



NAAMSA PRESENTATION AT FESTIVAL OF MOTORING

**Presentation by Mike Whitfield,
Managing Director of Nissan Group of Africa**

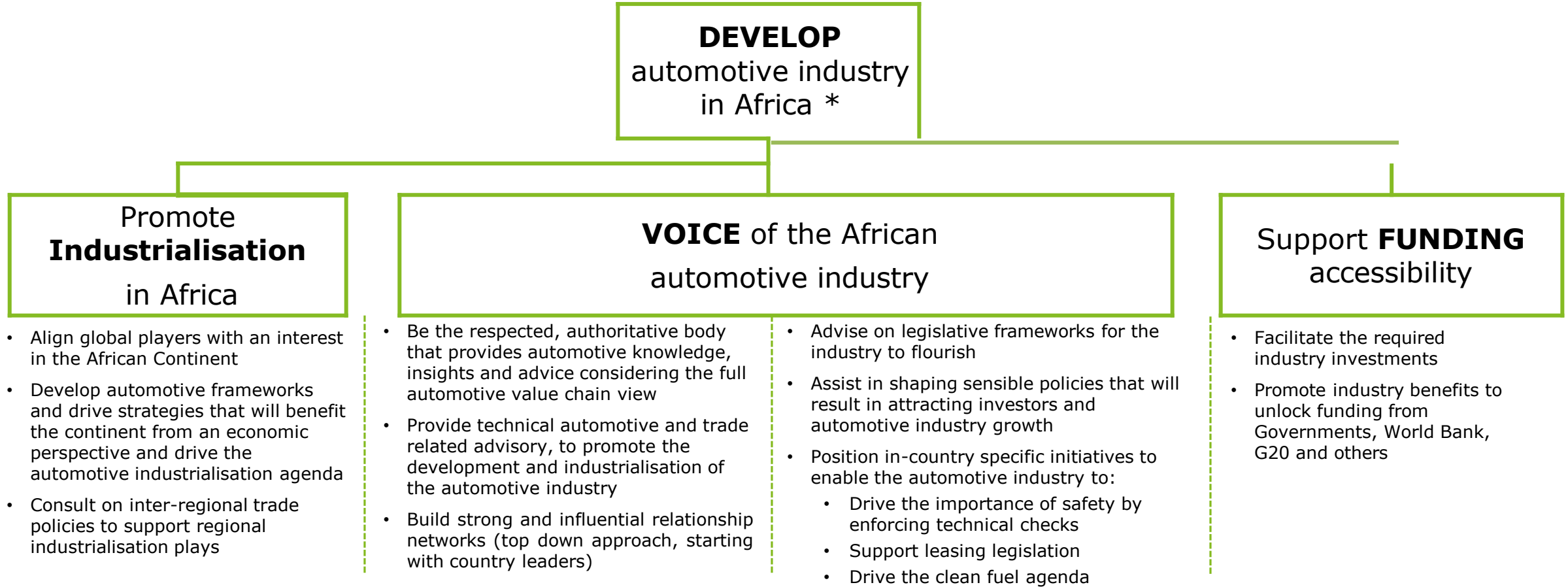
**Vice President of the African Association of Automotive Manufacturers
(AAAM)**

31 August 2018

Purpose of the AAAM



- To make the organisation a driving force in furthering the auto industry in Africa
- Africa is vital for the future of our OEM's so that both South Africa and Africa can thrive



PROMOTE | DRIVE | SUPPORT

* The AAAM will focus mostly on Sub-Saharan Africa

Building on its purpose, the AAAM wants to achieve the following outcomes

The AAAM aims to create the right environment for the automotive industry to flourish in Africa. It will focus on the automotive industry value chain and eco-system, and modernising the industry in Africa



African Automotive eco-system

- Advance the African automotive industry
- Focus on the integrated automotive eco-system across the value chain
- Develop a network of stakeholders committed to achieving the potential of the African automotive industry
- Co-ordinate a better organised African automotive industry that can leverage existing expertise



Regional plays

- Automotive growth in key regions with an alignment and understanding of what different countries could do best within the automotive industry
- Localisation within the context of the regional automotive sector



New automotive opportunities

- Cater for relevant and robust automotive technology and appropriate modernisation levels / growth, while considering country maturity and in-country conditions and resources
- Ensure appropriate standards are adopted
- Increase vehicle volumes to between 1 million and 1.5 million new vehicle units per annum

The road to achieving new automotive opportunities in Africa is inherently linked to the automotive eco-system and regional plays



AAAM

AFRICAN ASSOCIATION OF
AUTOMOTIVE MANUFACTURERS

Thank you!

