

REIMAGINING
THE FUTURE TOGETHER

THOUGHT LEADERS
VALUE CREATORS
STATUS-QUO CHALLENGERS
EXPLORERS
IMAGINATIVE DOT CONNECTORS
CRITICAL THINKERS
PROBLEM SOLVERS
ADAPTABLE
INFLUENCERS
COLLABORATORS
CURIOUS
CONTINUOUS LEARNERS
CREATIVE



naamsa
LEADING THE SA AUTOMOTIVE INDUSTRY

MEMBERSHIP PROSPECTUS 2021

PARTNERSHIP | CONSISTENCY | TRUST

naamsa plays an indispensable transformative role that contributes directly to the sustainable development of the country's productive economy. The automotive industry is a major industrial and economic force that adds real value to people's lives every day. Our members produce products and services that can move people, goods and services; products that can facilitate trade; create sustainable jobs; serve our communities with their transport needs; create prosperity and provide mobility for the people of South Africa.

The automotive industry contributes 6.4% to the country's GDP [4.0% manufacturing and 2.4% retail] and accounts for 29.9% of the country's manufacturing output. We are the country's 5th largest exporting sector out of all 104 sectors and accounts 14.3% of total exports. Vehicles and automotive components are exported to 151 markets across the globe. The manufacturing segment of the industry presently employs more than 110,000 people across its various tiers of activity [from component manufacturing to vehicle assembly]; which, combined with the industry's strong multiplier effect, leads to being responsible for around 457,000 jobs across the South African economy's formal sector.

naamsa's ambition is to be the most credible thought leader and respected partner of a globally competitive and transformed automotive industry that actively contribute to the sustainable development of South Africa. Together with our public sector partners, the industry has developed the **South African Automotive Masterplan** to optimally develop the automotive industry through to 2035.

Our **long-term strategic objectives** are to:

1. grow the South African vehicle production to 1% of global output;
2. deepen localisation in South African assembled vehicles to up to 60%;
3. double total employment in the automotive value chain;
4. improve the automotive industry's competitiveness to that of leading international competitors;
5. meaningfully transform the industry through the employment of black South Africans; upskilling of black employees; empowerment of black-owned dealerships and authorised repair facilities; and substantially increasing the contribution of black-owned automotive component manufacturers within the automotive supply chain; and
6. strengthen value addition within our entire value chain.

For over 85 years, **naamsa** has been the voice and a trusted ambassador for and on behalf of the South African automotive industry. We have and continue to represent and to support our members with distinction and we have become undoubtedly one of the country's most prominent and influential trade associations.

As we enter the new decade and evolve the industry into a new era that will be electrified, autonomous, shared, and connected, **naamsa** is redefining and repositioning its mandate in order to represent a diverse range of sectors that will represent the future of an industry from manufacturers to technologists.

It is our job to promote and to support our members' non-competitive interests and safeguard their competitiveness globally. We do this through our engagement with government and policy makers, through facilitation of closer business relationships between buyers and suppliers, through the provision of automotive technical expertise and market intelligence - and by helping companies identify and make the most of trade and growth opportunities locally and in international markets.

The SA automotive industry has undergone unprecedented growth in recent years, and now it faces a period of unprecedented change. Just as we've been doing since 1935, **naamsa** will work tirelessly to reimagine the future to ensure that our members are equipped to tackle future challenges and exploit the opportunities available to grow and develop the industry and propel it to greater heights.

Welcome to the world of **naamsa**!



Mikel M. MABASA
naamsa Chief Executive Officer
REIMAGINING THE FUTURE TOGETHER



The most credible thought leader and respected partner of a globally competitive and transformed automotive industry that actively contribute to the sustainable development of South Africa.

WHO DO WE REPRESENT?

As a pre-eminent industry representative, **naamsa** actively and responsibly represents, promotes, advances and protects non-competitive interests of local manufacturers and assemblers of passenger, light and heavy commercial vehicles as well as major importers and distributors of new vehicles in South Africa.

We have two forms of membership, full members and associate members. A full member is a registered company and/or an automobile brand owner, which either assembles or manufactures, markets and distributes automobiles in South Africa. A full member can also be a company that exports locally produced vehicles to other markets outside South Africa and those that import, distribute and market automobiles within the country. Any other company which falls outside the above definition of a full member can apply to become an associate member of **naamsa**.

As we transform our traditional role, **naamsa** has expanded its membership base to include associate members who could be an individual, a firm, a company or a corporate body wishing to benefit from an association with **naamsa** upon terms granted by the **naamsa** CEO Council. Associates have access to specific membership benefits as outlined in detail on this prospectus.

The scope of interest of the associate membership base will vary dramatically, ranging from direct, partial or indirect involvement in the manufacturing and importation of vehicles and components, to design engineering and distribution, to financing, to research and consulting, to information technology, and a variety of other services closely aligned to the future of the automotive industry.

OUR COMPELLING VALUE PROPOSITION

naamsa is a trade association that represents the interests of its members.

Our value proposition to our members includes:

- develop, contribute, and advocate for common interest issues, policies, regulations and positions for and on behalf of the automobile industry;
- actively participate in conversations and activities that advance, protect and promote the industry's competitiveness locally and globally;
- act as a portal for expert knowledge on vehicle-related regulations;
- periodically collect, process and circulate statistical information and other key industry data in compliance with the requirements of the South African law and in accordance with industry's reporting guidelines;
- proactively communicate the role and the importance of the industry, using reliable data and information;
- closely monitor regulations, media reports and other external activities that could harm or negatively impact on developmental ambitions of the industry;
- undertake strategic reflection on the increasingly global challenges of mobility, sustainability and competitiveness;
- position the automotive industry as a critical contributor to the SA economy, a major employer and a source of technological innovation for the sector;
- act as a forum to develop and promote policies on industrial, economic, and technical matters as they affect the automotive industry;
- function as a focal point of reference for those seeking the industry's views and provide advice, information and services to encourage the motor industry's efficiency and competitiveness; and
- secure competitive advantage for the SA motor industry and mitigate risk by ensuring that **naamsa** is the influential voice of the industry in major policy debates and regulatory discussions.

An Associate Member is guaranteed to enjoy any of the Membership Benefits outlined on this prospectus depending on the type of membership they subscribe to. JOIN US NOW, make history and be counted amongst the first cohort of new **naamsa** Associate Members. There are three types of Associate Membership available for individual companies or firms and for corporate bodies wishing to benefit from their association with **naamsa**.



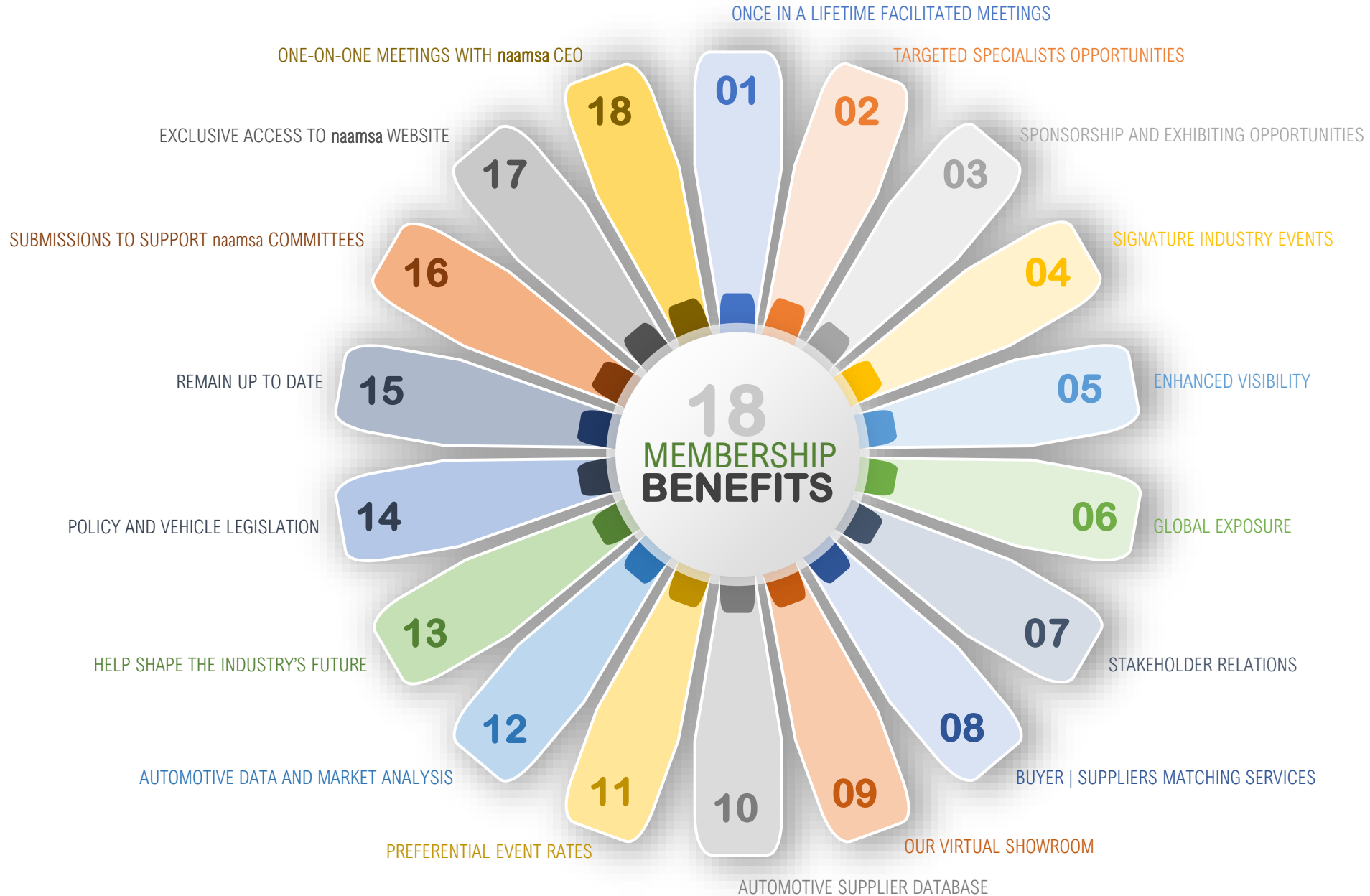
A **Basic Member** will be entitled to **THREE** Membership Benefits as outlined on this Prospectus.

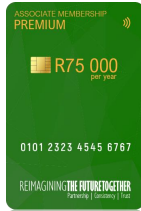


A **Standard Member** will be entitled to **EIGHT** Membership Benefits as outlined on this Prospectus.



A **Premium Member** will be entitled to **ALL** Membership Benefits as outlined on this Prospectus.





N.B: Our STANDARD and PREMIUM Members have full access to the benefits below.

WHAT naamsa CAN DO FOR YOUR BUSINESS AS A BASIC MEMBER ...



04 | SIGNATURE INDUSTRY EVENTS

Attend our annual industry conference, events and roadshows, for free or at a discounted rates to develop connections with influential stakeholders in the industry with the added credibility of being a member of **naamsa**.

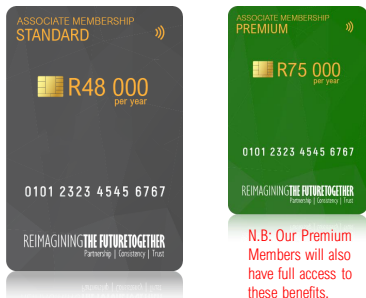
11 | PREFERENTIAL EXHIBITOR RATES

Secure preferential exhibitor rates on all our industry events, seminars, trade shows and exhibitions including discounted exhibition space during the South Africa Auto Week, the **naamsa** Conference, South African Car Awards, **naamsa** Golf Days and at our Meet the Buyer engagement events.

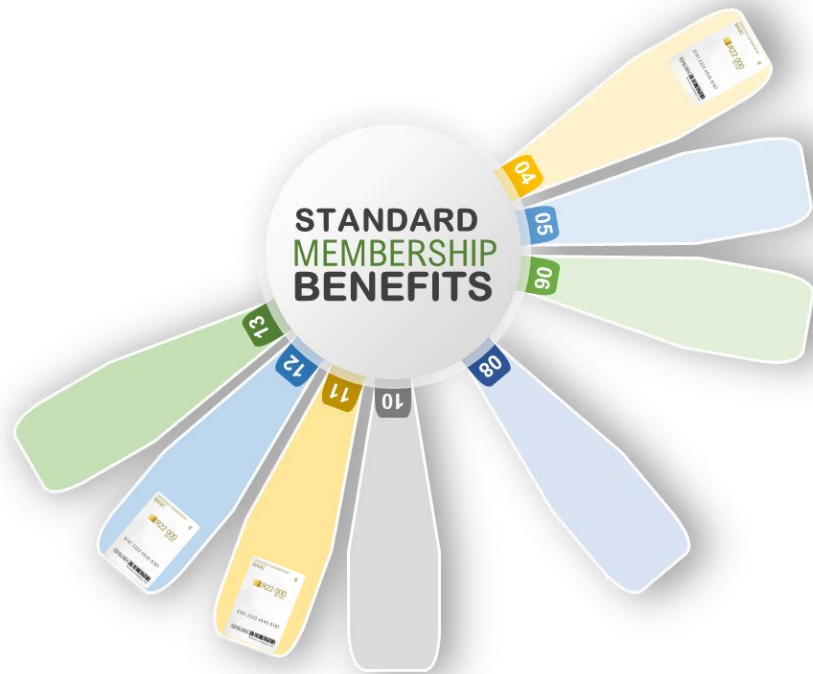
12 | AUTOMOTIVE DATA AND MARKET ANALYSIS

As a member, you will be among the first to have access to the latest and comprehensive automotive industry data, trends, and expert advice from subject matter professionals across the entire automotive value chain. You will remain ahead of the market with access to a wealth of discounted data and reports. Whether you're looking for a high-level summary or a detailed reports, we can produce it specifically tailored to suit your needs from our range of data sets, including local production numbers; actual retail sales numbers; actual import and export numbers; and in the future, used vehicle sales.

WHAT naamsa CAN DO FOR YOUR BUSINESS AS A STANDARD MEMBER ...



N.B: Our Premium Members will also have full access to these benefits.



05 | ENHANCED VISIBILITY

Increase your company's coverage and visibility in the highly competitive South African market. We ensure our members capitalise on our international database and extensive social media presence by providing them with coverage of their company. Coverage ranges from social media mentions right through to more personalised PR stories promoted in our print and social media platforms.

06 | GLOBAL EXPOSURE

Our long-standing credibility on the world stage as a full member of the International Organisation of Motor Vehicles Manufacturers [OICA] provides members with incredible opportunities to attend and participate in international events including prime stand locations and discounted space, discounted meeting rooms, introductions to key industry players globally, company presentation opportunities and networking receptions with other country delegations.

08 | BUYER | SUPPLIERS MATCHING SERVICES

Forge new relationships at our Meet the Buyer events through One-on-One meetings with key customer targets to retain and explore new business opportunities. All 7 Original Equipment Manufacturers [OEMs] and all other Independent Vehicle Importers are full members of **naamsa** in good standing. We will work very closely with all our full members and Tier 1 buyers to understand their exact purchase needs and help match these to potential suppliers across our value chain.

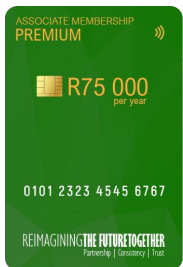
10 | AUTOMOTIVE SUPPLIER DATABASE

naamsa will launch South Africa's first Automotive Supplier Database in July 2020. This will be SA's largest automotive directory. **naamsa** members and all our registered users can add a profile to enhance the exposure of their products and services and use the browse function providing **naamsa** members with priority ranking in searched results. Local buyers and those from around the world will use this database to support their search for suppliers, with members benefiting from priority access to these direct enquiries.

13 | HELP SHAPE THE INDUSTRY'S FUTURE

We are committed to delivering on the shared ambitions of our members and giving even the smallest company an opportunity to be heard. Members will always be encouraged to help shape the industry voice by contributing to policy positions, consultation responses to shape and influence our operating environment.

WHAT naamsa CAN DO FOR YOUR BUSINESS AS A PREMIUM MEMBER ...



01 | ONCE IN A LIFETIME FACILITATED MEETINGS

naamsa works on behalf of its members to strengthen ties and build links within the automotive community. With an ever-growing membership base, we are building an increasingly dynamic and proactive group of companies seeking opportunities for new business and partnerships. Whether you're looking to develop or strengthen existing relationships, **naamsa** can help bridge the gap with facilitated networking at our events and meetings. By invitation only, selected associate members will be afforded a rare opportunity to attend and present their credentials at our high-powered CEO Council which meets quarterly. Associate members will also be invited to attend our Annual General Assembly meetings which are convened and chaired by the **naamsa** President.

02 | TARGETED SPECIALISTS OPPORTUNITIES

naamsa has 11 specialised committees represented by industry technical experts across all areas of our work. These committees are an excellent way to build relationships with prospective customers in specific fields through regular interaction, as well as being a platform for industry representation.

03 | SPONSORSHIP AND EXHIBITING OPPORTUNITIES

Benefit from discounted and priority access to promote your products and services with **naamsa** sponsorship and exhibition opportunities. Our flagship events provide something for companies across all sectors of our value chain to position themselves within the extensive **naamsa** ecosystem. Key exhibition events focus on the supply chain and connectivity.

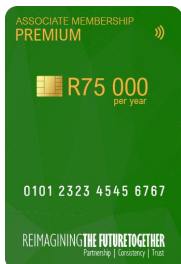
07 | STAKEHOLDER RELATIONS

Use **naamsa**'s solid relationship with government and other with business partners to raise your company's profile at key automotive trade shows and exhibitions locally and globally.

09 | OUR VIRTUAL SHOWROOM

Hosted on a dedicated and secured portal on the **naamsa** website, our members can use our virtual showroom to display their products and services at a discounted rate.

WHAT **naamsa** CAN DO FOR YOUR BUSINESS AS A PREMIUM MEMBER ...



14 | POLICY AND VEHICLE LEGISLATION

As a trade association, we seek to influence policy to shape forthcoming vehicle standards and legislation on our members' behalf. **naamsa** is at the forefront of the industry, working in partnership with government through the Executive Oversight Committee, a high-level structure chaired by the Minister of Trade, Industry and Competition to oversee the implementation of the South African Automotive Masterplan 2035. **naamsa** also works in close association with its sister organisations such as NAACAM, AITF, AAAM, AIEC, RMI, and to maximise the reach of the SA industry issues and influence. As a member, **naamsa** will engage you directly and/or indirectly to ensure that your organisation's views are fully represented in all important discussions and engagements.

15 | REMAIN UP TO DATE

naamsa undertakes a wide variety of activities to support its diverse membership base, helping companies to grow their businesses, become more profitable and improve their sustainability. In a sector that is constantly shifting, our regular industry news highlights the following: **naamsa** Quarterly Business Reviews and press releases with latest sales figures and regional, national and international industry news and developments that may affect your company, will be distributed to you directly as your company gets included onto our distribution network. Be among the first to know about upcoming consultations and technical regulations; new policy changes and legislative amendments in the auto sector; available funding support from the Automotive Industry Transformation Fund; latest industry news and updates; events, data and other products and services.

16 | SUBMISSIONS TO SUPPORT **naamsa** COMMITTEES

Associate Members will have a rare opportunity to make submissions to any of the 11 **naamsa** Committee's work in order to shape and influence the work and decisions taken by **naamsa**. Only with the permission from the Committee Chairpersons, Associate Members can gain access to all relevant bulletins, agendas, minutes, working documents and circulars by accessing the members' area located on the **naamsa** website.

17 | EXCLUSIVE ACCESS TO **naamsa** WEBSITE

All **naamsa** members will have exclusive access to automotive industry specialists' information which will be housed securely on a MEMBER'S ONLY PORTAL available on naamsa.co.za. Members will also receive discount to the various **naamsa** Auto Statistical Reports and Analysis; discounted listing on **naamsa** membership directory and all our distribution databases; exclusive use of the **naamsa** logo on your PR materials and social media platforms; prominent display of all our Associate members' logos on the **naamsa** website.

18 | ONE-ON-ONE MEETINGS WITH **naamsa** CEO

Diaries permitting, Associate Members will get an opportunity to meet with **naamsa** CEO and/or any of our Senior Executives. These senior officials will also be available to visit member's business and attend their events as and when required.

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Telephone: +27 12 807 0152 / 0086 / 0179

Email address: membership@naamsa.co.za | Fax: +27 12 807 0671

Web Address: www.naamsa.co.za

Building F | Alenti Office Park | 457 Witherite Street, THE WILLOWS X82 | PRETORIA
P.O. Box 74166 | LYNNWOOD RIDGE | 0040

DISCLAIMER

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