



Africa Automobile Business Brief

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Suzuki Motor Corporation

1. Current Situation of Africa Market

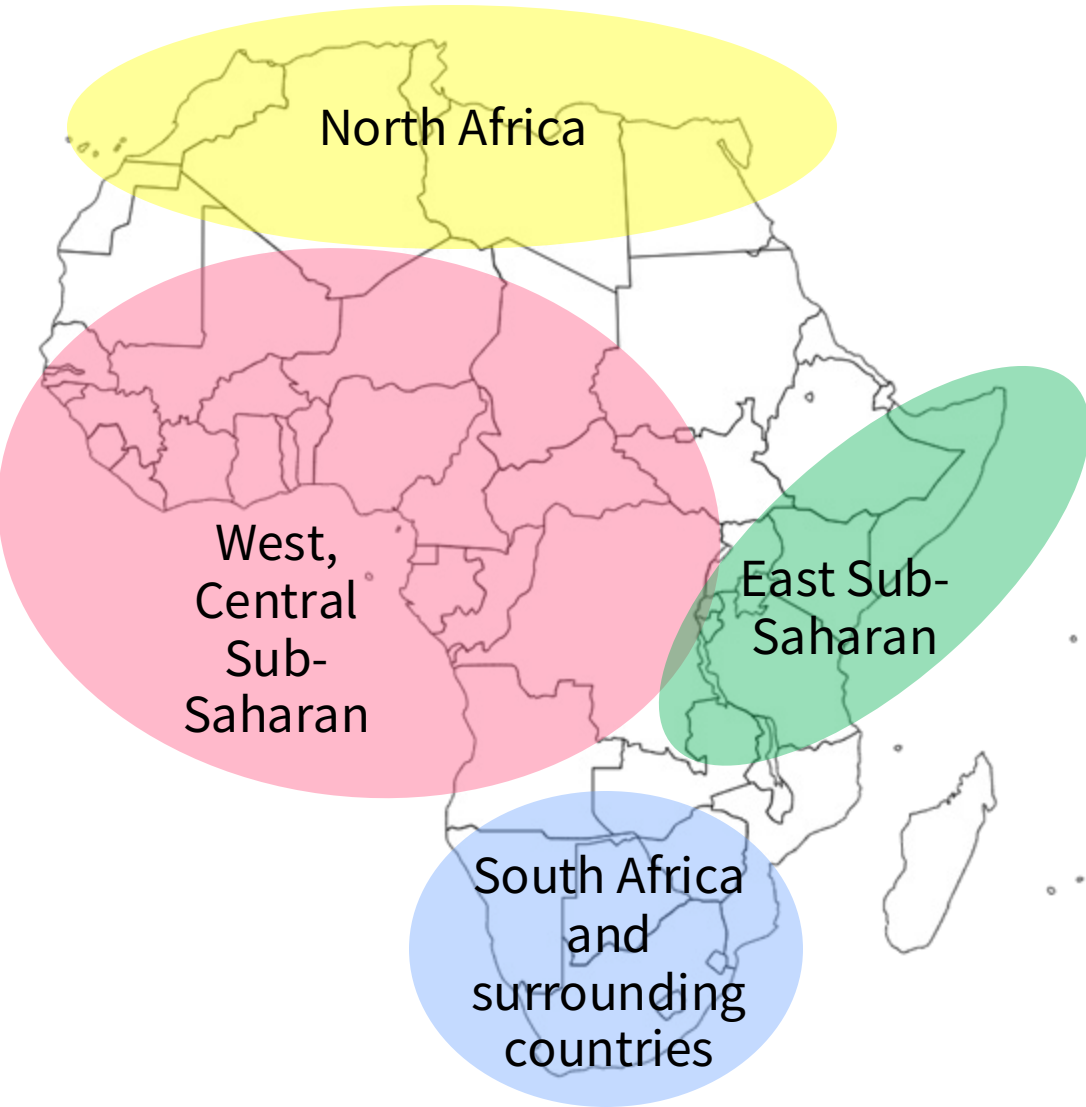
2. Sales Situation in Africa

3. Africa Business Strategy

4. Conclusion: Africa Business Strategy

1. Current Situation of Africa Market

1. Current Situation of Africa Market : Regional Characteristics



Region	Population	New Vehicle Market Volume	Market Characteristics
Africa Total	1.55 Billion	1.4 Million/Year	5 Million pre-owned vehicle market/year
North Africa	0.29 Billion	600 Thousand/Year	Relatively affluent due to resource development and the tourism industry. Promotion of local production mainly European manufacturers from geographical reasons.
East Sub-Saharan	0.4 Billion	50 Thousand/Year	Mainly pre-owned cars Infrastructure development is key, leapfrog style development Pre-owned vehicles from Japan etc. are prevalent due to right hand drive
West, Central Sub-Saharan	0.67 Billion	150 Thousand/Year	Mainly pre-owned cars Core region of population growth and economic expansion Rise of taxi and ride-sharing services Small vehicles are the mainstream
South Africa and surrounding countries	0.13 Billion	600 Thousand/Year	Mature market The center of the African economy, with a well-developed automotive industry SUVs are popular for private demand

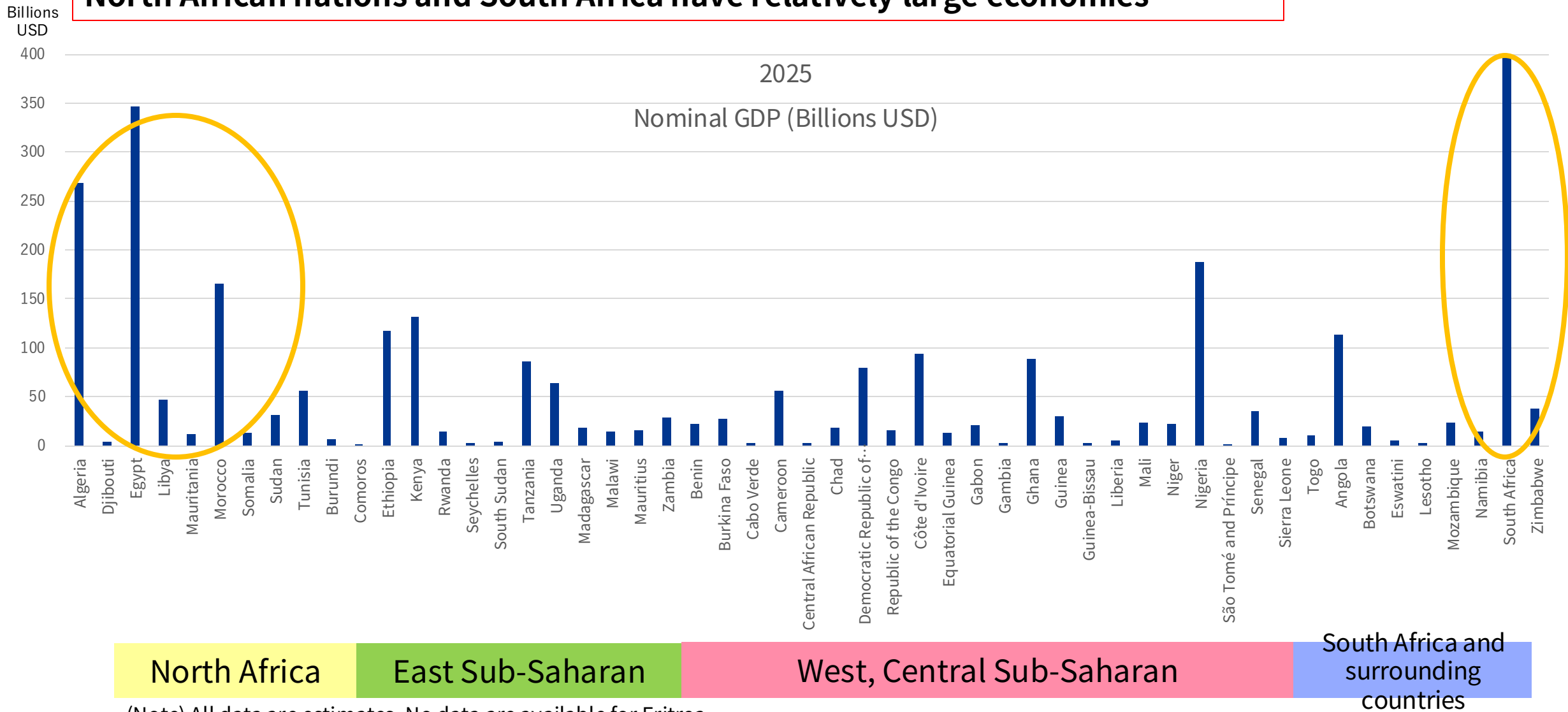
※Region based on Suzuki classification

※Population from IMF World Economic Database (as of April 2025)

※New vehicle and pre-owned vehicle market volume estimated by Suzuki

1. Current Situation of Africa Market : Diverse Africa Countries calls for individual strategies (economic size)

North African nations and South Africa have relatively large economies

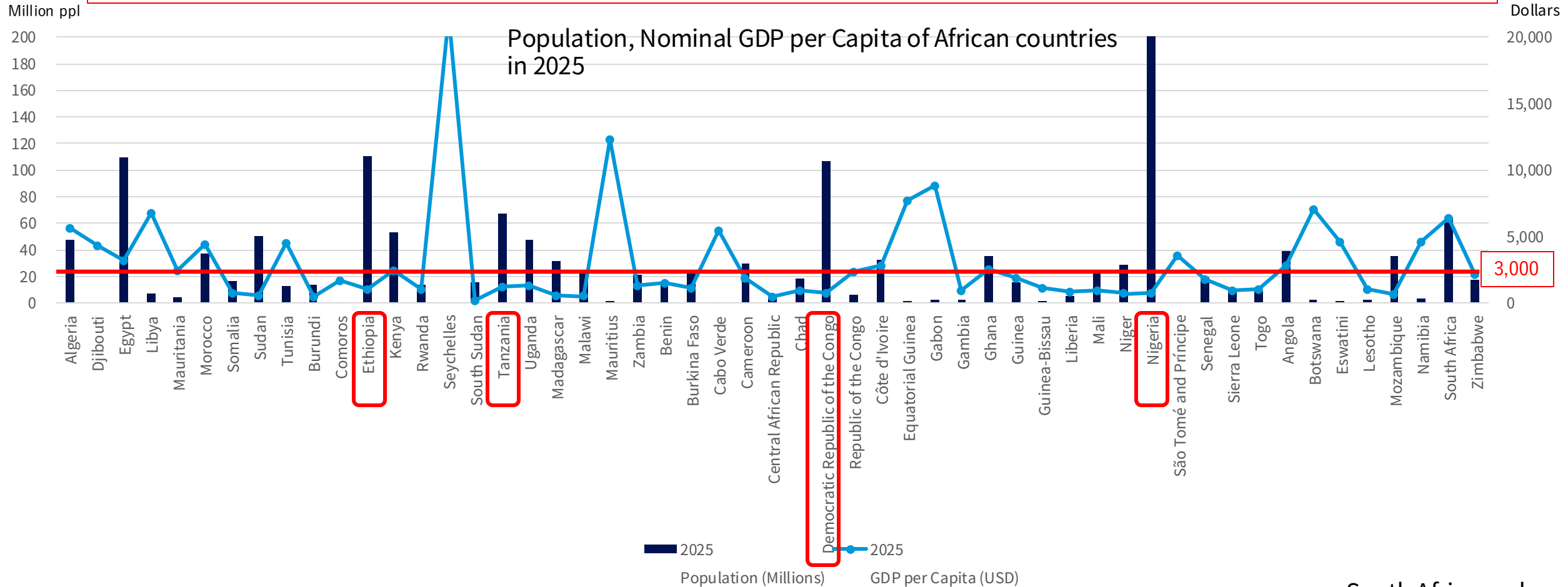


(Note) All data are estimates. No data are available for Eritrea

(Source) International Monetary Fund (IMF), World Economic Outlook Database (April 2025)

1. Current Situation of Africa Market : Diverse Africa Countries

Countries with large populations and GDP per capita of USD 3,000 or less have significant growth potential: Ethiopia, Nigeria, Tanzania, and the Democratic Republic of the Congo, etc.



North Africa

East Sub-Saharan

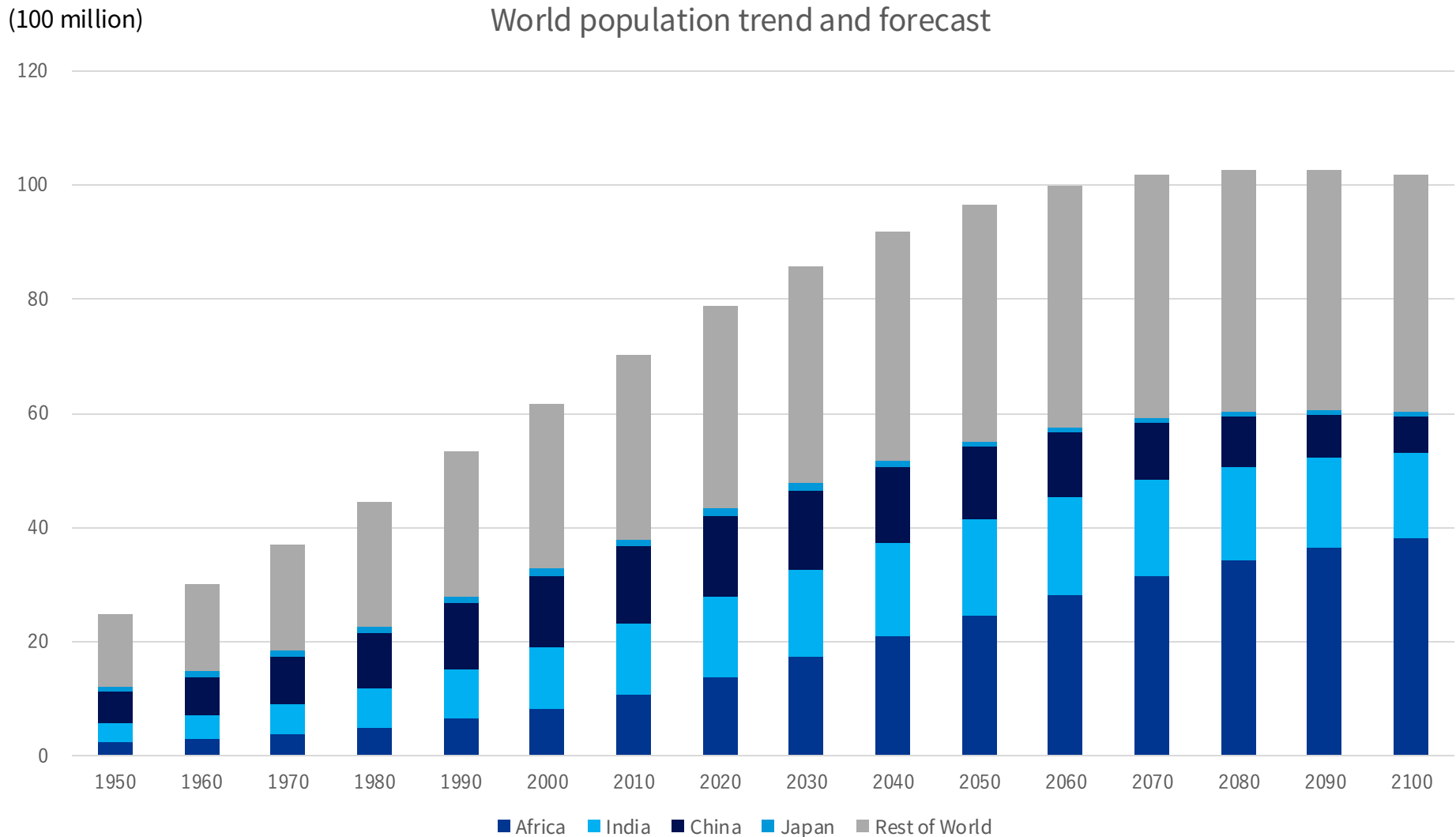
West, Central Sub-Saharan

South Africa and surrounding countries

(Note) All data are estimates. No data are available for Eritrea

(Source) International Monetary Fund (IMF), World Economic Outlook Database (April 2025)

1. Current Situation of Africa Market : Continent of rapid population growth, surpassing China and India in 2022



	2025 Population
Africa	1.55 Bln
India	1.46 Bln
China	1.42 Bln
World	8.23 Bln

- Population of Africa exceeded that of China and India in 2022
- 2050 : One in four people will be African
- 2080 : One in three people will be African

Sub-Saharan population
 2025 1.1 Billion
 2030 1.4 Billion
 2050 2.1 Billion

(Source) Compiled by Suzuki Motor Corporation based on data from the United Nations Department of Economic and Social Affairs, Population Division Data Portal



1. Current Situation of Africa Market : Road condition

South Africa



Cote d'Ivoire



1. Current Situation of Africa Market : Road condition

Egypt



Kenya



Senegal



Sierra Leone

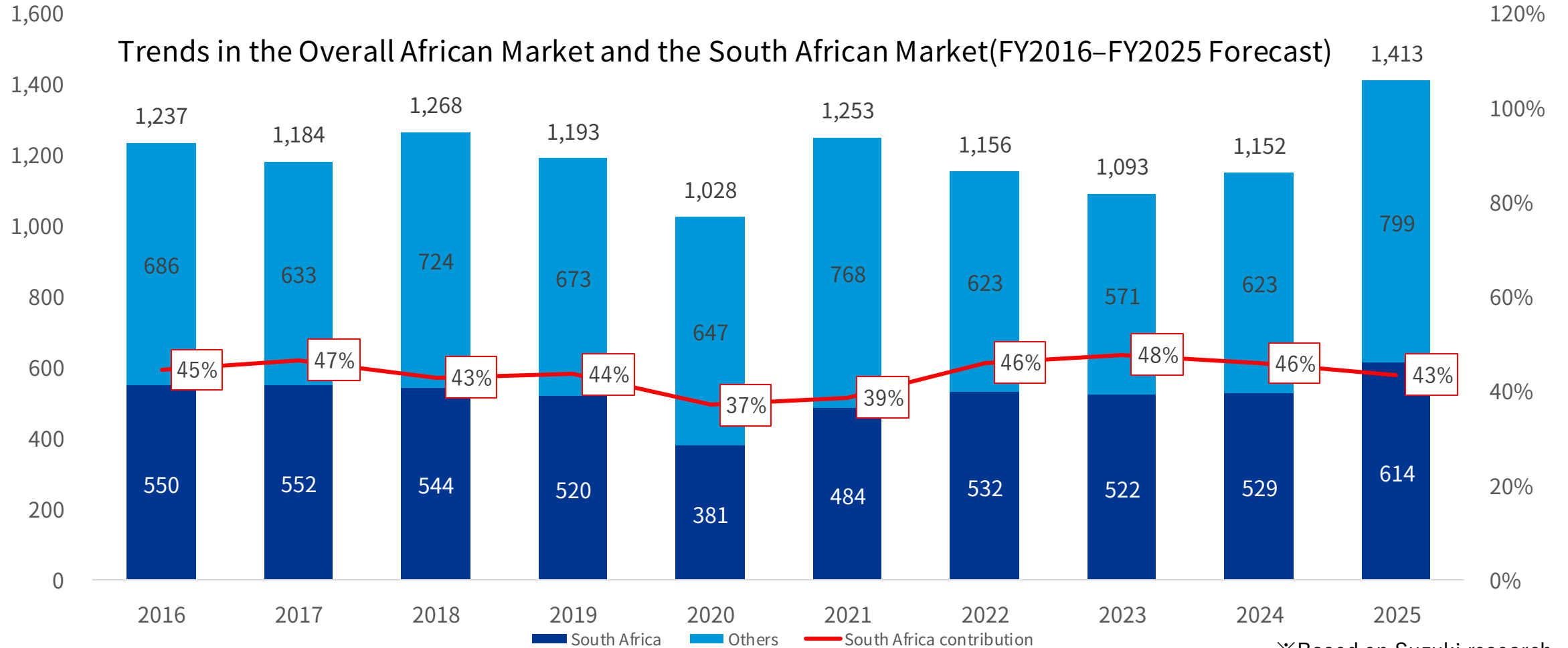


2. Sales Situation in Africa

2. Sales Situation in Africa

The overall Africa market has remained flat over the past decade

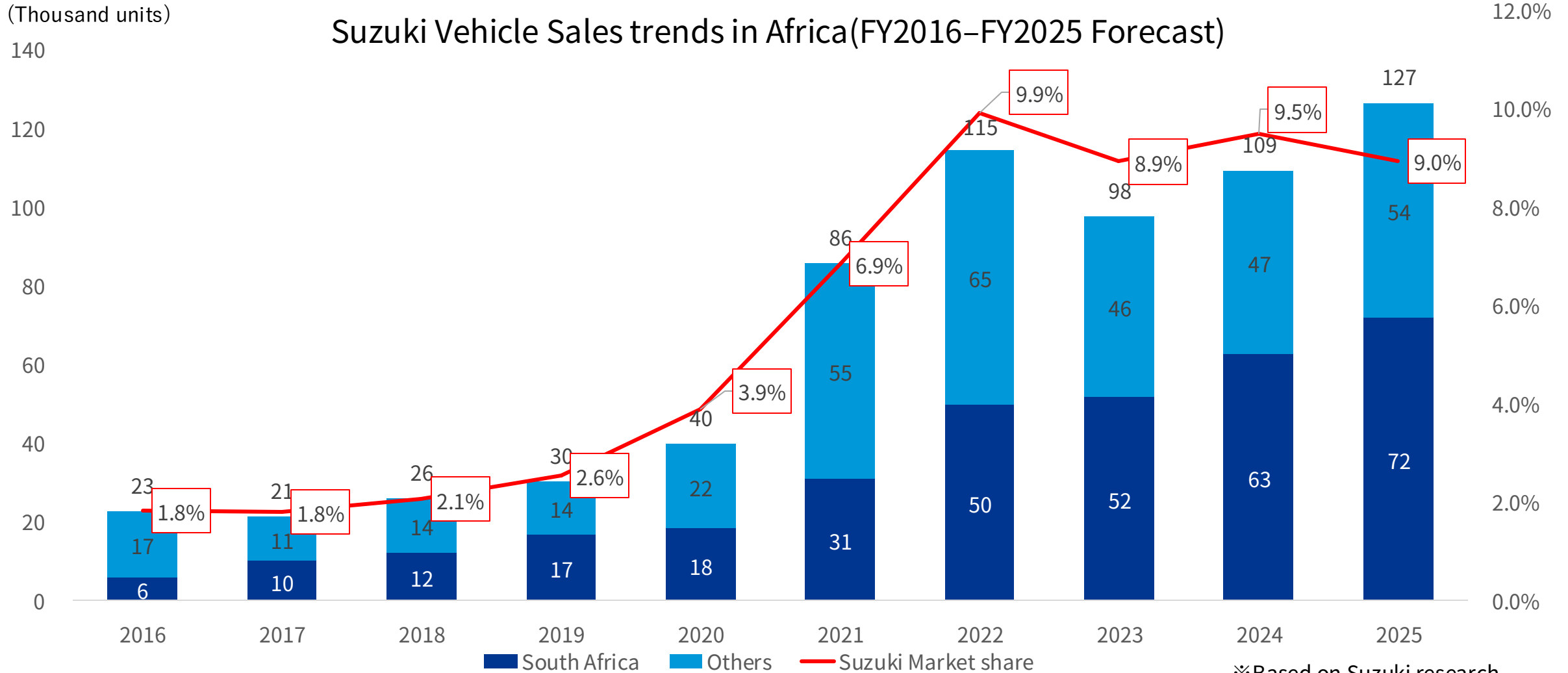
(Thousand units)



※Based on Suzuki research

2. Sales Situation in Africa

Sales increased by 5.5 times across Africa and by 12 times in South Africa in 10 years



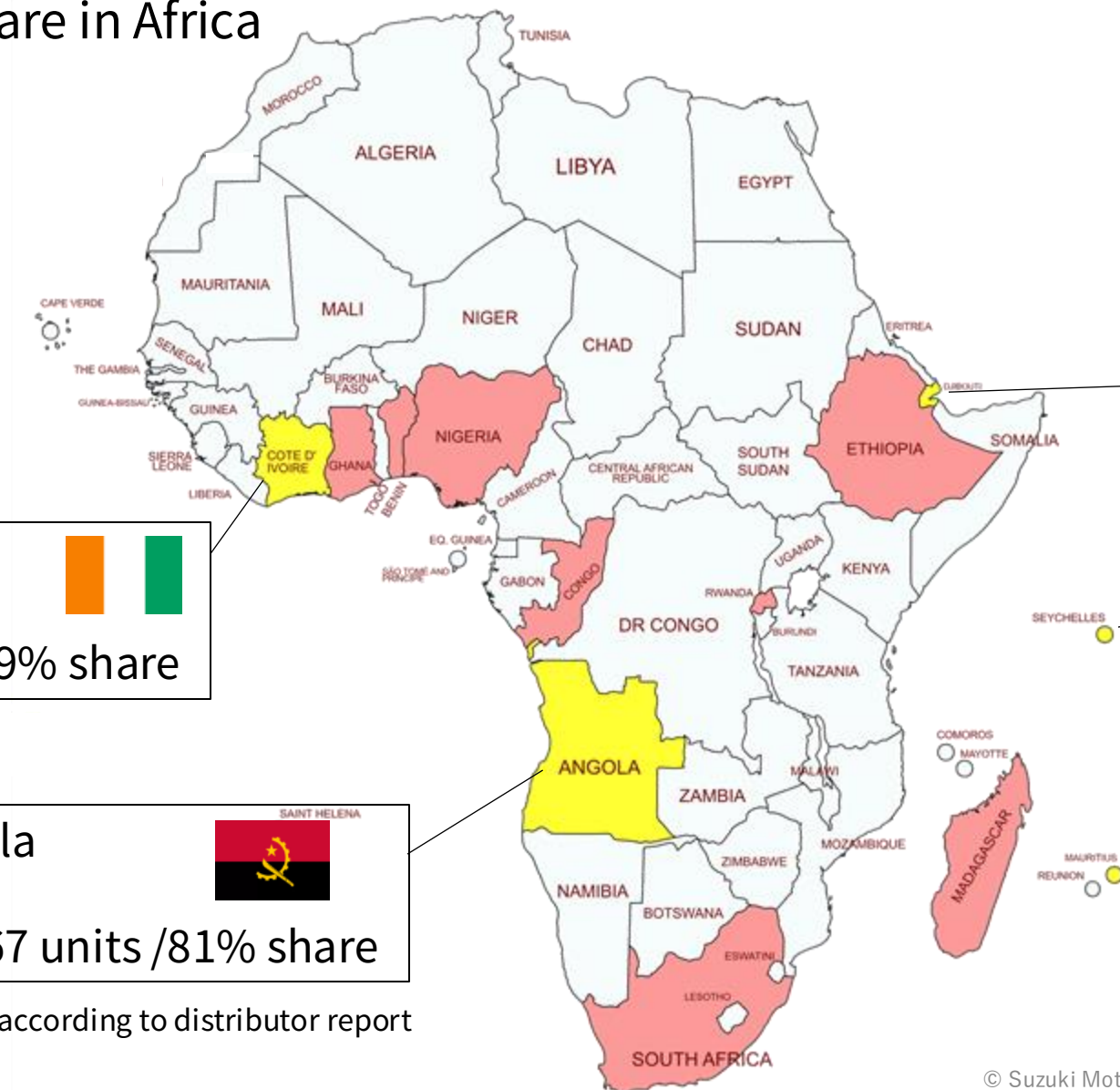
※Based on Suzuki research


2. Sales Situation in Africa


Top Suzuki Market Share in Africa (FY2024)


Top share : 5 countries


Over 10% share : 8 countries




Cote d'Ivoire 
10,174 units / 39% share

Angola 
11,367 units / 81% share

Djibouti 
523 units / 15% share

Seychelles 
915 units / 32% share

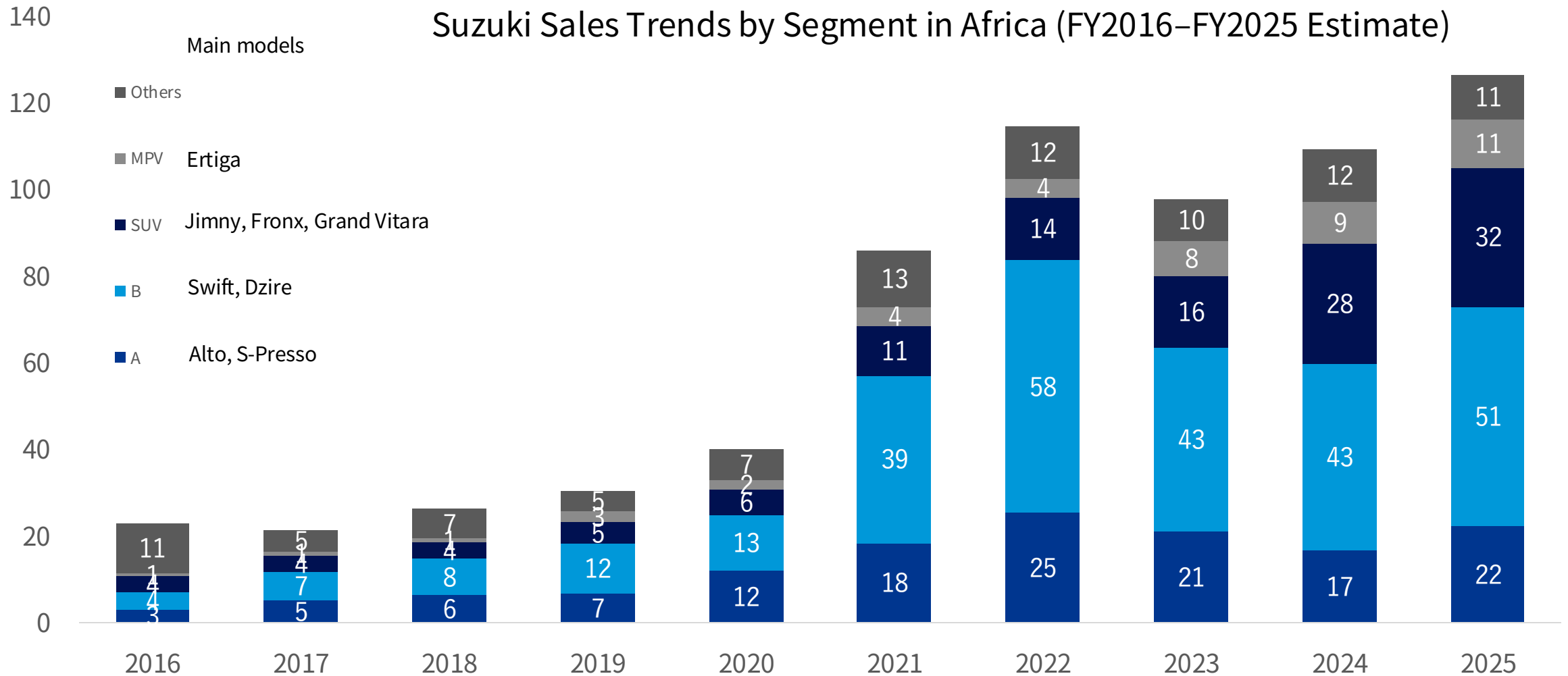
Mauritius 
4,736 units / 26% share

※Based on Suzuki research according to distributor report

2. Sales Situation in Africa

Establish strong base with A/B segment → expand SUV segment

(Thousand units)



※Based on Suzuki research

2. Sales Situation in Africa

Suzuki Vehicles Popular in Africa

- ① Fuel-efficient and highly durable compact cars
Supporting people's mobility through taxi and ride-sharing services, contributing to job creation
Representative models: Alto (S-presso), Dzire



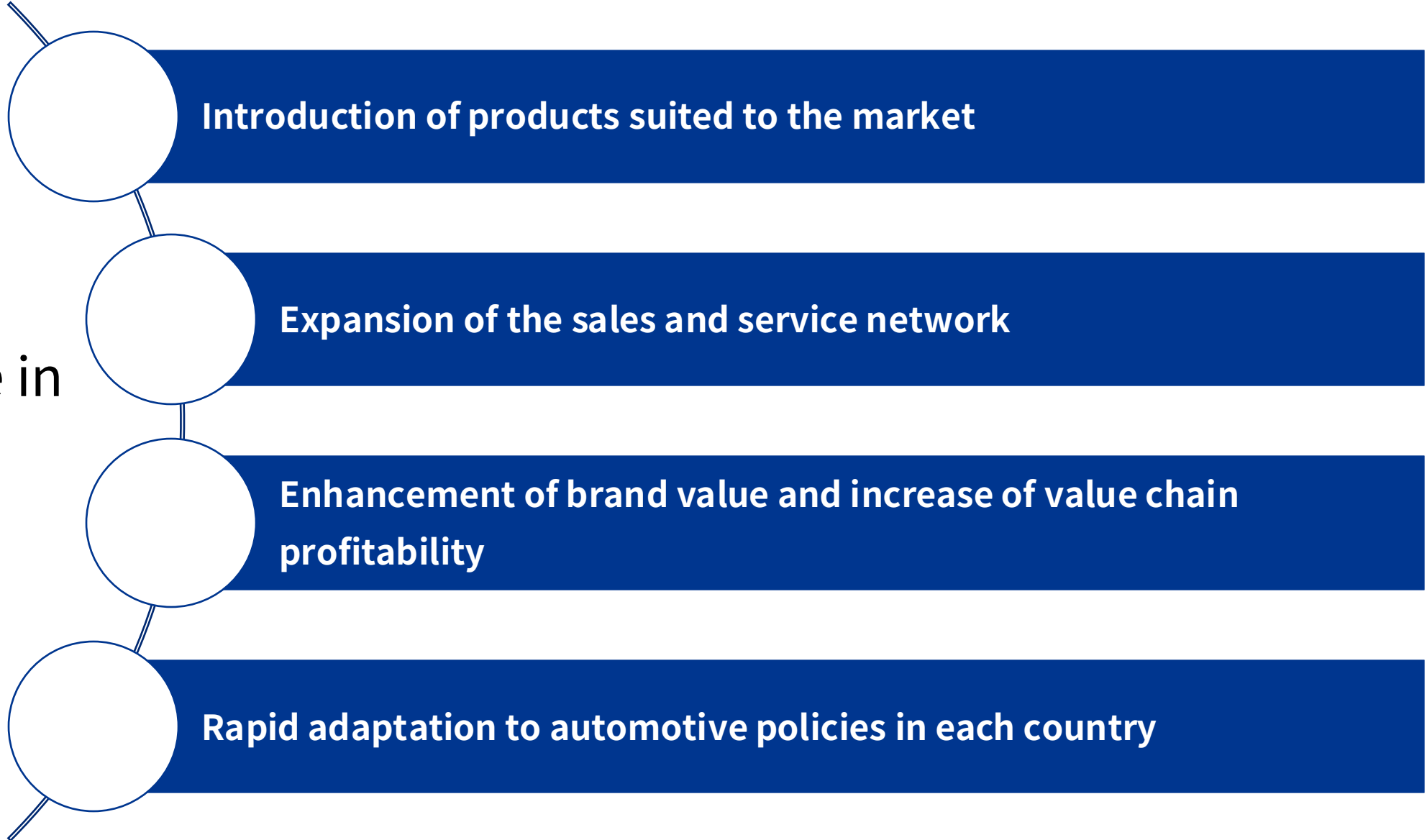
- ② Small- and mid-size SUV models
Rising personal demand driven by income growth
Strong off-road capability and high ground clearance suit local road conditions
Representative models: Jimny, Fronx, etc.



3. Africa Business Strategy

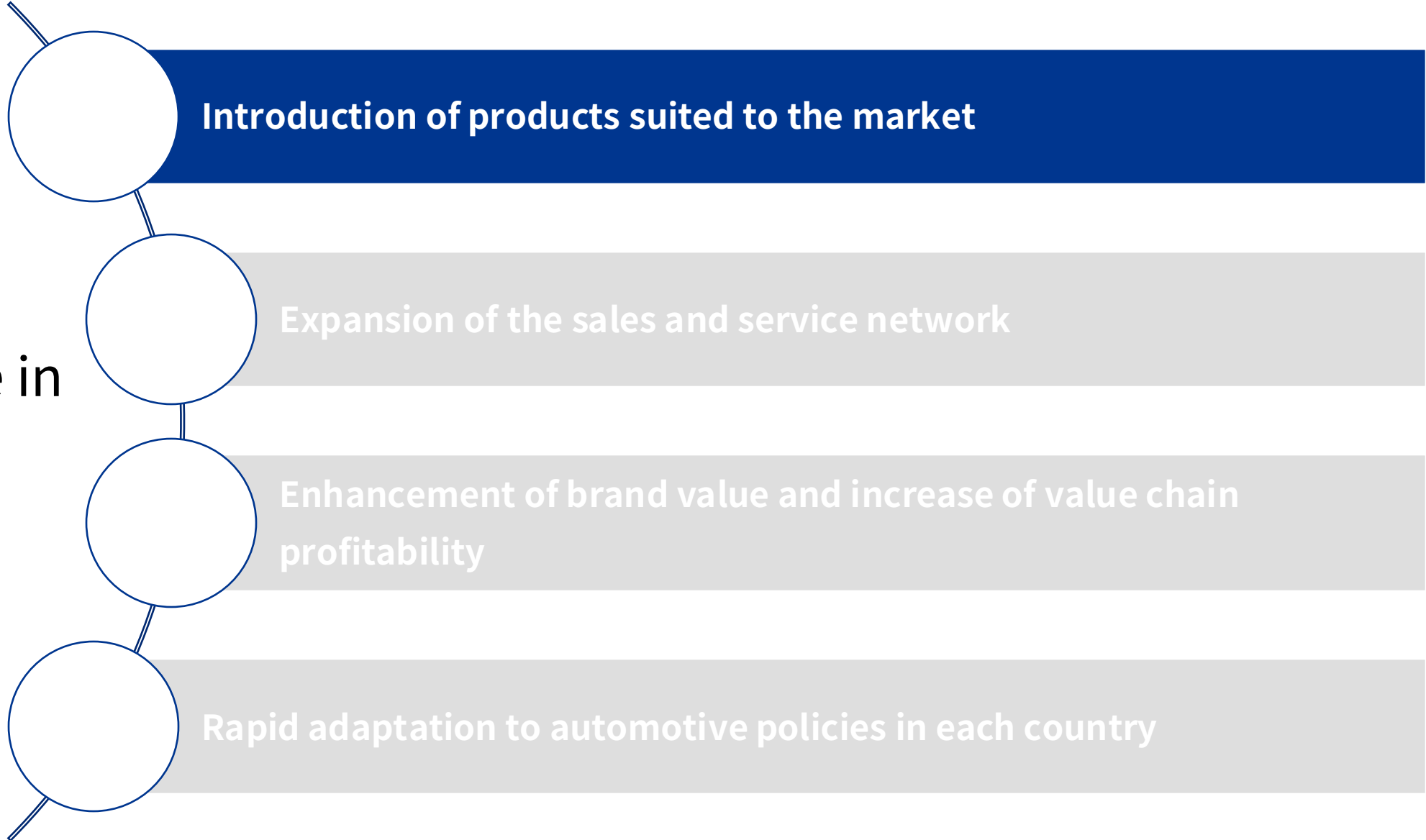
3. Africa Business Strategy

FY2030
10% share in
Africa



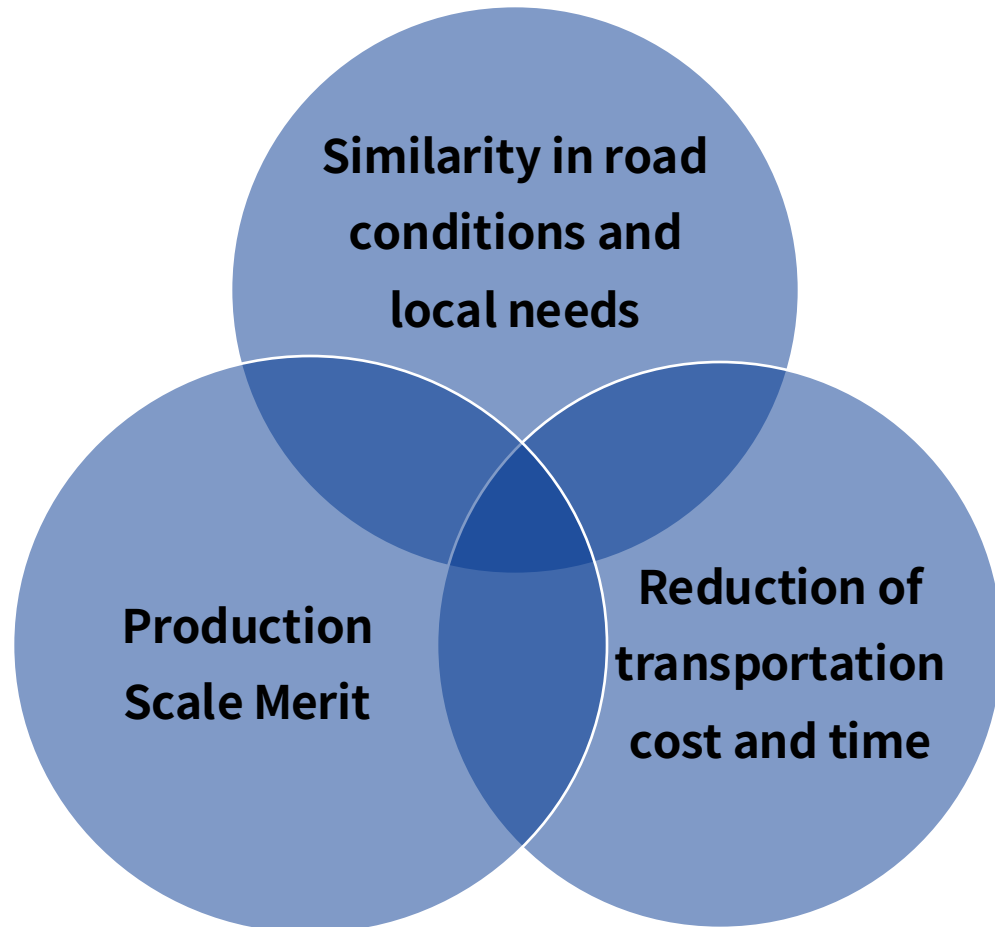
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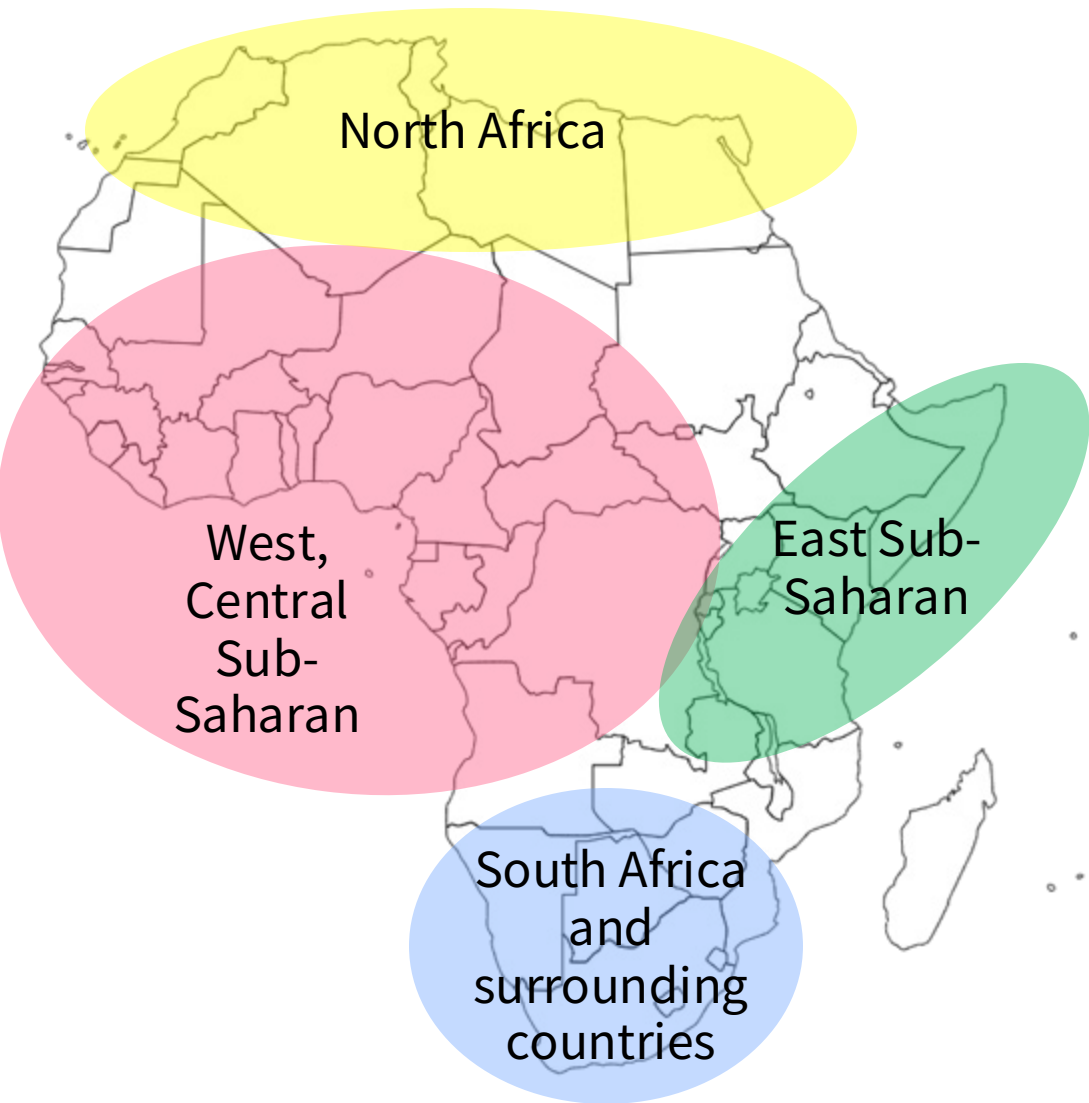
3. Africa Business Strategy

Vehicles demanded in Africa (durability, fuel efficiency, high quality, and affordability) → Suzuki meets these needs











Source: White Map Specialty Store, Japan Machinery Export Association

3. Africa Business Strategy : Regional Strategies



Main models in each region

<p>North Africa</p>	<p>SUV (B segment)</p> 	<p>Commercial</p> 
<p>East Sub-Saharan</p>	<p>SUV (B segment)</p> 	<p>SUV (C segment)</p> 
<p>West, Central Sub-Saharan</p>	<p>A segment</p> 	<p>B segment</p> 
<p>South Africa and surrounding countries</p>	<p>B segment</p> 	<p>SUV (B segment)</p> 

3. Africa Business Strategy : Regional Strategies



North Africa :

Leveraging economic ties with Europe, Suzuki has built a stable business foundation with urban compact cars and SUVs, and established a supply system utilizing local production bases

- Morocco : No.2 market in Africa
Mainly passenger vehicles, introducing European compliant specs
- Egypt : No.3 market in Africa
Maximize local production for commercial and passenger vehicles
Boost SUV sales via CBU imports



3. Africa Business Strategy : Regional Strategies

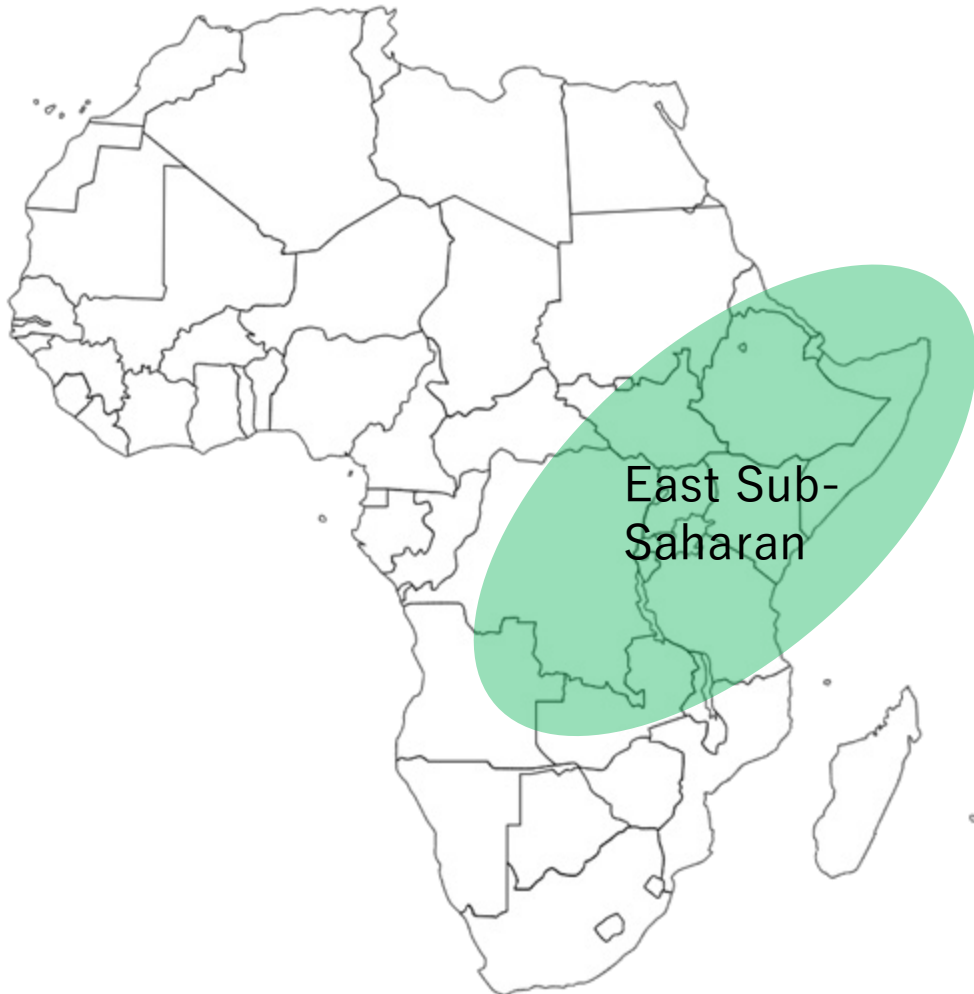
East Sub-Saharan

Many countries are right-hand-drive markets, resulting in a large inflow of low-priced pre-owned vehicles from Japan. Pre-owned car market is approximately ten times larger than the new-car market (Suzuki estimate)

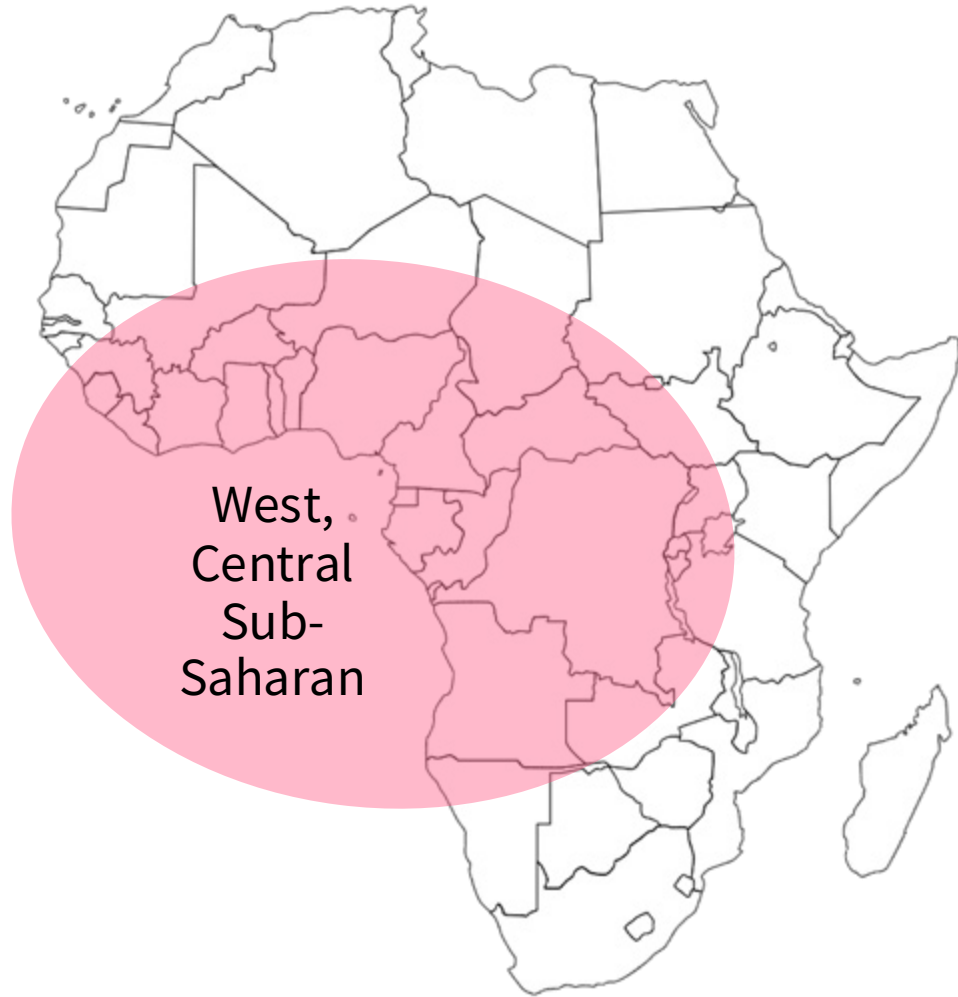
- Develop SUV demand among private customers
- Strengthen lobbying activities related to pre-owned vehicle age regulations and other policies.



Grand Vitara



3. Africa Business Strategy : Regional Strategies



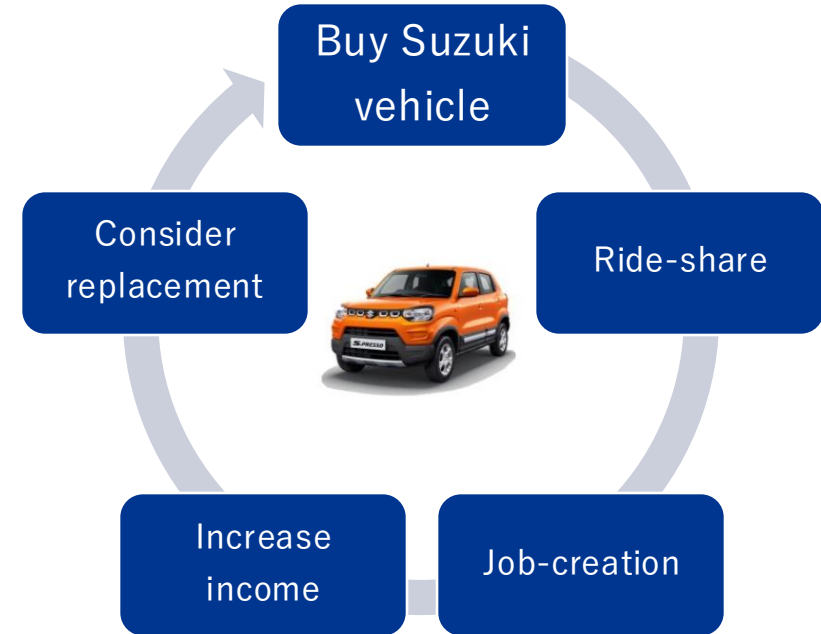
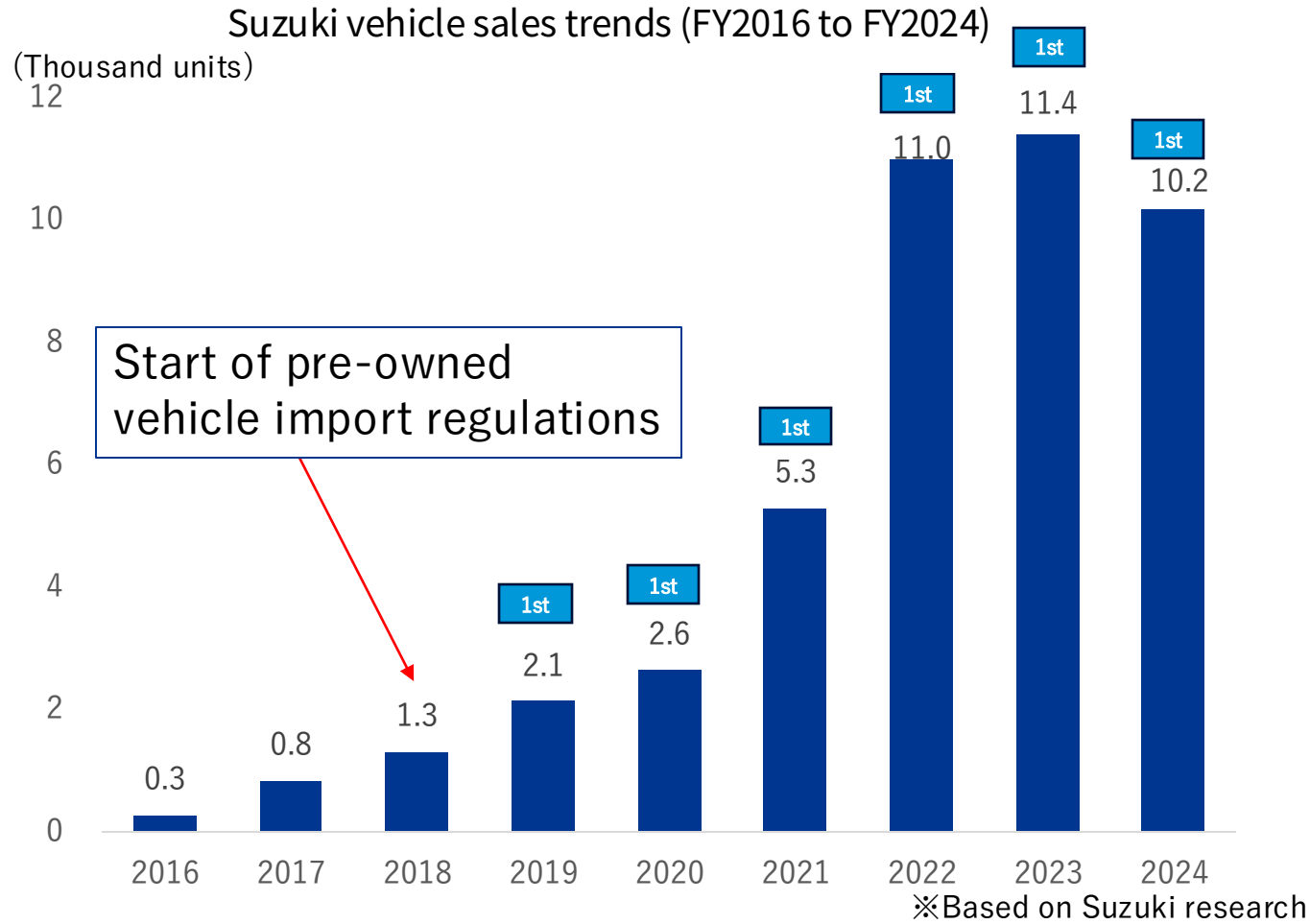
West, Central Sub-Saharan :

Weak public transport has driven demand for taxis and ride-sharing. Suzuki has secured leading positions in Cote d'Ivoire (39% share) and Angola (81% share) and contributing to job creation

- Vehicles suited for taxi and ride-sharing services
- Fuel-efficient, highly durable, and affordable compact vehicles such as the S-presso and Dzire



3. Africa Business Strategy : Successful Case Study Cote d'Ivoire



- Regulations on pre-owned vehicle imports (ban on vehicles over five years old) implemented market from April 2018, leading to expansion of new-vehicle sales
- Surge of demand for taxi and ride-sharing services
Strong sales of models such as the S-PRESSO and Dzire



3. Africa Business Strategy : Regional Strategies



South Africa and surrounding countries:

Africa's largest mature market

Suzuki sales has grown elevenfold compared to FY2016, and in FY2025 Suzuki ranked second in market share (11.7%). Continued growth has been achieved through sales and service network expansion and broader SUV offerings

- Core models for private customers: Swift, Ertiga, and Fronx
- Expand SUV-centered lineup for family and leisure use

Swift



Jimny for weekend leisure



3. Africa Business Strategy : Launch of All-new SUV Across (South Africa)

Media launch

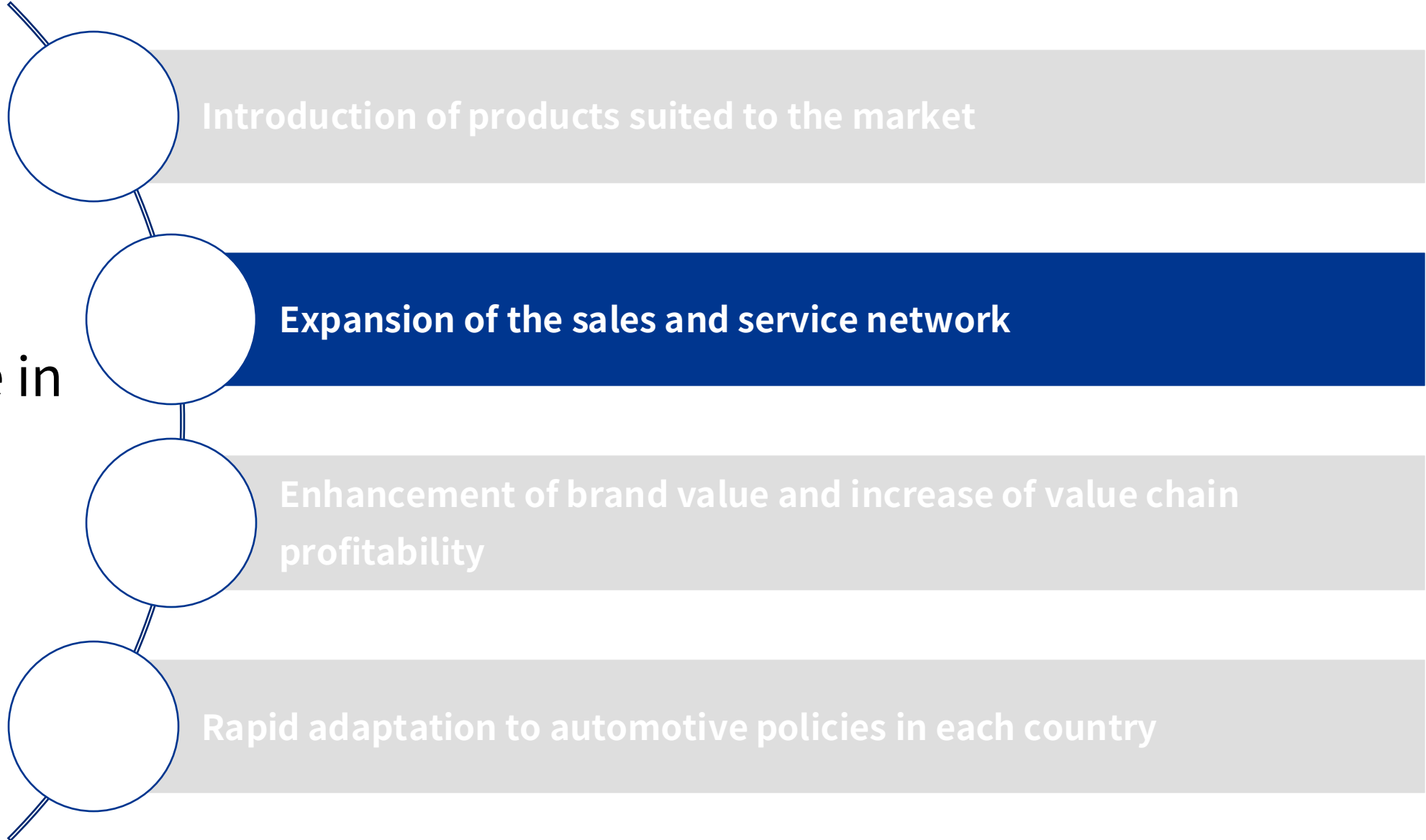


Dealer briefing and test ride



3. Africa Business Strategy

FY2030
10% share in
Africa



3. Africa Business Strategy : Network Expansion

Continuous expansion of sales and service network, and strengthening business foundations

Africa total		54 countries
Suzuki Network	Distributor	51 countries
	Sales	259 outlets
	Service	379 outlets

(as of March 2026)



South Africa subsidiary headquarter

3. Africa Business Strategy : Network Expansion

South Africa: Urban Large-scale dealership



3. Africa Business Strategy : Network Expansion

Small-scale dealerships in promising markets



Seychelles



Liberia



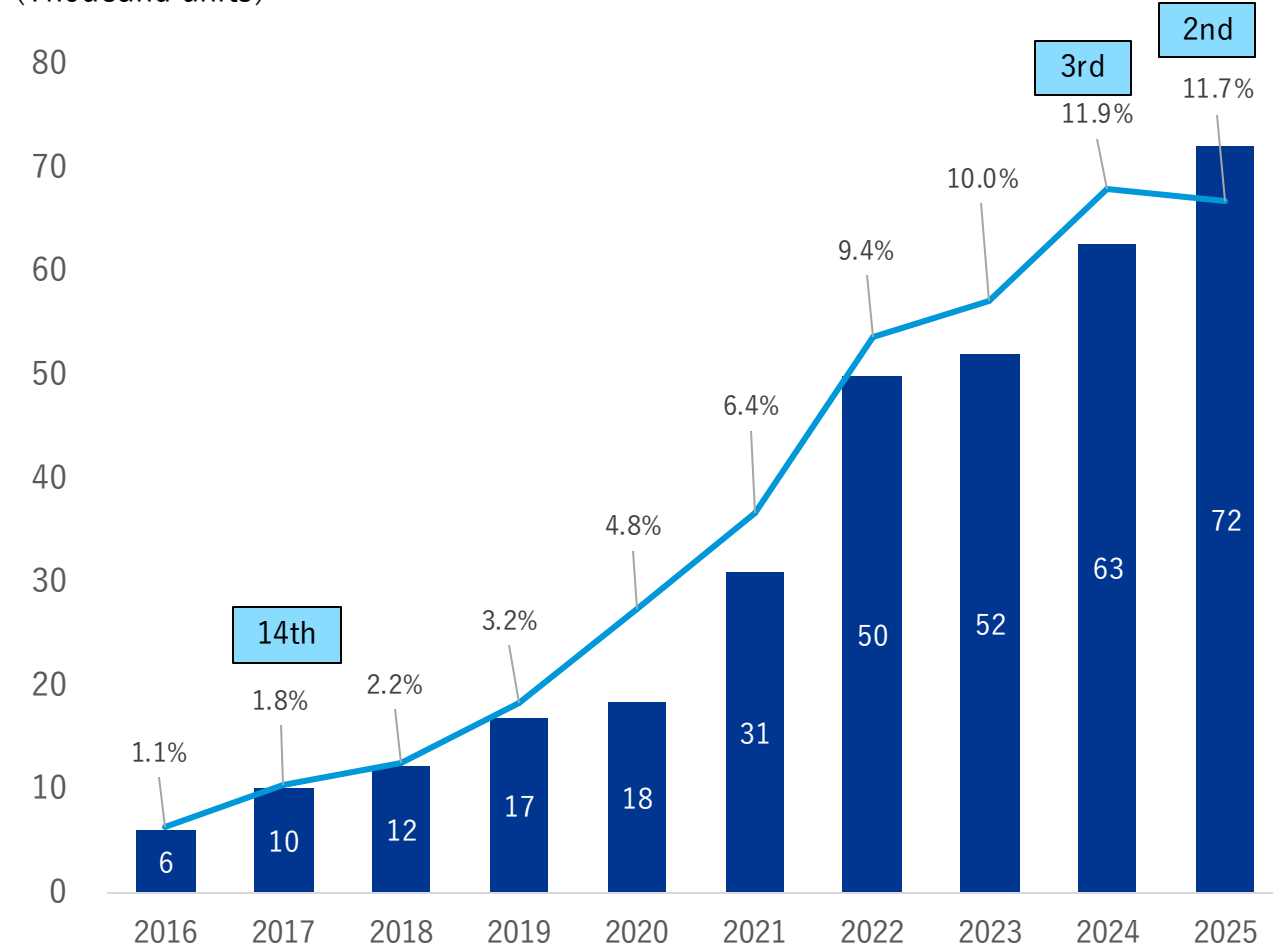
Benin



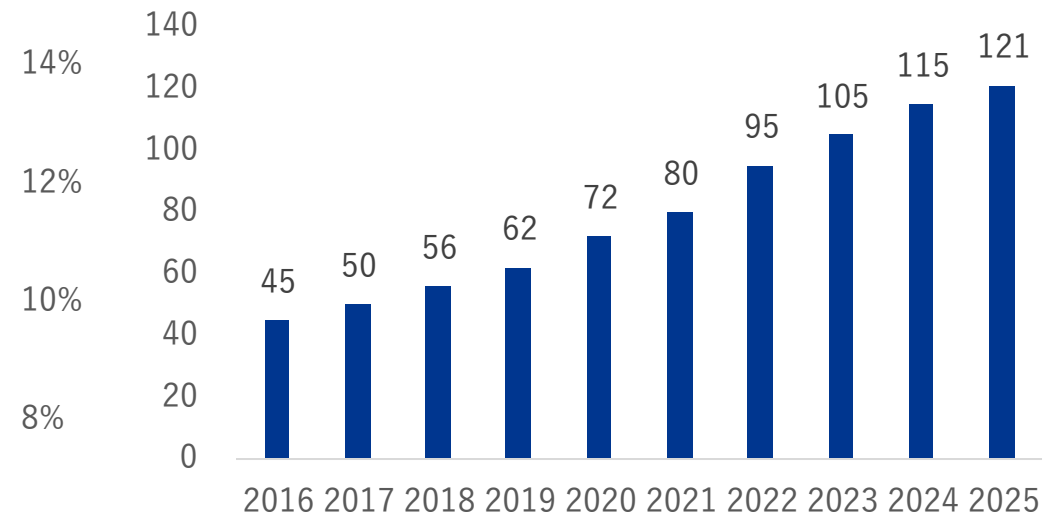
Mozambique

3. Africa Business Strategy : Successful Case Study South Africa, Increase of Dealerships

(Thousand units) Suzuki vehicle sales trends (FY2016 to FY2025 estimate)



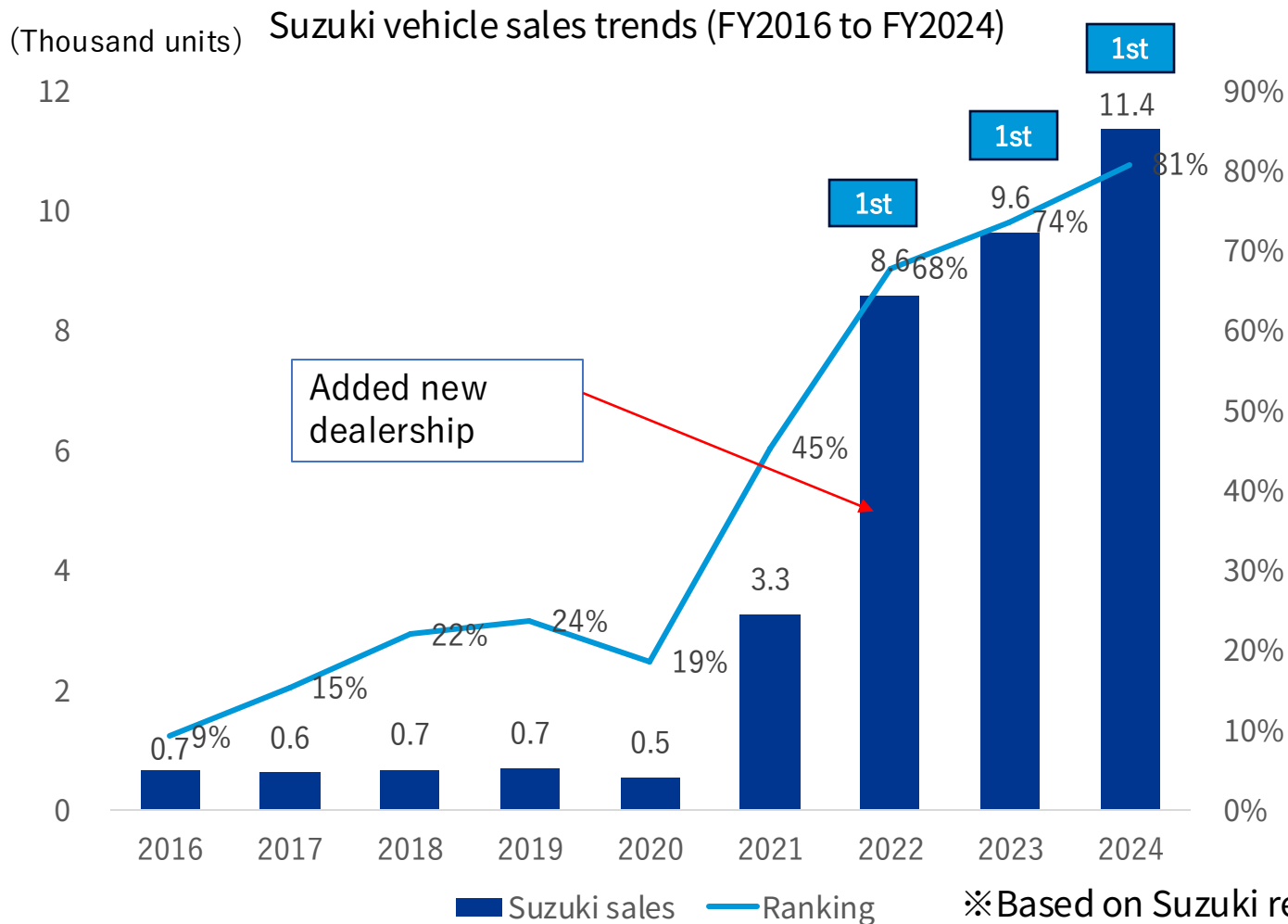
Dealership trends



※Market share and rankings based on NAAMSA data and other sources, compiled by Suzuki



3. Africa Business Strategy : Successful Case Study Angola, appointment of multiple distributors



New distributor added in 2022; three-distributor structure resulted in a sharp increase in sales through synergy effects.
 Demand for delivery services (such as Uber) and SUV models for private use surged

Largest showroom in Africa (Approx. 1,800m²)

3. Africa Business Strategy : Successful Case Study Angola



Showroom and Service Shop

3. Africa Business Strategy

FY2030
10% share in
Africa



3. Africa Business Strategy

Enhancing brand value in Africa: Sponsorship of the Confederation of African Football (CAF)



3. Africa Business Strategy : Successful Case Study South Africa

Results of various brand value enhancement initiatives in South Africa

2024 SAVRALA Manufacturer of the Year



2025 Cars.co.za Budget Car of the Year (Swift)



3. Africa Business Strategy : Activity Case Studies: South Africa and Tunisia

South Africa Jimny Gathering



Tunisia Jimny Raid (Sahara Desert)



Set Guinness World Record



<South Africa Jimny Gathering>

- Fan events were held in 2023 and 2025 to enhance brand value
- Bonding with Suzuki owners through Guinness World Records challenge

<Tunisia Jimny Raid>

- Annual owner's event in which participants drive their Jimny across the Sahara Desert held from 2022. Positive feedback from customers.

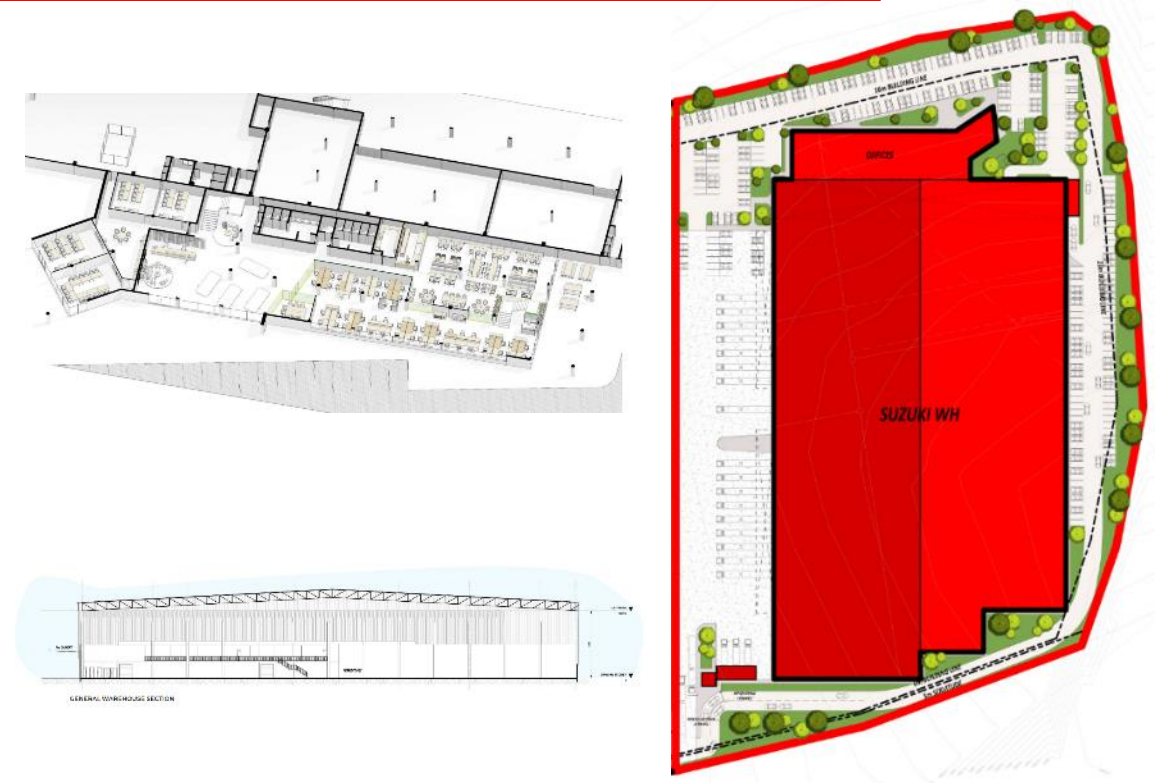
→ **Highlighting the strength of Suzuki's SUV brand through fan events and promoting sales through word-of-mouth**

3. Africa Business Strategy

Expansion and relocation of the South African subsidiary's headquarters and parts warehouse to strengthen parts supply capacity (operations to begin in FY2026).



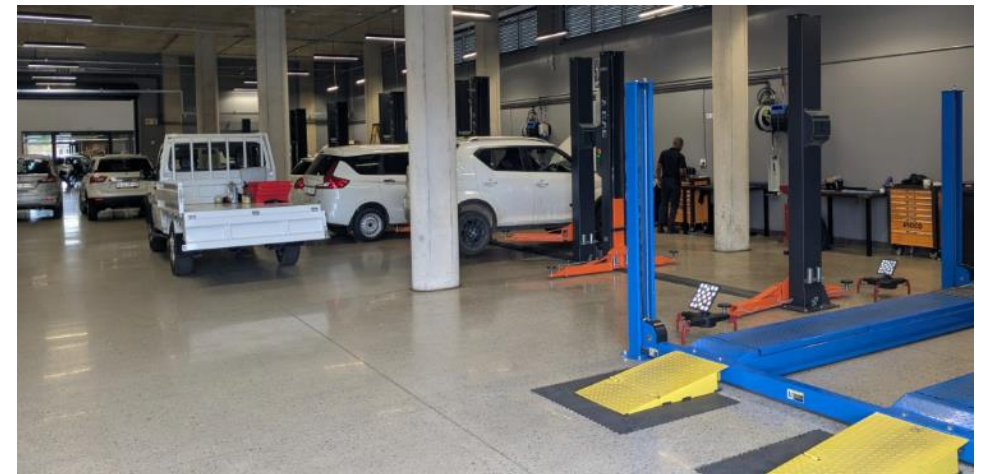
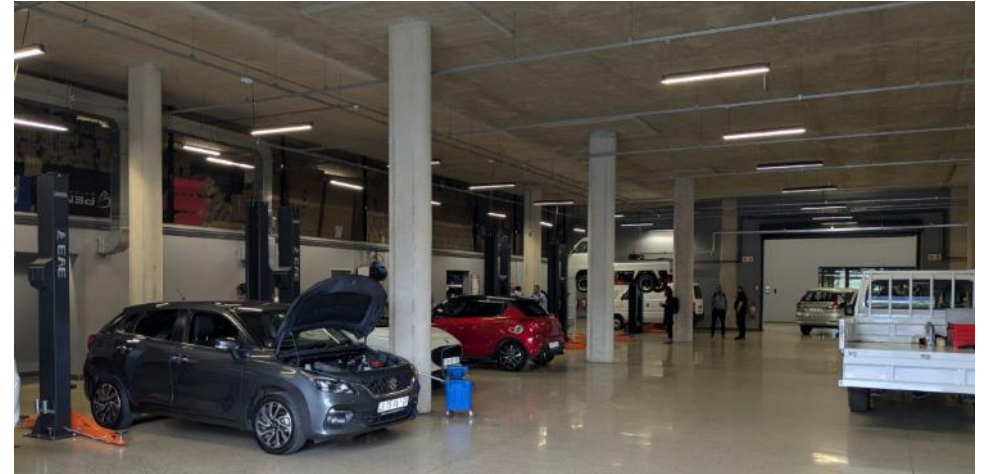
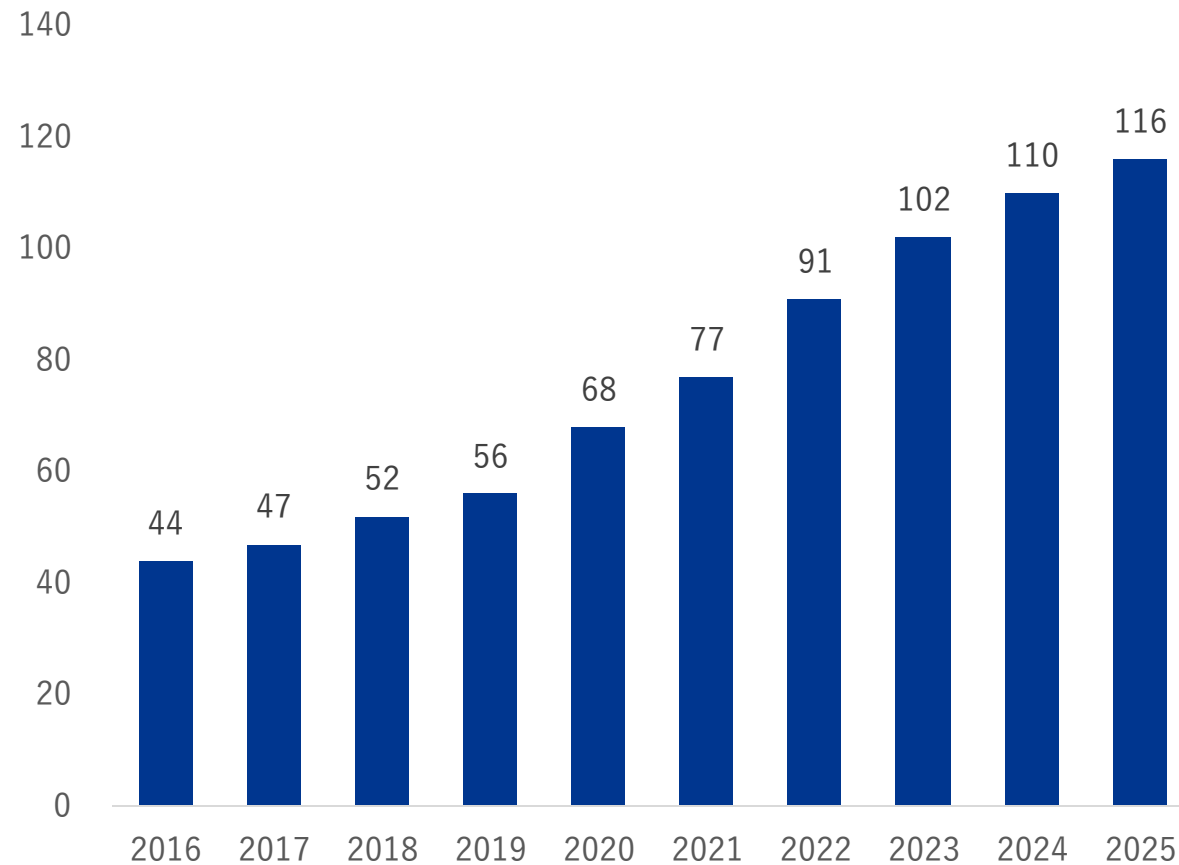
Image of new building of South African subsidiary



3. Africa Business Strategy

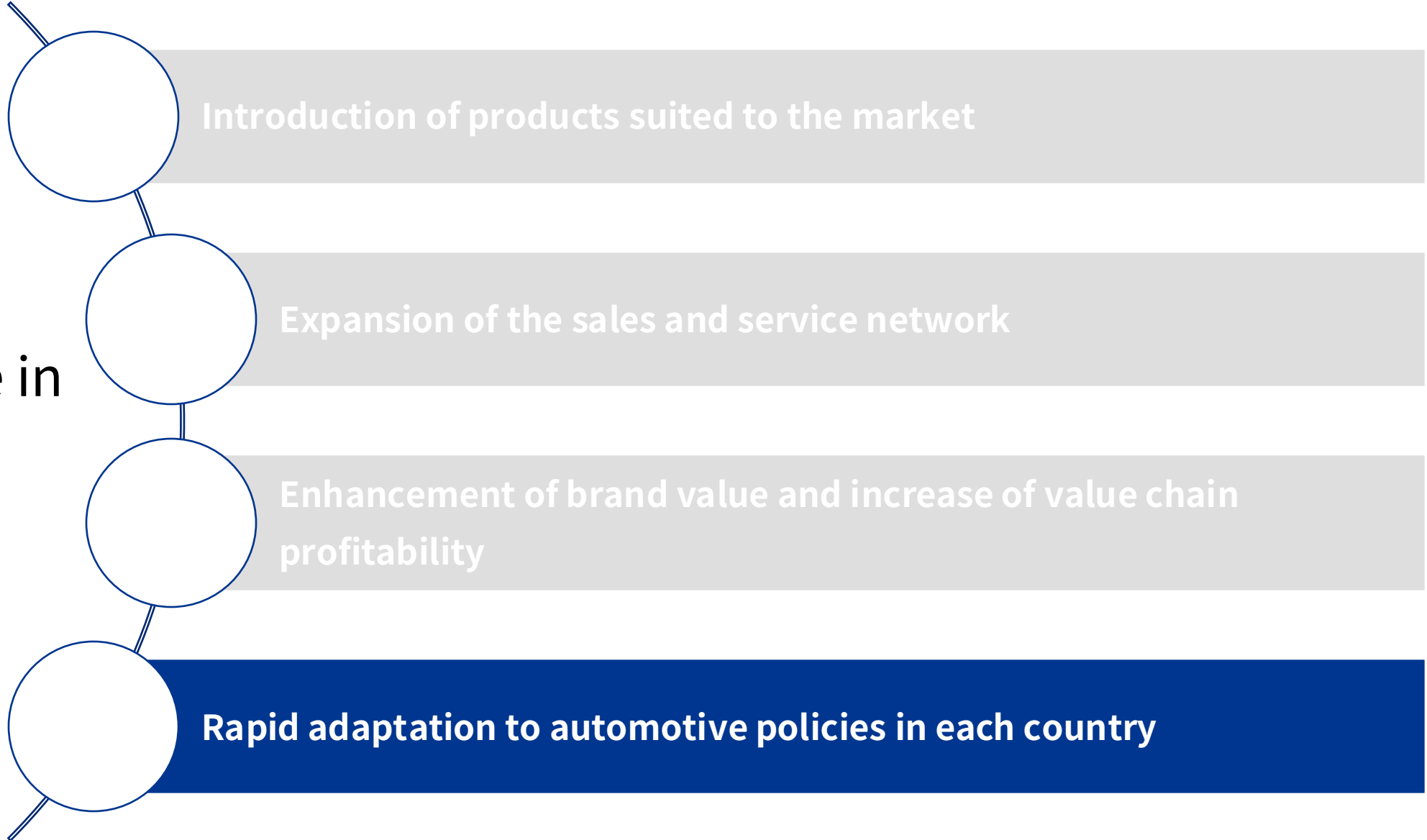
Expand service locations in response to growth in sales volume and customer base

South Africa Service Network Trend (FY2016–FY2025)



3. Africa Business Strategy

FY2030
10% share in
Africa



3. African Business Strategy

Capture market opportunities by swiftly deploying business initiatives aligned with each country's automotive policies (pre-owned vehicle import regulations, EV promotion, local production incentives)

Across (MHEV)



Toyota Tsusho's Ghana subsidiary
Production of Suzuki Swift

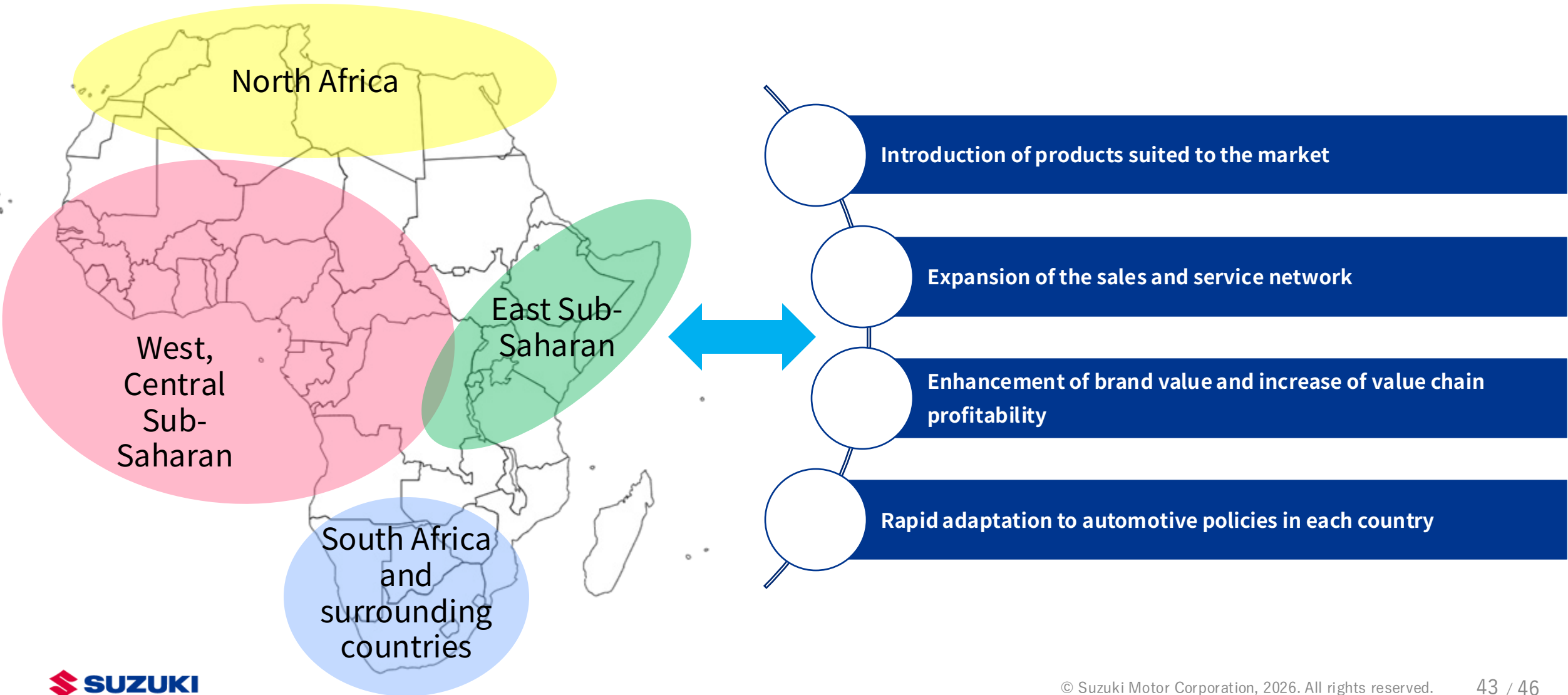


Preferential policies for EVs (BEVs and hybrid vehicles)
Expansion mild-hybrid lineup

4. Conclusion: Africa Business Strategy

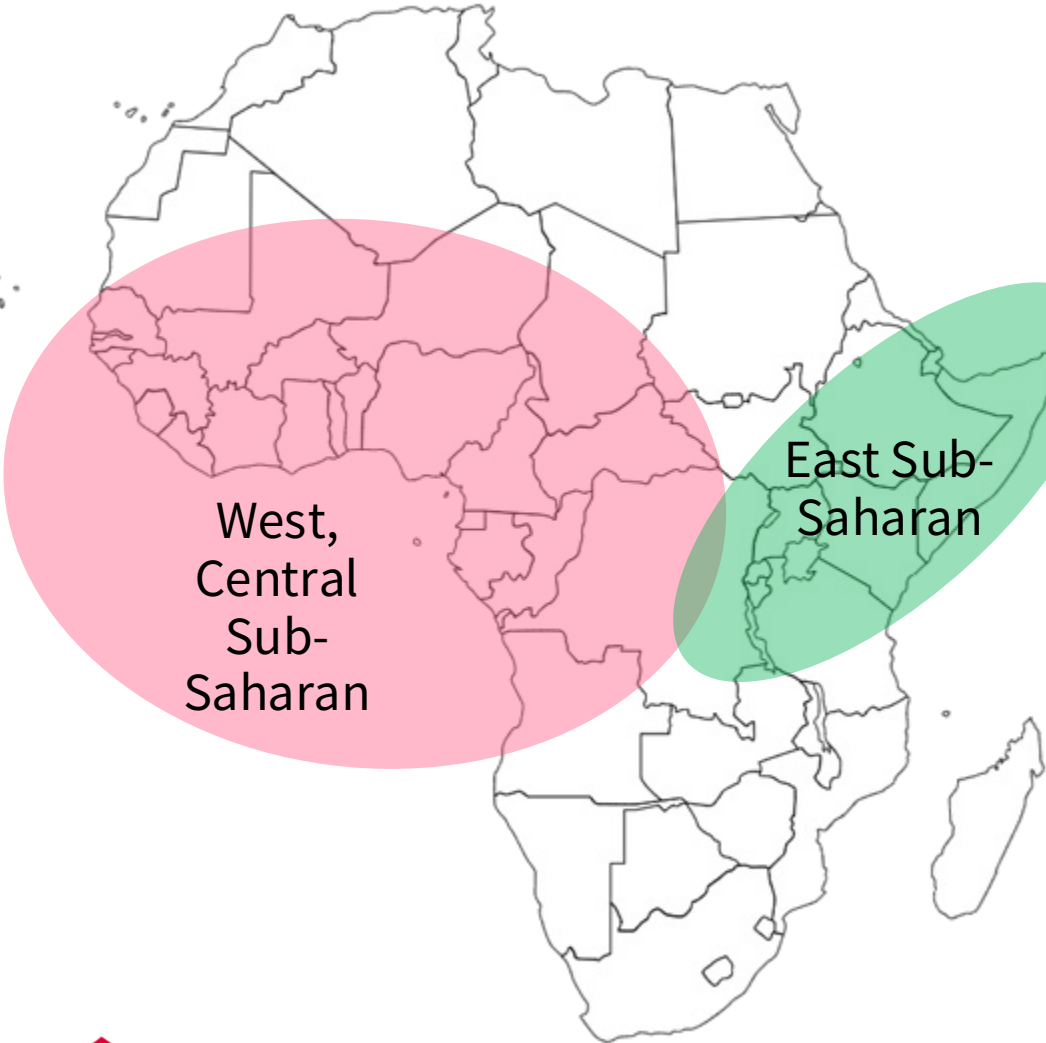
4. Conclusion: Africa Business Strategy

Combination of 4 strategic pillars according to the growth of each region

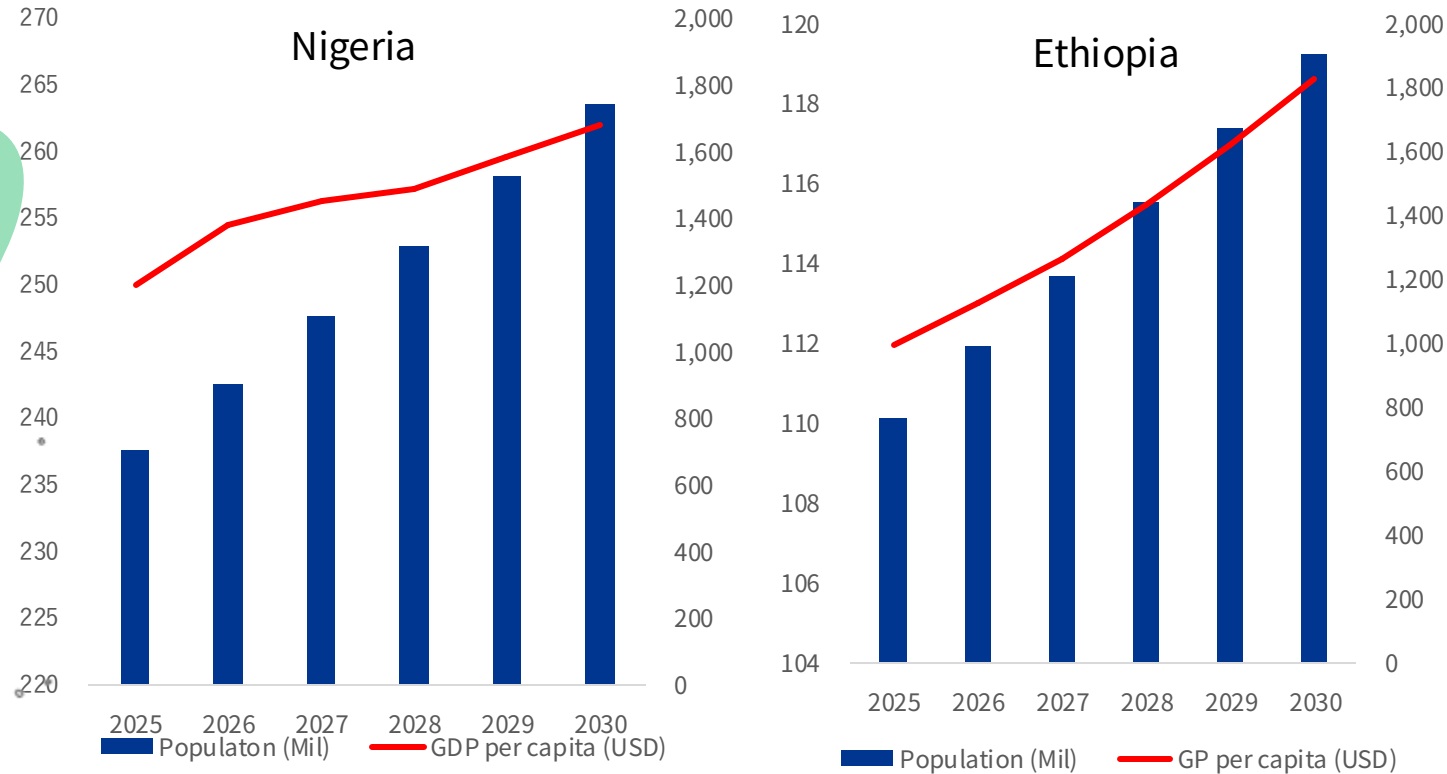


4. Conclusion: African Business Strategy

Focus on Sub-Saharan Africa with high population and economic growth potential



Population growth × economic growth potential countries: Nigeria, Ethiopia, Cote d'Ivoire, Angola



※Based on Suzuki research using data from the IMF World Economic Database

4. Conclusion: African Business Strategy

FY2030 Africa sales target: 150,000 units, 10% market share

1. Introduction of market-appropriate products
2. Expansion of sales and service network
3. Enhancement of brand image and increase of value chain profitability
4. Response in line with each country's automotive policies

(Thousand units)

