

ISUZU D-MAX External launch

Mr Billy Tom Speech

Confidential

- President of Isuzu Limited
 - Minister of Trade, Industry and Competition
 - Premier of the Eastern Cape
 - Executive Mayor of Nelson Mandela Bay
 - NUMSA Leaders
 - Our distinguished guests
 - To my colleagues
 - Greetings.
- This is a proud moment for Africa. Exactly 50 years ago (1972) the 1st- Generation bakkie in the African Continent was launched. Today marks an iconic milestone as we unveil and launch our 7th- Generation D-MAX. This is a reflection of the rich heritage of the Isuzu Brand in South Africa and the Continent as a whole.
 - The Nelson Mandela Bay Metro holds an iconic name and thus the launch of the 7th- Generation D-MAX, a key milestone of this Brand in this stadium, The Nelson Mandela Stadium, could not be done at any other place. Therefore, let the Nelson Rolihlahla Mandela spirit prevail over us for the future life of this 7th- Generation Isuzu D-MAX.



- In the 90s we had the United colours of Benetton, and today we have the **rainbow** colours of ISUZU.
- This vehicle, the “BOLD” 7th- Generation will go down in ISUZU history as one of the greatest we have ever assembled as it marks the BOLD NEW AGE of ISUZU where the rich heritage and the New Age of Technology are embedded in the Product.

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AFRICA INDUSTRIALISATION:

- Africa is growing, and such growth brings massive opportunities for us, coupled with the introduction of the African Continental Free Trade Area (AfCFTA) agreement, which focuses on eliminating barriers to trade and attracting more investments. We have the biggest free trade zone in the world, and this is our time to shine, RISE AFRICA!!
- AfCFTA is likely to increase intra-African trade from 15% to 52%, and the size of the economy from \$3 trillion to \$29 trillion by 2050. This is a massive growth opportunity that cannot be missed. Our currencies need to circulate in Africa a few times before they go abroad. In the room we have the Chairman of AfCFTA Trade and Industry Ministers and will be addressing us later.
- We have started the work with Kenya, by supporting our ISUZU fellows with SKD kits for assembling the current Isuzu D-MAX in their home soil. We have signed a principal agreement with the GHANA government to support with SKD kits for assembling locally.

There is more coming...

- After Thailand, our Struandale plant (here in Gqeberha) is the 2nd biggest LCV facility within the ISUZU Group.
- And that, strategically positions IMSAf as the “Manufacturing Hub for Africa”. This is to support the market demands in South Africa and beyond the borders of our country.
- This product therefore emerges at a time where IMSAf is focused on Growth through these key developments in the Rest of Africa Market.
- What you will be exposed to today, is work of your fellow African brothers and sisters, this continent has the talent and ability to deliver, under the right **leadership**. Today I can stand tall and say “born, made and bred in Africa by Africans”. This is transformation in action – we took what was Japanese and we Africanised it.

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DOMESTIC VIEW:

- The Automotive Industry contributes about 4.9% to the South African GDP. We are proud to be part of the industry that plays a key role in sustaining the economy and the much-needed jobs in Gqeberha and the country as a whole.

- For each 100 vehicles produced in the African continent, 62 are made in South Africa. This positions South Africa as a Manufacturing Hub for Africa. Let alone the manufacturing skills we can export to the continent.
- The introduction of the South African Automotive Masterplan known as SAAM 2035, by government, presented policy certainty in the Auto sector. The enhancement of government incentives for locally assembled vehicles through APDP2, increased local content targets, and transformation, and will create prosperity for industry stakeholders and broader society. Minister Patel, your efforts are highly appreciated.
- Businesses invest where there is policy certainty and growth opportunities, hence ISUZU Japan made a positive decision to invest in our economy. Katayama-san, on behalf of the African people, South African government, and IMSAf family, we are truly grateful for the investments made and we thank you. Katayama-san, Africa no Hitobito, Minami Africa Seifu, IMSAf family wo Daihyou shite Konkaino Tousi ni kansha Moushiagemasu. Arigatogozaimasu
- In the last 3 years, we have seen a rise in the level of investments made by various OEMs in this country, close to R50 billion in total. This is significant and shows a step change as we gear for an African growth, Electrification, and Automation.

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IMSaf PERSPECTIVE:

- We have been BOLD in all our ACTIONS and benefited from an underlying culture of resilience and determination to thrive. – Level 1 BBBEE – 1st Black CEO.
- Our plant here in Gqeberha and the 7th- Generation Isuzu D-MAX programme is crucial to the sustainability of communities in the Nelson Mandela Bay Metro and the livelihoods of thousands of South Africans and in the Rest of Africa.
- Our business forms part of one of the most important industries in the Metro through revenue generation and sustainable jobs' creation.
- This launch underlines the strength of the ISUZU brand in South Africa and in the Rest of Africa market. Above all, this demonstrates the commitment and confidence in the markets we have presence.
- Today is an opportunity for us to celebrate our BOLD 7th- Generation Isuzu D-MAX
 - Success is better shared, and today we are proud to present to you...the BOLD New Age of the Isuzu, the All-New, 7th- Generation D-MAX. If I was 30 years younger, I would say OLA 7!!!



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God Bless Africa,

God Seen Afrika,

Nkosi Sikelela iAfrica,

Kamiyo Africa ni Shukufuku wo!

Mungu ibariki Afrika

Ndiyabulela

Ndatenda

Asante

Thank You

Kea leboha

Arigato

Ndolivhuwa