



## Our partners

**VDA** | Verband der  
Automobilindustrie



# AAAM

African Association of  
Automotive Manufacturers

## Who are we

AAAM focusses on the expansion and deepening of the automotive industry across Africa by working with governments to shape policies and provide support that will attract investors, unlock the economic potential of the continent, and align a global network of stakeholders committed to the development of the automotive industry in Africa.

- AAAM is an Automotive Association focused on Africa
- Established in November 2015
- Founding members include global Automotive companies & Original Equipment Manufacturers (OEMs)

**Interested in becoming a member or you want to hear more about our work?**

## Contact

+27 82 801 0300

Email: [admin@aaamafrika.com](mailto:admin@aaamafrika.com)

[www.aaamafrika.com](http://www.aaamafrika.com)

An automotive  
association focused  
on the industrialisation  
and growth of Africa



# Vision & Mission

## **AFRICAN AUTOMOTIVE ECO-SYSTEM:**

Work with African governments to unlock economic potential and promote the automotive sector across the continent. Develop a network of stakeholders committed to achieving the potential of the African automotive industry.

## **REGIONAL PLAYS:**

Growth in key regions with an alignment and understanding of what different countries could do best within the automotive industry.

## **NEW AUTOMOTIVE OPPORTUNITIES:**

Cater for relevant and robust automotive technology and appropriate modernisation levels and growth, while considering country maturity and in-country conditions and resources.

# Purpose

## **PROMOTE INDUSTRIALISATION IN AFRICA:**

Align global players with an interest in the African continent.

Develop automotive frameworks and drive winning strategies that will benefit the continent from an economic perspective and drive the automotive industrial agenda.

Consult on inter-regional trade policies to support regional industrialisation plays.

## **SUPPORT FUNDING ACCESSIBILITY:**

Facilitate the required industry investments and promote industry benefits to unlock funding from governments, AAAM's partner Afreximbank, the World Bank, G20, and other key funders.

Together with our partners and African governments AAAM is also trying to find solutions for accessible vehicle asset finance for consumers.

## **DRIVE THE AFRICAN AUTOMOTIVE INDUSTRY:**

Be the respected, authoritative body that provides automotive knowledge, insights, and advice considering the full automotive value chain view.

Build strong and influential relationship networks (top-down approach, starting with country leaders).

Provide technical automotive and trade related advice, to promote the development and industrialisation of the automotive industry.

Help to ensure that sustainability remains a focal point for new automotive standards, investments and jobs.

Assist in shaping sensible policies that will result in attracting investors and automotive industry growth.

Position in-country specific initiatives to enable the automotive industry.

Facilitate the development of auto value chains across the continent; link existing and potential component manufacturers to grow capability.



# The Team



**Dave Coffey**  
CEO of AAAM



**Mike Whitfield**  
President of AAAM and the  
Managing Director of Nissan Africa



**Andrew Kirby**  
AAAM Vice President Southern Africa and the President  
and Chief Executive Officer of Toyota South Africa Motors



**Dr Markus Thill**  
AAAM Vice President – Component Chapter and the  
President Region Africa, Robert Bosch



**Dr. Ahmed Fikry Abdel Wahab**  
AAAM Vice President North Africa and the Managing  
Director for East Port Said for Main Development Co.  
(EP) and Managing Director for Egyptian  
German Automotive Co. (EGA)



**Jeffrey Oppong Peprah**  
AAAM Vice President representing West Africa  
and the CEO of Volkswagen Ghana

