyn

Supplier park, the Auto Industrial Group, Volkswagen Group South Africa, Shatterprufe Windscreens, MW Wheels, Tenneco, Schaeffler, CRH and Jendemark Automation.

Explaining the real motive of the visit, Osanipin said, "I want to see what is happening in other countries and climes to see how we can take what is good in all these areas and replicate same in Nigeria. That was the main reason we came here and we have met AAAM. Fortunately, Martina (Biene) has to wear two caps here as the President of AAAM that hosted us since Monday that we have been here. They made it easier for us to meet the stakeholders in the industry.

"On the first day, we met Automotive Transformation Fund, AAAM, VGA, the institution that champions automotive agenda for Germany. We met a lot components parts sectors. From there, we moved on and we decided to come to the headquarters of Volkswagen Africa.

"Today, we dedicated today for facility tour. Not only that, we want to know how can we get Volkswagen to be part of what we are doing in Nigeria. We had honest discussions and let them know the reality. It is better we let everyone know our reality so that it will be easier for us to work together.

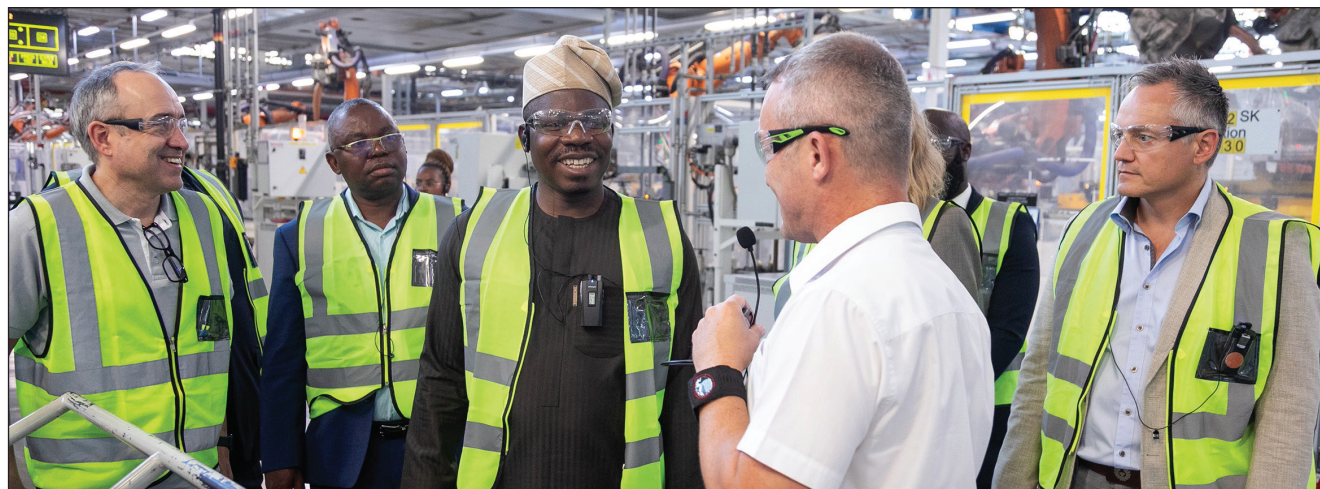
"Based on that, we had a facility tour with Martina and all our team. We were at the press shop, body shop, assembly plant and we watched the



The next step is ratification and implementation in the National Assembly in Nigeria. In Nigeria,, we agreed on supporting the Association of Automotive Manufacturers in Africa but also, of course, Volkswagen is interested in the Nigerian market. .. We also want to be part of the prosperity in the Nigerian market and we have seen a very good approach in terms of policy."

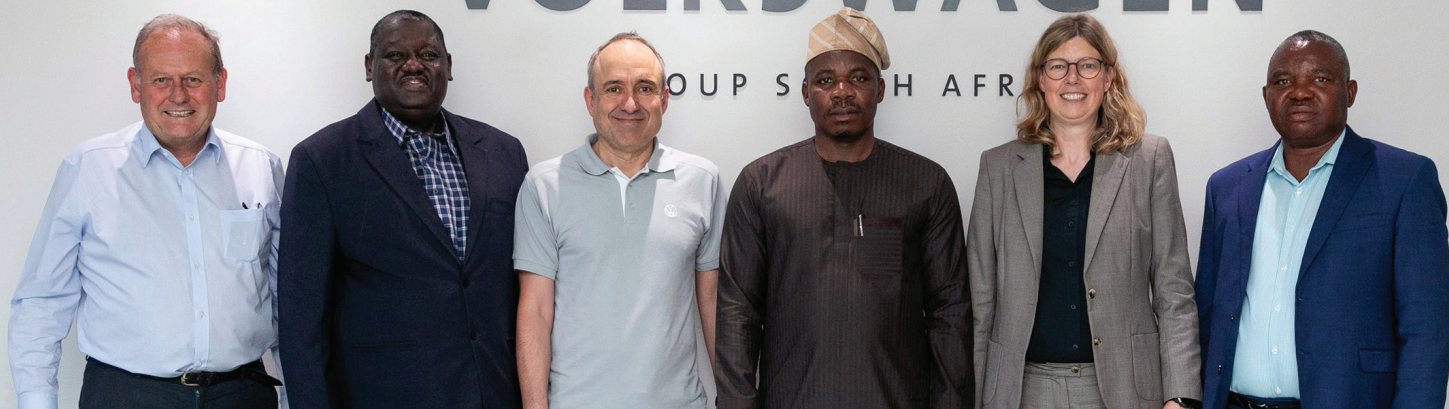
video of the painting. Everything we have seen are amazing. The story of how they started and at a point when they had eleven models. Today, they have two models and they are the one supplying Polo GTI to the whole world.

"This is the story that we just want to be part of. We have learnt a lot from them and we learnt what we also need to do concerning Nigeria if we need to work hand in hand with Volkswagen Group and Volkswagen Africa, in specific, with Martina on how to grow auto industry in Nigeria."



Director General, National Automotive Design and Development Council (NADDC), Joseph Osanipin (middle) and other members of the NADDC delegation right inside Volkswagen Africa assembly plant in Kariega, South Africa

VOLKSWAGEN



CEO, African Association of Automotive Manufacturers (AAAM), Dave Coffey (far left); CEO, African Association of Automotive Manufacturers (AAAM), Dave Coffey (far left); Director General, National Automotive Design and Development Council (NADDCC), Joseph Osanipin, (4th left); Chairperson/Managing Director, Volkswagen Group South Africa (VWSA), Martina Biene (5th left) and other members of the NADDCC delegation, during a visit to Volkswagen Africa assembly plant in Kariega, South Africa

On the lessons learned in the course of the visit, the Director General said, "The lesson that we have learnt here is firstly, we need to put policy and process in place. That is what can drive investments. Two is that auto is about volume. We have seen when VW was doing 11 products and they couldn't meet the numbers they were doing. But now, they have only two models and they are doing far better in terms of the number they are doing. It is all about volume. Today, we have different kinds of volumes in Nigeria.

"In SA, we have seven manufacturers with 40 models. With this, it has enabled them to put up huge volumes. So compare that one with what we are doing in Nigeria today, where we have varieties of assemblers of over 35 and we are still getting more. So, this is what we get to look at. Even to look at the components parts. If we have all these everywhere, how are we

going to get the component parts that will come with that volume?

"It is a lesson that we have learnt and some other things we need to do differently like bringing VW or any other OEM that will produce new vehicles, then we need to look at the quality of our fuel. We have Euro 3 but we need to produce at Euro 4. All these things are things we have learnt that we will start working on and see how we can prepare the ground for them, for huge investments from OEMs and most especially from VW."

While expressing gratitude to both the delegation for dedicating a whole week to visit the South African auto industry and the component manufacturers, OEMs and other stakeholders for being so flexible in receiving the visitors, Coffey expressed satisfaction with the visit, saying "We provided a full and exciting schedule as this was required to gain a good understanding of the industry."

Acknowledging the outcome of the visit, the delegation was full of praises for AAAM for arranging such a comprehensive and informative programme which clearly showed the attributes and benefits of a successful and integrated auto industry and why it is important for Nigeria to pass the NAIDP Bill into law. The delegation was particularly impressed by not only the world-class facilities that they visited, but also by the executives they met who were willing to collaborate and share their experiences of what is required to develop, grow and succeed with them.

Osanipin, who led the delegation, said he plans to bring the Nigerian Minister of Industry, Trade and Investment, Dr. Doris Nkiruka Uzoka-Arite, to South Africa, so that she can also gain an understanding of what the benefits of a fully integrated auto industry could mean for Nigeria.

While over 700,000 used cars are being imported into Nigeria every year, less than 10,000 new cars are sold annually thus showing clearly that the potential is there for Nigeria to develop a full automotive eco-system and value chain, including the production of new vehicles and locally sourced used cars.

The NAIDP was approved by the Federal Executive Council in May 2023 but still needs to be presented as a Bill to the National Assembly for final approval and presidential assent before implementation.

We had a facility tour with Martina and all our team. Everything we have seen is amazing. ..This is the story that we just want to be part of. We have learnt a lot from them and we learnt what we also need to do concerning Nigeria if we need to work hand in hand with Volkswagen Group and Volkswagen Africa, in specific, with Martina , on how to grow auto industry in Nigeria.



ISUZU employees show their excitement following the company's 2024 Top Employer certification

Again, ISUZU Receives Recognition as a Top Employer

ISUZU Motors South Africa (ISUZU) has been recognised as a 2024 Top Employer in South Africa by the internationally recognised Top Employers Institute for the second year in a row.

The Top Employers Institute is a global authority on recognising people's practices. It certifies organisations based on the participation, validation, and audit of the Human Resources Best Practices Survey.

The certification as Top Employer 2024 recognises ISUZU's efforts in promoting the best people practices and creating an inclusive world of work for all its employees.

"As a people-centred organisation, we take pride in championing a work environment that ensures employees excel in what they do and are able to grow within the business. We recognise the success of our business is largely dependent on how we treat our people. For this reason, our people strategy, which is informed by our

business strategy, encourages us to drive a high-performance culture and to respond to the evolving needs of our workforce which include championing Diversity, Equity, Inclusion and Belonging (DEIB) initiatives" says ISUZU Senior Vice President Human Capital and Corporate Affairs, Mongezi Hermans.

The Top Employer Survey is independently audited and covers six Human Resources domains which focus on key themes which include, Steering, Shaping, Attracting, Developing, Engaging, and Uniting employees. The work environment, learning, diversity and inclusion, and employee well-being also form part of the many topics evaluated within these themes.

"We are extremely proud to be recognised as a Top Employer for the second year running. In 2023, we continued to be deliberate in how we bring talent into the organisation and on how we accelerate their

development. We aim to continue to largely focus on nurturing the youth as the future workforce while increasing our efforts to transform our organisation beyond compliance," Hermans adds.

Top Employers Institute CEO David Plink says: "Exceptional times bring out the best in people and organisations. And we have witnessed this in our Top Employers Certification Programme this year: exceptional performance from the certified Top Employers 2024. These employers have always shown that they care for the development and well-being of their people. By doing so, they collectively enrich the world of work. We are proud to announce and celebrate this year's group of leading people-oriented employers: the Top Employers 2024."

The programme has certified and recognised over 2 300 Top Employers in 121 countries/regions across five continents.



CARLOHA NIGERIA: Celebrating Chery's Remarkable Global Achievement in 2023

Carloha, the exclusive national partner of Chery Automobile in Nigeria, proudly announces and celebrates Chery's exceptional achievements in 2023. As a global player, Chery has not only maintained its reputation for innovation and quality but has also set new benchmarks in the global automotive domain.

This announcement not only celebrates Chery's success story but also serves as an inspirational



call to greatness, a call that will be further echoed through the continued growth of the Chery brand in the Nigerian automotive market.

Chery's scorecard in 2023, substantial growth in sales and

exports, and the company's relentless commitment to innovation, sustainability, and global expansion played a pivotal role in the success stories.

ANNUAL GLOBAL SALES:

In 2023, Chery achieved an annual sales figure of 1,881,316 units, representing a geometrical growth of 52.6%, while 937,148 vehicles were exported, recording a 101.1% increase. These outstanding

performances surpassed the industry's growth rate, thus establishing Chery as a critical player in the global automotive market.

CUTTING EDGE TECHNOLOGICAL INNOVATION:

In 2023, Chery solidified its position as a pioneer in automotive technology with the introduction of cutting-edge features such as advanced safety systems, smart connectivity, sustainable energy solutions, and artificial intelligence integration to showcase their dedication to providing state-of-the-art driving experiences.

In 2023, Chery steadfastly pursued technological innovation, achieving an accelerated "Tech Chery" evolution with groundbreaking achievements. At the Qatar GIMS (Geneva International Motor Show), Chery officially unveiled the QPower architecture under the theme "Evolution for Future", representing 26 years of accumulated and leapfrogged power technology. It is a comprehensive professional power solution covering mainstream power forms such as ICE, PHEV, BEV, and hydrogen power. QPower boasts energy advantages like "strong and swift", "efficient and green", and "high-energy and intelligent".

The introduction of QPower not only brings more innovation to the global automotive industry but also provides power and performance, fast charging, comprehensive safety, and a better driving experience. Additionally, Chery's Tiggo 8 Pro Plug-in Hybrid and the Tiggo 7 Pro Plug-in Hybrid made their debut at the Qatar GIMS, attracting international attention with the Tiggo 8 Pro Max, Tiggo 7 Pro Max, Arrizo 8, and other flagship models.

Chery takes independent innovation as its core strategy, with a focus on technology, R&D, and dedication to delivering a high-quality user experience to global



The company's commitment to globalization is evident through joint ventures, partnerships, and the establishment of production facilities in different countries. These efforts have allowed Chery to tap into diverse consumer markets, adapt to regional preferences, and position itself as a competitive player on the global stage.

consumers. Chery successfully established eight major R&D centers worldwide, including North America, South America, and Europe. At the end of 2023, Chery filed more than 29,000 patents, with over 18,000 authorized patents granted, thus positioning itself as a pacesetter in the global automotive market.

EXPANDING GLOBAL MARKET:

Chery expanded its global footprints in 2023, strategically entering various international markets, by establishing its presence in regions like Asia, South America, Africa, and the Middle East.

Currently, Chery's business presence extends to more than 80 countries and regions worldwide, with more than 13 million global automotive user base, including 3.35 million users located overseas, which exemplifies Chery's commitment to the delivery of quality vehicles that satisfy the needs and preferences of consumers worldwide.

The company's commitment to globalization is evident through joint ventures, partnerships, and the establishment of production facilities in different countries. These efforts have allowed Chery to tap into diverse consumer markets, adapt to regional preferences, and position itself as a competitive player on the global stage.

Chery's commitment to local assembly plants through collaborative ventures with Carloha emphasizes astute dedication to contributing to Nigeria's economic development.

GLOBAL AWARDS:

Chery's numerous awards and recognition throughout the year, are glaring testimonies of the brand's commitment to quality, design innovation, and environmental sustainability. In 2023, Chery maintained the position of China's number one passenger car exporter for 21 consecutive years, which reaffirms Chery's position as an industry leader that is deeply committed to providing quality automotive products that satisfy the needs of customers.

Also, in 2023, Chery ranks first in the automotive index category of "Top 50 Chinese Global Brand Builders' Report", jointly released by Google and Kantar. According to J.D Power's various automotive indexes in 2023, Chery holds the top position in the IQS (Initial Quality Study) among China's domestic brands.

In 2023, the leading collision testing lab in Asia conducted 532 vehicle collision tests, setting a new historical record, with the Tiggo 7 Pro earning a five-star rating in the Australian A-NCAP (2023). Additionally, Chery vehicle series, including the Tiggo 8, Tiggo 7, and Tiggo 4, have each received first place in their segments.





As we reflect on Chery's achievements in 2023, we look forward to an exciting future in Nigeria. Carloha's extensive network and local expertise, coupled with Chery's global excellence, create a synergy that promises to redefine the automotive landscape in Nigeria.

These awards and recognition, serve as a testament to Chery's unwavering dedication to delivering vehicles that exceed expectations, providing Nigerian consumers with not just transportation but an elevated driving experience.

ENVIRONMENTAL SUSTAINABILITY:

Chery remains at the forefront of environmentally friendly automotive solutions by producing eco-friendly vehicles and implementing sustainable manufacturing practices that align with the global shift towards a greener and more sustainable future.

Chery's globalization strides in 2023, have become more robust with "Green, Technology, Family, and Companionship" as its core value, leading to a continuous increase in brand influence. In 2023, Chery hosted the International User Summit for Green Technology and User-centric Innovation, aligning with Chery's core values. The Summit

emphasized pioneering technology, leveraging high-performance products to construct a robust user-friendly environmental integration system while setting the stage for a groundbreaking paradigm shift within the automotive industry,

In Nigeria, where environmental consciousness is on the rise, Chery's electric vehicles present a golden opportunity. By aligning with the country's push towards clean energy, we aim to establish Chery as a forerunner in the sustainable automotive sector, contributing to Nigeria's green energy initiatives by fostering a greener future for mankind.

CORPORATE SOCIAL RESPONSIBILITY (CSR):

In accordance with global best practices, Chery has made remarkable achievements by engaging in public welfare, carrying out a variety of public benefits actions worldwide, encompassing environmental protection, targeted poverty alleviation, and educational donations.

Chery donated US\$6 million to support UNICEF (United Nations International Children's Emergency Fund) in its "Global Education Thematic Programme", thus demonstrating the mission and responsibility of Chinese brands to the international community.

Chery's CSR initiatives extend beyond compliance with regulations, emphasizing ethical business practices, employee well-being, and fostering positive relationships with stakeholders. By consistently integrating social and environmental considerations into its business strategies, Chery stands out as a responsible corporate citizen that is contributing to a more sustainable and socially conscious global automotive industry.

EXCEPTIONAL VEHICLE LINE-UP:

Chery's exceptional vehicle lineup from Tiggo 8 Pro Max, Tiggo 7 Pro Max, Tiggo 4 Pro, and Tiggo 2 Pro, to Arrizo 5, exemplifies the brand's commitment to innovation, performance, and style. Renowned for its cutting-edge technology and forward-thinking design, Chery offers a diverse range of vehicles that cater to various preferences and needs. From sleek and compact urban models to robust SUVs and eco-friendly electric vehicles, Chery seamlessly blends functionality with aesthetics.

The brand's emphasis on quality craftsmanship is evident in every detail, ensuring a superior driving experience. Whether it's the advanced safety features, efficient fuel economy, or the integration of smart connectivity, Chery's lineup reflects a dedication to exceeding customer expectations.

FUTURE OF CHERY IN NIGERIA:

As we reflect on Chery's achievements in 2023, we look forward to an exciting future in Nigeria. Carloha's extensive network and local expertise, coupled with Chery's global excellence, create a synergy that promises to redefine the automotive landscape in Nigeria. We invite all stakeholders to join us on this journey as we navigate towards a future where Chery stands as a symbol of quality, innovation, and sustainability in Nigeria.

In conclusion, the achievements of 2023 are not just milestones for Chery, but also stepping stones towards a future where Chery is not just a car brand but an integral part of the Nigerian automotive culture. We are excited about the opportunities that lie ahead and the positive impact our vehicles will have on the lives of Nigerian consumers.

Fawaz Abdul: Carbin Africa is Reshaping B2B Automobile Transactions with Innovation

Fawaz Abdul is a Co-Founder at Carbin Africa, a major player in Nigeria's auto retail market. In this encounter, he shares his thoughts on the retail market in the country and how Carbin Africa is reshaping B2B automobile transactions in Africa through innovation and collaboration. Excerpts.



Fawaz Abdul

BY OLAOLU OLUSINA

CARBIN AFRICA:

Carbin Africa is at the forefront of revolutionizing the B2B automobile industry in Lagos, Nigeria, and across Africa. Our platform connects car dealerships and auto merchants (Brokers), offering innovative solutions for efficient operations and fostering a collaborative community.

NIGERIA'S AUTOMOBILE RETAIL MARKET:

Nigeria's automobile retail market is dynamic, driven by diverse consumer preferences. It presents both opportunities and challenges, creating a space for innovation and strategic solutions.

CARBIN AFRICA'S INNOVATION:

Carbin Africa stands out by providing a comprehensive B2B platform. We leverage technology for efficient inventory management, streamlined communication, and community building. Our focus on diversity, inclusion, and strategic

partnerships sets us apart.

CHALLENGES AND LEARNINGS:

Challenges have been part of the journey, from operational nuances to market dynamics. Each challenge becomes a learning opportunity, and our adaptability has been crucial in navigating the evolving landscape.

ADVICE FOR USED CAR BUYERS:

A thorough inspection is key. Check vehicle history, and assess overall condition. Transparency is crucial, and at Carbin Africa, we prioritize providing detailed information for informed decision-making.

BAN ON IMPORTATION OF USED VEHICLES:

While encouraging local manufacturing is essential, a balanced approach is crucial. A phased transition with robust support for local production and gradual reduction in importation could be a sustainable strategy.

ADVICE FOR MARKET

GROWTH:

Collaborative efforts between the government and stakeholders are vital. Streamlining importation policies, investing in infrastructure, and supporting local manufacturing initiatives will foster sustainable growth.

CARBIN AFRICA IN THE NEXT FIVE YEARS:

I envision Carbin Africa as a leading force in the African B2B automobile sector. We aim to expand our reach, deepen our technological capabilities, and contribute significantly to the industry's growth.

OTUNBA FAWAZ ABDUL:

Otunba Fawaz Abdul is a Co-Founder of Carbin Africa and holds a master's degree in Transportation Planning and Management. As a youth leader, I champion the ideology of collective prosperity. With over 5 years in the Nigerian automotive retail sector, I am committed to reshaping B2B automobile transactions in Africa through innovation and collaboration.

Marketing Tyres Requires a Compelling Story Approach

– **Edward Kawamba, General Manager, Marketing, Sumitomo Rubber South Africa & Dunlop**

General Manager, Marketing, Sumitomo Rubber South Africa & Dunlop, Edward Kawamba, shares his insights on creatively marketing tyres in the South African market. Edward, who has extensive experience working in different markets regionally and globally across different verticals, joined the Sumitomo team earlier last year to add his valuable perspective to the company's marketing campaigns. According to Edward, marketing tyres requires a compelling story approach to weave the brand into the daily lives of people. Excerpts

What is one sentence, or one word, that captures your experience with SRSA thus far?

Potential.

What is your vision for the marketing of SRSA/Dunlop tyres?

Tyres are the unsung heroes in our consumer's daily lives. Tyres are meant to provide you peace of mind and the confidence to get you home safely. A trusted brand brings you peace of mind and Dunlop Tyres SA is a trusted brand.

So, my vision for marketing Dunlop/SRSA tyres is to constantly create a compelling story of tyres in the lives of our customers. Everyone on the road has a relationship with a tyre, our job is to simply establish valuable relationships with our customers.

Kawamba



What excites you about the Dunlop brand and what it has to offer the SA market?

For years, the Dunlop brand has commanded a strong presence in the market and gained the trust of millions of consumers. My work is to proactively build on to the Dunlop brand's high relevance in the market. As our market evolves, so will the needs of our consumers which ultimately impacts our brand. What excites me about the trusted position of the Dunlop brand to our consumers, is the extensive coverage that our brand enjoys. This is an opportunity for continual learning to provide relevant offerings that meets our consumers evolving needs.

What do you feel are the main challenges - and opportunities - in marketing tyres in SA?

The main challenge is the saturation with the influx of imported inferior tyres, and the impact it has on the increase of price sensitivity as a result of inferior options.

Our opportunities lie in the growing interest in sustainability. This offers us an opportunity to penetrate an emerging market with our tyres which are manufactured with sustainability at its core. For us, sustainability is more than just about the important role in preserving our planet. Sustainability is about our contribution to a sustainable economy and tyre industry.

In SA, the growing vehicle market directly impacts the growth of the tyre industry, and this is an opportunity for us to lead.

What are some market trends or consumer behaviours that could impact the tyre industry?

- The price sensitivity is certainly already impacting the tyre market which is quite concerning if our consumers substitute safety for a saving.
- The increased demand for online tyre purchases.
- The fluctuations in fuel costs.
- The commercialisation of



Kawamba



“Tyres are the unsung heroes in our consumer’s daily lives. Tyres are meant to provide you peace of mind and the confidence to get you home safely. A trusted brand brings you peace of mind and Dunlop Tyres SA is a trusted brand. So, my vision for marketing Dunlop/SRSA tyres is to constantly create a compelling story of tyres in the lives of our customers. Everyone on the road has a relationship with a tyre, our job is to simply establish valuable relationships with our customers.

Artificial Intelligence.

In Marketing, digital vs traditional, ATL vs BTL is always a topic of debate. What value does traditional, BTL media, still hold in marketing tyres?

It certainly holds value, particularly if you separate the B2B and B2C customer journey map. The tyre industry does not evolve at a rapid pace with innovation. As such, for B2B the traditional “Brick & Mortar” business model remains relevant. In this model, traditional marketing communications still hold weight. Today, our customers still appreciate physical marketing collateral far more than digital collateral.

Tyres are critical components in a vehicle. What are key pieces of information that you wish every South African should know about tyres, and why?

Tyres hold an essential safety function of the vehicle. I would wish every South African understands the importance of selecting the right tyre for the right application. Tyre education is key. Consumers seldomly understand this – in most cases we find consumers with over or under spec’d tyres. This should be communicated through both traditional and digital platforms utilising the relevant language.

- **CREDIT : Sumitomo Rubber South Africa (Pty) Ltd.**

Stakeholders Partner to Stand up Against Illicit Trade in Tyres



Vishal Premllal



Charl de Villiers

Following the highly successful launch last year at Automechanika of the Blow the Whistle Compliance Forum, aimed at stamping out the trade in illegal automotive parts in South Africa, a number of industry associations in the local and import sectors have come together to form the Tyre Silo Forum.

Spearheaded by Vishal Premllal, National Director of the Tyre, Equipment, Parts Association, a proud association of the Retail Motor Industry Organisation (RMI), the forum comprises the South African Association of Freight Forwarders (SAAFF), the South African Tyre Manufacturers Conference

(SATMC), representing the four local tyre manufacturers in the country and the Tyre Importers Association of South Africa (TIASA).

Premllal says this is the first Forum collaboration post conference and was delighted that the Forum will be able to gain momentum during 2024. "This is an issue that impacts all South Africans as well as all industry players in the import, manufacturing and retail space. The coming together of these four powerful associations will definitely create further impetus to our drive," says Premllal.

Ultimately all efforts are designed to protect the consumer as well as the impact on the economy and business sustainability. Significant revenues are being lost as a result

of certain importers and traders at the bottom end of the supply chain who are bringing in parts of very poor quality through compromised channels. These parts are not fit for purpose and do not adhere to local regulatory standards. Not only does this negatively impact a struggling economy but it is also a safety hazard for unsuspecting consumers.

Managing Executive, SATMC, Nduduzo Chala, says the Forum will now complement and align with the work SATMC is doing behind the scenes with law enforcement agencies to identify and investigate cases of illicit tyre trade. "We need to protect our industry and the livelihood this industry supports," he says. "The



Nduduzo Chala



Dr. Juanita Maree

longer we allow illicit products to enter through our borders, the more we are going to see retrenchments happening in the sector and businesses closing down, not to mention the safety impact on the average motorist.”

Chief Executive Officer, SAAFF, Dr Juanita Maree, agrees, saying the organisation is working proactively with South African Revenue Services (SARS) and other Government agencies offering shared insights in respect of international best practices, not only to enhance the facilitation of legitimate trade, but also to simultaneously remove illicit activities from the trading environment. “While we may differ in thinking around the likelihood, impact and severity of the risk, there is a need for an alignment in respect of the methodology to support the complete and collaborative eradication of illicit trade in the tyre industry,” she says.

Chairman, Tyre Importers Association of South Africa (TIASA



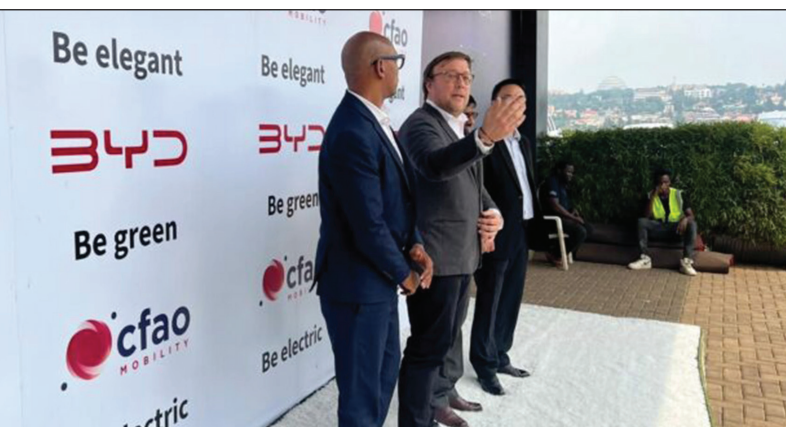
The longer we allow illicit products to enter through our borders, the more we are going to see retrenchments happening in the sector and businesses closing down, not to mention the safety impact on the average motorist.

, Charl de Villiers, says this is not something that can be tackled alone. It needs a collaborative effort from all the relevant stakeholders if the effort is to be successful. “We expect the current depressed economic climate will continue to impact consumer choice and we also anticipate unscrupulous traders will increasingly look for loopholes

to take advantage of the current challenges being experienced at our ports.

Premlall says this is no longer just an importer or local manufacturer issue, it is an issue which is negatively impacting the entire sector and the economy at large, and looks forward to the Forum working more closely with the Department of Trade Industry and Competition (DTIC) and the National Regulator for Compulsory Specifications (NRCS) as well as SARS to close any loopholes in the current SARS and ITAC laws and regulations. “We require a hybrid approach starting right from origin declaration and then identifying the risk indicators at every point on the supply chain.”

“We also want to remind consumers to stand up and report any illicit trade through our Whistleblower hotline so the necessary role players can step in. This can be found on the TEPA website,” Premlall maintains.



CFAO Mobility Inaugurates Rwanda's First BYD Dealership

CFAO Mobility has inaugurated East Africa's first BYD (Build Your Dreams) car dealership in Kigali, Rwandan capital. The showroom, located in the Kicuriko district, covers 330 sqm and will showcase the various vehicles in the range. The Atto3 electric SUV will be available immediately, followed by the Dolphin and Dolphin Mini models in the coming weeks.

CFAO Mobility – a pioneer in the deployment of electric solutions on the continent – will offer Rwanda an ecosystem of services to support the vehicles, installing recharging stations and supplying solar power generation solutions, vehicle maintenance, assistance and spare parts.

Managing Director, CFAO Mobility in Rwanda, Srinivas Cheruvu, said:

“We’re proud to be the first in Rwanda to distribute this type of electric vehicle and all its associated services. We conceived this dealership in Kigali as a place dedicated to the discovery of BYD vehicles, combining modernity, comfort and economy of use. It is very important for CFAO Mobility in Rwanda to participate in this way in the country’s energy transition and support our customers who wish to make the switch to electric.”

BYD started out as a battery designer and manufacturer before diversifying into the automotive sector in 2003 and becoming a major player. In the fourth quarter of 2023, the brand was the world’s leading producer of electric vehicles.

CEO, CFAO Mobility, Marc Hirschfeld, added: “BYD is one of the world’s leading manufacturers of electric vehicles, with a level of innovation know-how that now matches the expectations of our markets

in Africa. A whole new ecosystem has to be designed around mobility in African cities. This applies not only to individual and corporate customers, but also to stakeholders including urban public transport networks and government agencies.”

Accelerating the development of new mobility solutions in Africa, CFAO Mobility is the most extensive vehicle retail network in Africa, CFAO Mobility provides all mobility-related sectors with a multi-brand offer, partnering with global automotive manufacturers for new and used vehicle sales, short and long-term rentals, fleet management, maintenance, etc.

Its offer covers the complete automotive offering, including two-wheeled vehicles, marine engines, coaches, lorries, handling equipment, tires and spare parts. CFAO Mobility’s production and assembly sites in Africa are a shining example of its commitment to actively supporting industrialisation in the region and creating an affordable offer.



Stellantis COO, Enlarged Europe, Uwe Hochgeschurtz (left) with the Sixt SE Chief Business Officer, Vinzenz Pflanz, celebrating the agreement for the purchase of up to 250,000 Stellantis vehicles, laying the foundation for further global expansion



SIXT to Boost Rental Fleet with 250,000 Award-Winning Stellantis Models

Premium mobility service provider SIXT and Stellantis, one of the world's leading automakers, have sealed a multi-billion euro agreement under which SIXT could buy up to 250,000 vehicles for its rental fleet in its corporate countries across Europe and North America over the next three years. First significant delivery volumes will take place as early as the first quarter of 2024 and will continue throughout the year.

SIXT rental customers will benefit from an attractive choice of vehicles of Stellantis award-winning brands including Alfa Romeo, Chrysler, Citroën, Dodge, DS Automobiles, Fiat, Jeep®, Lancia, Opel, Peugeot, Ram, Vauxhall and Maserati. The deliveries to SIXT will include a variety of classes from city cars to SUVs to vans and trucks (including 7- and 9-seaters) as well as a full range of propulsion types (including battery electric vehicles) featuring the latest software and infotainment tech features.

Specific order quantities, order compositions and delivery dates beyond the volumes that have already been planned for 2024 can be flexibly agreed between both companies considering fleet requirements and demand.

Additionally, Stellantis and SIXT will also explore potential cooperation opportunities in various regions around the world including Mobilisights, Stellantis' data as a service (DaaS) business, to provide and develop data packages for developing and licensing innovative business-to-business products, applications, and services which will be made available to SIXT.

In the course of the deliveries by

Stellantis, the number of fully connected vehicles in the SIXT rental fleet will increase significantly and thus the number of vehicles in which telemetry data such as fuel level and mileage can automatically be transmitted to SIXT when a vehicle is returned. This will allow SIXT to streamline handling at branches benefiting customers with even faster processing and even better vehicle availability.

Stellantis CEO, Carlos Tavares, said: "With today's amazing announcement with SIXT, we deliver on our commitments to offer the customer clean, safe and affordable mobility seen now in breakthrough vehicles and technology. Within our iconic brands, we offer a vehicle that fits practically every need, price point, and lifestyle.

"This partnership with SIXT enables current and potential Stellantis brand customers to immerse themselves in our newest offerings with the most advanced propulsion, vehicle connectivity and thoughtful comfort. It's the ultimate test drive and a critical checkpoint for us in the upcoming years as Stellantis transforms into a sustainable mobility tech company."

Co-CEO of SIXT, Konstantin Sixt, said: "We are very much looking forward to welcoming a large number of exciting vehicles of iconic Stellantis brands to our fleet. This agreement with a progressive, full-range partner underscores our promise to provide our customers with the best choice for all their mobility needs. It enables us to accelerate our growth strategy 'EXPECT BETTER', after already achieving global revenue growth of almost 20 percent in the first nine months of

2023. This ambition applies to European countries, but of course also to the U.S., the largest rental market in the world and the most important growth market for our company."

Both companies are dedicated to making mobility more sustainable. As part of its Dare Forward 2030 strategic plan, Stellantis announced the ambition of reaching a 100% passenger car battery electric vehicle (BEV) sales mix in Europe and 50% passenger car and light-duty truck BEV sales mix in the United States by 2030. To achieve these sales targets, the Company is securing approximately 400 GWh of battery capacity. Stellantis is on track to become a carbon net zero corporation by 2038, all scopes included, with single-digit percentage compensation of remaining emissions.

By purchasing Stellantis vehicles with state-of-the-art propulsion, including battery electric vehicles (BEV), the agreement also aligns with SIXT's goal to significantly decrease the CO2 footprint of its rental fleet (including the goal of reaching a share of 70-90 percent electrified vehicles in Europe by 2030). This is an integral part of SIXT's approach to environmental sustainability besides investing in its own charging infrastructure, further expanding the SIXT App into an ecosystem for sustainable mobility offers, including access to hundreds of thousands of public charging points as well as reducing the CO2 emissions generated at its own branches and sites as quickly and as far as possible.

Combustible Cargo Could Trigger Catastrophic Fires at Sea

– **Captain Rahul Khanna, Global Head of Marine Risk Consulting at Allianz Commercial**

Fires on vessels remain one of the biggest safety issues for the shipping industry as evidenced by a significant increase in incidents, including the Fremantle Highway, a car-carrying vessel which caught fire penultimate year off the Dutch coast with thousands of vehicles on-board en-route from Germany to Egypt. In this interview, **Captain Rahul Khanna, Global Head of Marine Risk Consulting at Allianz Commercial**, highlights some of the factors behind this trend.



Captain Khanna



Allianz's Safety and Shipping Review 2023 reports that fire was the second top cause of loss for shipping vessels penultimate year (after foundering) with eight vessels lost and more than 200 incidents reported – the highest for a decade. Why is this happening?

Every year Allianz Commercial analyses reported shipping losses and incidents involving ships over 100 gross tons in our annual report. And although shipping losses have declined by 65 percent over the past decade (38 vessels in 2022 compared with over 100 in 2013), unfortunately fire incidents have not followed. We continue to see major events involving large container ships, car carriers and ro-ro vessels for example. There were over 200 reported fire incidents during 2022 alone (209) – the highest total for a decade. Meanwhile, 64 ships have been lost to fires in the past five years. AGCS analysis of 250,000 marine insurance

industry claims shows fire is also the most expensive cause of loss, accounting for 18 percent of the value of all claims analysed.

Catastrophic fires on large vessels typically begin with combustible cargo, which then spreads rapidly and outpaces the firefighting capabilities of the crew. The size and design of large vessels makes fire detection and fighting more challenging and once crew are forced to abandon ship, emergency response and salvage operations become more complex and expensive, and the risk of a major or total loss increases. Fires need to be contained quickly, yet it may take several hours to get to the base of a fire on a large vessel.

Mis-declaration of cargo is a real problem. Industry reporting systems attribute around 25 percent of all serious incidents onboard container ships to mis-declared dangerous goods, such as chemicals, batteries, and charcoal, although many believe this number to be higher. Failure to properly declare, document and pack hazardous cargo can contribute to

blazes or hamper firefighting efforts. Labeling a cargo as dangerous is more expensive. Therefore, some companies try to circumvent this by labeling fireworks as toys or lithium-ion batteries (Li-Ion) as computer parts, for example.

There have been several incidents in recent years where Li-Ion batteries have been reported as contributing to fires on vessels. How significantly are they impacting safety on cargo ships?

Li-Ion batteries can be carried on board ships either as a cargo themselves or as part of the equipment for the electric vehicles (EVs) they provide power for. Many of these batteries are safely transported every day but fire risks are present in both scenarios, especially if the batteries are used or defective, damaged or improperly stored, packaged, handled or labelled. The main hazards are fire, explosion, and 'thermal runaway', a rapid self-heating fire that can cause an explosion. They can also

produce irritating, corrosive or poisonous gases that cause an explosion in a confined space. The main causes of Li-Ion fires are substandard manufacturing or damaged battery cells or devices, over-charging, and short circuiting.

Of course, Li-Ion batteries are an important source of energy and do not necessarily burn more frequently than other goods. It is only when they ignite that they are more difficult to extinguish as they can burn more ferociously and are capable of spontaneously reigniting hours or even days after they have been put out. Most ships lack the suitable fire protection, firefighting capabilities, and detection systems to tackle such fires at sea, which has been made more difficult by the dramatic increase in ship size – container-carrying capacity has doubled in the last 20 years. We have seen many fires where malfunctioning or damaged batteries have been attributed as a contributing factor in recent years.

What role is the demand for green technology playing?

Decarbonization and electrification are increasing the number of shipping goods that contain Li-Ion batteries, from EVs to a wide range of consumer and electronic goods. The global Li-ion battery market is expected to grow by over 30 percent annually from 2022 to 2030, according to McKinsey. The number of EVs is also growing at a fast pace: Nearly 10% of global car sales were electric in 2021, four times the market share in 2019. A lot of conventional power sources have been replaced by batteries, and that industry has seen huge increases in demand in recent years, a trend that will only continue. These new cargos mean new risks if they are not adequately managed. The explosion of demand for these batteries is flooding the market with new manufacturers, raising some questions around quality control.

Is there anything freight forwarders/carriers/shipping companies can do to improve safety standards with these deliveries? Why have they not been implemented already?

Li-Ion fire risks will likely ease over time as manufacturers, carriers, and regulators address the current challenges. In the meantime, attention must be focused on pre-emptive measures to help mitigate the peril.

'State of Charge', (SOC), of Li-Ion batteries is an important consideration in their safe transportation and should be around 30%-50%. More towards 30 than 50. Both shipping lines and shippers should ensure this is the case. Shippers



Catastrophic fires on large vessels typically begin with combustible cargo, which then spreads rapidly and outpaces the firefighting capabilities of the crew. The size and design of large vessels makes fire detection and fighting more challenging and once crew are forced to abandon ship, emergency response and salvage operations become more complex and expensive, and the risk of a major or total loss increases.

should also request proper certification like the test summary from the manufacturers before transporting them as defective manufacturing is a one of the leading causes of fires in such batteries.

Other measures to consider include ensuring staff/crew receive adequate training and access to appropriate firefighting equipment, improving early detection systems and developing hazard control and emergency plans.

How can procurement improve safety standards aboard cargo ships and reduce the impact of improperly stored battery technologies?

As already mentioned, mis-declaration of cargo is a leading cause for fires on container ships and shippers or freight forwarders should ensure goods are properly declared and marked as hazardous if Li-Ion batteries are being shipped.

Several large container shipping companies have turned to technology to address this issue using cargo screening software to detect suspicious bookings and cargo details, while large container operators are imposing penalties. Unified requirements and penalties for mis-declared hazardous cargo would be welcomed.

The debate about EVs in the shipping industry is ongoing, with conversations about whether there is a need for

dedicated Ro-ro vessels for EVs. From an insurance perspective, this is something we would like to see – purpose-built vessels for transporting EVs, designed to substantially reduce the risk of fire. We have already seen shipping companies stop transporting EVs on their ships because of the potential fire risk.

What protective measures are possible for EVs in particular?

Allianz has long warned about the risks associated with Li-Ion batteries and EVs in shipping for a number of years, first highlighting this issue in 2017. A recent report Lithium-ion batteries: Fire risks and loss prevention measures in shipping highlights a full list of loss prevention measures to consider including:

- All EVs should display clear and precise identification on the windshield detailing the battery type (e.g. Battery Electric Vehicle (BEV), Hybrid Electric Vehicle (HEV), Plug-in Hybrid Electric Vehicle (PHEV).
- EVs with low ground clearance should be clearly labeled as this can present loading and discharging challenges arising from the vessel's ramps, inner slopes, or deck appendages.
- All EVs with a Li-Ion battery must have successfully passed pressure, temperature, crush, and impact tests as described in the UN Manual of Tests of Criteria – subsection 38.3 for transport of Li-ion batteries.
- All EVs must be fully functional, self-propelled, safe to drive and contain an undamaged battery system.
- There should be no charging of EVs during the passage.
- All EVs must be properly secured to prevent any shifting during transport.
- One potential idea being explored by some car carrier operators, as part of fire-preventative measures, is the use of fire-proof blankets manufactured specifically for EVs.

Recent notable incidents

A fire on board car carrier Felicity Ace beginning in February 2022, led to the vessel sinking in the Atlantic Ocean, along with its cargo of 4,000 vehicles. Li-Ion batteries were cited as being a factor in keeping the fire ablaze.

The Höegh Xiamen, caught fire in June, 2020 in Jacksonville, Florida, resulting in the total loss of the vessel and its cargo of 2,420 used vehicles. An improperly disconnected battery in a used vehicle led to the fire, according to the official investigation.

Continental: Transferring Technologies from Concept Tyres to Series Production

At leading international trade fair such as IAA Mobility, Continental has been presenting innovative technologies that set new standards. One topic of focus is sustainability. As early as 2021, the tyre manufacturer focused on the use of silica from agricultural waste, polyester from recycled PET and other renewable and recyclable materials with the Conti GreenConcept concept tyre.

Continental has now incorporated many of these technologies into its series tyres. With the UltraContact NXT, the company launched the most sustainable series tyre to date last year. This underlines Continental's claim to be the most progressive manufacturer in the tyre industry when it comes to sustainability.

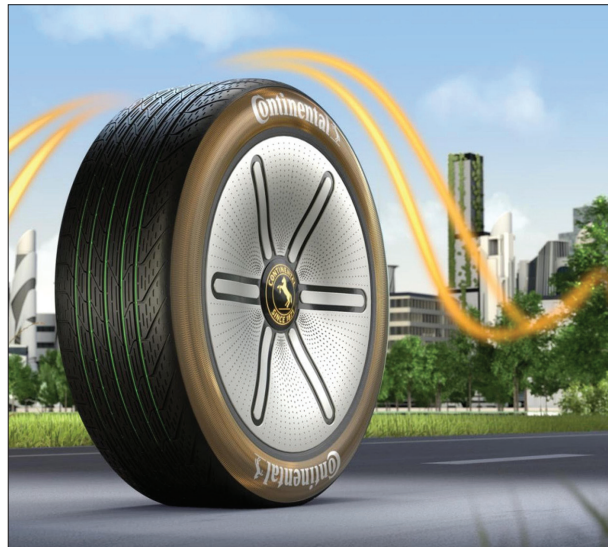
"Sustainable innovations belong on the road and not in a showroom. We ensure that innovations and concept tyres are made available to our customers and go into production as quickly as possible, without any compromises in terms of safety and performance. We were the first to integrate pioneering technologies such as recycled PET into series tyres.

"And we were also the first tyre manufacturer to launch a model with a particularly high share of renewable and recycled materials. We walk our talk when it comes to making our world more sustainable," says Jorge Almeida, Head of Sustainability at Continental Tires.

Polyester from PET bottles: From the presentation to series production in just one year

PET bottles often end up in waste incineration plants or landfills. By using the ContiRe.Tex technology, Continental and its partners have succeeded in producing high-quality polyester yarn for tyres from recycled PET bottles. Depending on the tyre size, between nine and fifteen PET bottles can be reused per tyre. The PET bottles used come exclusively from regions without a closed recycling loop.

The premium tyre manufacturer brought the Conti-Re.Tex technology to production readiness in less than a year. This is remarkable, because in addition to the conversion of corresponding



ENTIRE VALUE CHAIN

Thanks to the balanced interplay of efficient and sustainable technologies and materials, Continental products are particularly efficient when driving. The Conti CityPlus technology presented at this year's IAA Mobility, for example, increases the overall energy efficiency of a car tyre by up to 10 percent. This means lower CO2 emissions for cars with combustion engines and greater range for electric vehicles. This is achieved by optimizing

tyre behavior in inner-city stop-and-go traffic, which can increase the range of passenger cars by up to three percent. For electric vehicles, this corresponds to a saving of around 0.6 kWh per 100 kilometers. Continental's latest technology could also be used in production in the near future. The premium manufacturer is in contact with several original equipment customers who have expressed interest.

production processes in the tyre plants, the use of new raw materials is always a complex balancing act for the engineers and material experts at Continental. After all, only when all the materials are perfectly coordinated with each other can customers benefit from safe, energy-efficient and durable high-performance tyres. Series tyres with Conti-Re.Tex technology have been available from specialist tyre dealers in Europe since April 2022.

SERIES TYRES WITH UP TO 65 PERCENT SUSTAINABLE MATERIALS

The Conti-Re.Tex technology is also part of the most sustainable passenger car series tyre on the market to date. With the UltraContact NXT, Continental offers a tyre with a particularly high proportion of sustainable materials. Many of the technologies contained in the tyre were part of the Conti GreenConcept concept tyre, which was presented to the public for the first time at IAA Mobility 2021. These included silica made from rice husk ash or recycled PET bottles. Production of the UltraContact NXT started in July 2023 in Lousado, Portugal. With up to 65 percent renewable, recycled and mass-balance-certified materials, the series tyre combines a high proportion of sustainable materials with maximum safety and performance. All 19 dimensions received the top EU tyre label rating ("A") in rolling resistance, braking in wet conditions and exterior noise. By 2030, Continental is aiming to use over 40 percent renewable and recycled materials in its tyres. The UltraContact NXT is an important step for the tyre manufacturer on the way to achieving its ambitious sustainability goals.

SYSTEMATICALLY MOVING TOWARD GREATER SUSTAINABILITY

Continental is continuously working to advance innovative technologies and sustainable products and services along the entire value chain, from the procurement of sustainable materials to the recycling of end-of-life tyres. By 2030, the premium tyre manufacturer is aiming to use more than 40 percent renewable and recycled materials in its tyres. Continental aims to achieve a proportion of 100 percent sustainable materials in its tyres by 2050 at the latest.



Jorge Almeida, Head of Sustainability at Continental Tires

INNOVATIONS ALONG THE



ACCESS BANK GHANA: Changing The Game for Ghanaian-German Businesses Through The German Desk

Access Bank Ghana is building good relationships with proudly German brands through its German Desk as it is providing tailor-made financing support and solution for Ghanaian-German businesses.

Early in January, Access Bank Ghana gave out brand new Volkswagen Polo sedan cars to 30 of its employees in a partnership deal with the German Desk.

"As a component of the employee benefits, our HR team introduced a special loan for our Executive Trainees, enabling them to acquire a car, made in Germany! Great to see ways that German products are made more accessible through meaningful partnerships!", Max Ernst Heinrich, German Desk Manager, West African Subsidiaries at Access Bank Plc, said.

Confirming the development, Universal Motors Ghana, official distributor of Volkswagen in Ghana, which supplied the vehicles, said, "We are proud to be part of these valuable alliances, and while we welcome our 30 new customers, we would like to thank Access Bank and the German Desk for their support."

It is worth noting that Access Bank Ghana, over the last five years, has strongly announced its presence in the European and particularly German business space in Ghana with its dedicated German Desk as it collaborates with giant institutions such as DEG – Deutsche Investitions-und Entwicklungsgesellschaft, the German Chamber of Commerce Abroad (AHK) and the German Embassy to organise conferences, seminars, and roundtable discussions.

These events are aimed at promoting business growth and trade between Ghana and Germany and subsequently the entire European Union.

Access Bank Ghana has also built good relationships with German brands such as Allianz Life Ghana, MC-Bauchemie Ghana Limited, Dräger, The German Armed Forces among others and provided financial support in trade finance, asset and project management.

To ensure the stability and fruitful coordination of activities of the relationship between Access Bank and German corporates, the Bank's dedicated German Desk is headed by a German national who serves as the focal point for German companies seeking to do business in Ghana, as well as local companies seeking to enter business relations with German enterprises.

Described by admirers as the "most hardworking banker in Ghana", Max Ernst Heinrich, Manager of the German Desk at Access Bank Ghana, has been supporting local businesses in establishing business connections with German Chambers of Commerce abroad and DEG's local representative office.

Bringing his wide experience to bear on his present assignment, Heinrich, who previously worked in the treasury department at KfW, as well as in asset management, marketing, project management, and strategy consulting, has also gained a good understanding of the local conditions while working with Knauf.

Financial Support and Solutions are services provided by Access Bank Ghana, DEG - Deutsche Investitions-und Entwicklungsgesellschaft, and the German Chambers of Commerce Abroad (AHK) for German companies and their local partners in Ghana.

Since its inception, this specialized desk, which also enjoys the support of the German Federal Ministry for Economic Cooperation and Development (BMZ), has closed the financing gaps hampering trade

activities. Generally, companies benefit from the combined network of Access Bank Ghana, AHK Ghana and DEG to foster relationship between Ghana-German businesses and close financing gap hampering trade activities in Ghana and the West African sub-region.



Max Ernst Heinrich

Setting New Standards for Mid-size Luxury SUVs in Nigeria



All New Mercedes-Benz GLC

Weststar Associates Limited, the authorised general distributor of Mercedes-Benz in Nigeria, proudly presents the all-new Mercedes-Benz GLC, marking the dawn of the next era in midsize luxury SUVs. This fully redesigned model represents the second generation of the GLC, harnessing Mercedes-Benz's legacy of comfort, refinement, and cutting-edge technology to redefine luxury in Nigeria's automotive landscape.

The new Mercedes-Benz GLC debuts with the GLC 300 trim, featuring a dynamic turbocharged 2.0-litre four-cylinder engine that delivers 258 horsepower and 295 lb-ft of torque. What sets this model apart is its integration of an advanced mild hybrid system, enhancing fuel economy by enabling the engine to shut off and coast under lighter loads. Anticipated future models include sport-focused AMG variants,

promising even more diverse choices.

The new GLC exemplifies luxury expectations with its exceptionally smooth ride over various road surfaces. The cabin is meticulously crafted to provide a serene and quiet environment. The mild hybrid system allows the vehicle to seamlessly glide to a stop and shut off the engine when coasting, delivering an unmatched level of tranquility. While the front seats offer firm and supportive cushions, they provide comfort without extravagant flair.

The GLC has made notable improvements to its on- and off-road capabilities, particularly in challenging weather conditions and on rough, unpaved roads. These enhancements include a simplified interface for off-road use, improved information display with the "transparent bonnet" feature, and better control systems that provide optimal traction and handling safety.

The exterior of the GLC SUV

boasts a unique design that combines classic features such as simulated chrome underguard, roof rails, and optional running boards with new contoured edges on the sides for a balance between elegance, sportiness, and off-road performance. The new headlamps, which connect directly to the radiator grille, are a highlight and accentuate the vehicle's width. Combined with the optional DIGITAL LIGHT, they feature daytime-driving ellipses and the well-known "torch". Another design highlight is the GLC's sporty front radiator grille with the Mercedes-Benz pattern.

The interior of the GLC seamlessly fuses aesthetics with practicality. The renowned Mercedes-Benz User Interface (MBUX) continues to set industry standards with its intuitive touchscreen interface. The steering wheel incorporates touch-sensitive controls, providing an advanced alternative to traditional buttons and knobs.

The GLC offers extensive seat adjustments, ensuring optimal comfort for drivers of all sizes. With large windows and well-positioned mirrors, outward visibility is superb. Spacious door openings simplify entry and exit. While the rear passenger area offers a reclining second-row bench, enhancing space and comfort.

Mercedes-Benz's commitment to technological innovation shines through in the new GLC, equipped with the Burmester® surround sound system, the vehicle offers an exceptional auditory experience. The onboard navigation system features augmented reality for clear, easy-to-follow turn-by-turn directions. The GLC boasts outstanding wireless Apple CarPlay and Android Auto integration, providing access to a generous array of 15 apps per screen.

The GLC's advanced driving aids provide invaluable assistance in many driving scenarios. The chassis is designed for optimal performance and comfort. It includes a brand-new four-link front suspension and an independent multi-link rear suspension. The standard suspension already delivers excellent levels of noise reduction, ride comfort, and handling.

It also features an amplitude-dependent damping system. Moreover, the AIRMATIC air suspension comes with variably adjustable damping for compression and rebound, further enhancing the overall driving experience. The optional rear-axle steering in the new GLC makes it remarkably nimble and steady, especially when paired with a more direct steering ratio up front.

This combination allows the car to achieve a rear steering angle of up to 4.5 degrees, leading to an 80-cm reduction in turning radius, down to just 11.0 meters.

Although officially rated with a cargo capacity of 21.9 cubic feet behind the rear seats, the GLC-Class excels in practicality in real-world applications. The flexible 40/20/40-split



rear seatbacks can be effortlessly lowered nearly flat with the touch of a button in the cargo area, facilitating easy loading and unloading. The GLC also accommodates car seats with accessible Isofix and top tether anchors. Large rear-facing seats may experience space constraints behind occupied front seats, a common characteristic in this class of vehicles.

The GLC seamlessly encapsulates the essence of luxury and quality synonymous with the Mercedes-Benz brand. It redefines the compact luxury SUV segment, offering a harmonious blend of performance, comfort, advanced technology, and refined design. It is now available nationwide at Weststar Associates Limited's authorized dealerships, including Barbedos Cars Limited,

MB Automobile Services Limited, Skymit Motors Limited, Sunny Motors Limited, and Tetralog Nigeria Limited. For more information, please visit www.mercedes-benz.com.ng or contact our dealerships.

WESTSTAR ASSOCIATES LIMITED

Weststar Associates Limited is the authorised general distributor of Mercedes-Benz in Nigeria, dedicated to delivering excellence in the automotive sector and providing top-tier service to its customers. With a network of dealerships across Nigeria, Weststar Associates Limited offers a wide range of Mercedes-Benz models, striving to meet the unique needs of every customer.



L-R: Deputy Managing Director, CFAO Mobility, Mr. Kunle Jaiyesimi; Managing Director, Toyota by CFAO, Mr. Boye Ajayi; Chairman, CFAO Nigeria, Mr. Gbenga Oyeboode; Managing Director, CFAO Mobility, Mr. Patrice Porte; and Country Delegate, CFAO Nigeria, Mr. Regis Tromeur, at the CFAO Mobility Open Day in Lagos on January 25, 2024.

CFAO Mobility Nigeria Showcases Cutting-Edge Solutions at Open Day, Celebrates 120 Years of Innovation

CFAO Mobility Nigeria, a pioneering name in the mobility solutions industry, recently hosted the “CFAO Mobility Open Day” at Harbour Point, Victoria Island, Lagos on Thursday, January 25, 2024.

The event lived up to its promise, offering attendees an immersive experience in the realm of cutting-edge mobility solutions.

The Open Day featured an impressive line-up of top-tier brands, including Toyota, Mitsubishi, Suzuki, Fuso, JCB, Howo, Kinlong, Techking Tyres, Yamaha, Winpart, Auto Fast, Otis, and Loxea.

From brand-new cars to elevator and escalator installation and maintenance, motorcycles, outboard engines, corporate leasing, fleet management solutions, spare parts, and aftermarket expertise, the event served as a comprehensive hub for all mobility needs.

Attendees were treated to insightful talks from industry and technical experts, providing valuable insights into the latest advancements in mobility solutions.

Beyond a product showcase, the

Open Day served as a dynamic platform for networking, learning, and exploring the future of mobility.

The venue buzzed with excitement as participants explored the diverse offerings and interacted with representatives from CFAO Mobility and its partner brands.

Throughout the day, exclusive discounts, surprises, and opportunities to connect with industry experts enhanced the overall experience.

Managing Director of CFAO Mobility, Mr. Patrice Porte, said: “Today’s event is a momentous occasion for us as we bring our showrooms together in one location, providing an extraordinary opportunity to showcase the wide array of offerings that define CFAO Mobility.”

Reflecting on the company’s 120-year legacy in Nigeria, he added, “CFAO Mobility celebrated a significant milestone last year – 120 years of dedicated service and contribution to Nigeria. Today, as we stand here at the forefront of the automotive industry, we reflect on our rich history and look forward to an exciting future filled with innovation, customer satisfaction, and a continued commitment to nurturing local talents.”

The Open Day included insightful

panel discussions on industry-related topics. Former Director of the National Automotive Design and Development Council (NADDC), Luqman Mamudu, presented a paper on “The Future of Mobility in Nigeria: Trends, Challenges, and Opportunities.”

Panel themes included ‘CFAO: Celebrating Our Legacy, Embracing Our Future,’ and discussions on “Solution for Car Accessibility,” “Importance of Quality Service and Genuine Spare Parts in the Automotive Industry in Nigeria,” and “Celebrating Women in the Automotive Industry.”

The company said, “For those who missed the event, CFAO Mobility encourages everyone to connect on social media - follow CFAO Nigeria for more details. Stay tuned for updates on future events and innovative solutions from CFAO Mobility.”

CFAO, a trusted player in the mobility, health, consumer goods, and infrastructure sectors, continues to be a beacon of innovation and service excellence in Nigeria for over 120 years. The successful Open Day stands as a testament to their commitment to providing diverse and innovative mobility solutions.

**Quality
Inside**

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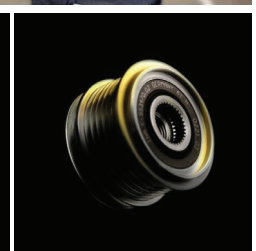
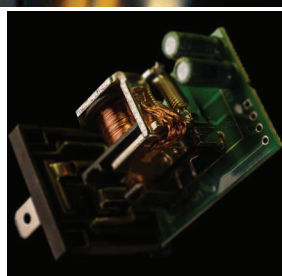
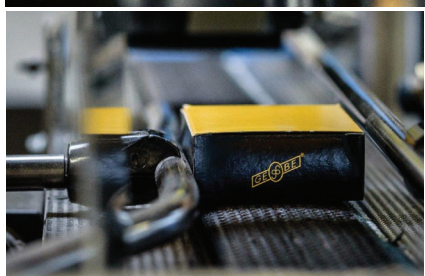
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