

MUREZA AUTO CO

A NEW AFRICAN CAR MANUFACTURING
COMPANY



WHO WE ARE

A BLACK OWNED, AFRICAN CAR MANUFACTURING COMPANY

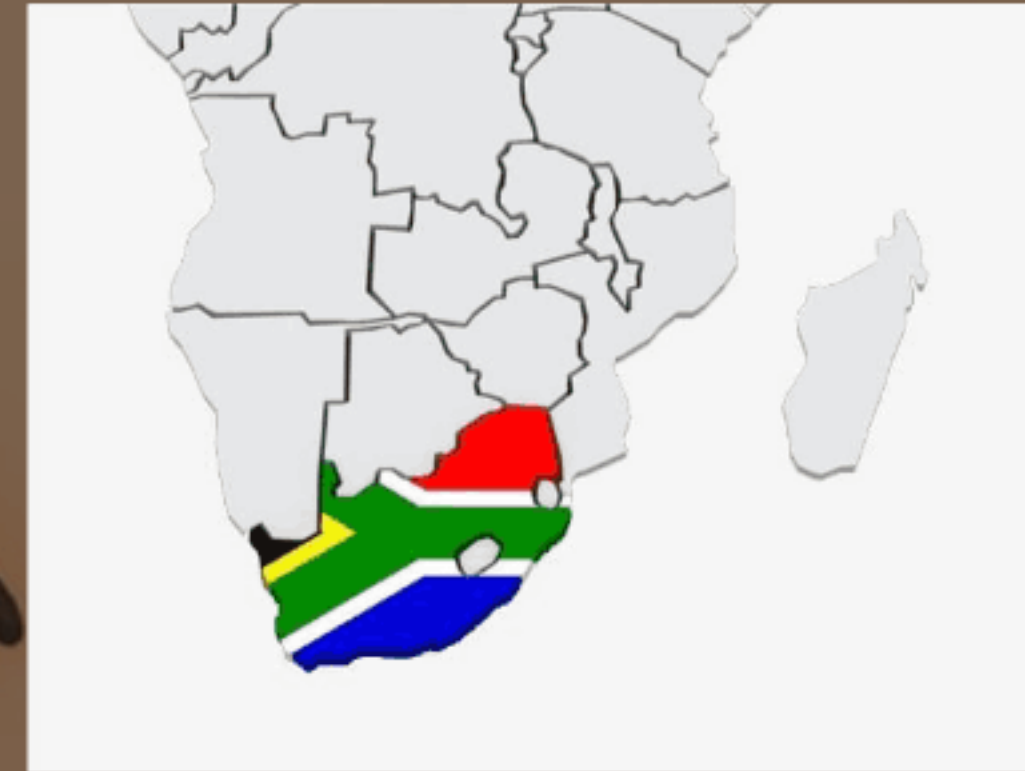
OUR AIM IS TO SOLVE TRANSPORTATION CHALLENGES IN AFRICA
BY PRODUCING THE BEST QUALITY VEHICLES SUITED FOR AFRICAN
CONDITIONS

VISION: TO BE A LEADING CAR MANUFACTURER IN AFRICA BY 2025

WHERE

....our vantage point

1. HQ and main plant in SA



2. Focus on SADC region as a market



WHERE

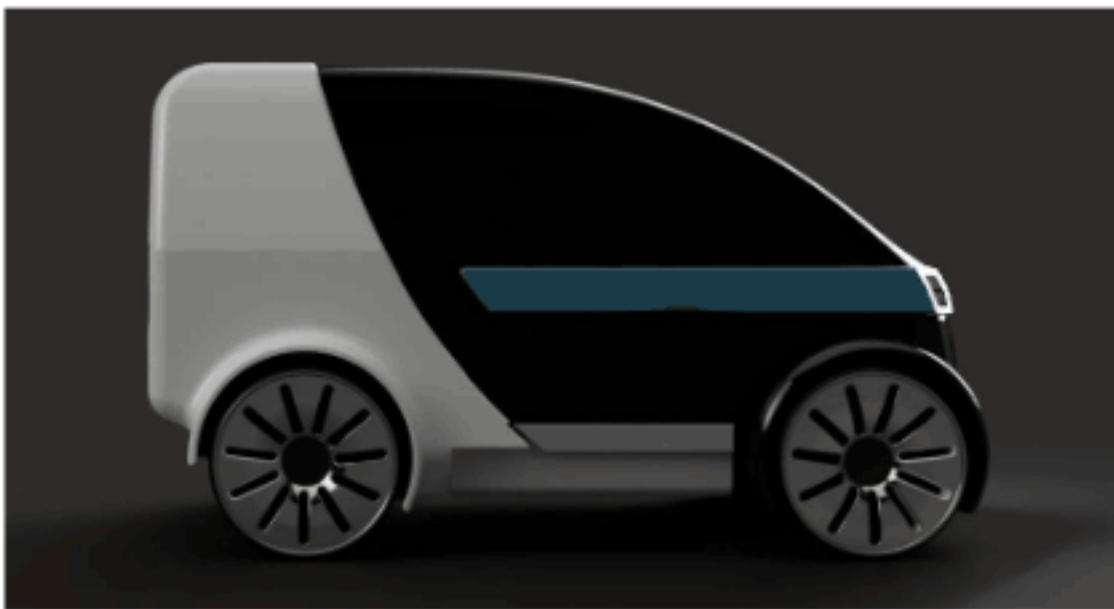
Specific location

*Tshwane
Automotive City*



City of Tshwane

OUR CONCEPTS



Future Mobility



Tusker Concept



2020 Youth Concept

STRATEGY

Our business model?

- Launch a market penetration product (Prim8)
- Establish and promote a local value chain
- Make in SA, export into the region
- Align our plans with the TAC objectives as well as the 2035 Automotive Master Plan

LOCALIZATION

Creating value within the market.....

1. Source components and services from the local SME sector
2. Groom local workforce
3. Promote SADC regional trade
4. Capacity utilization of local infrastructure
5. Developing new technologies, equipment and innovations within the city

ECONOMIC IMPACT

1. Industrialization aligned with TAC plan
2. Increased economic activity
3. Employment creation
4. Grow the GDP of the province
5. Significant tax contribution

R600
Million+

INVESTMENT PLAN

What we intend to do in the city....

R2.5
Billion

Over a 10 year period



Mureza Design Centre



Stamping Facility

EXPECTATIONS

1. Support through purchase of Prim8
2. Promoting the brand as a local favourite
3. Sponsoring Mureza related events
4. Availing of land to set up the Design Centre and Stamping facility

CONTACTS

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