Top Mega Trends in Africa: Urbanisation

With an Annual Average Growth of 3.4%, Population in Several Sub-Saharan African Cities Will Rise by 25% by 2025. By 2050, 60% of Africa’s Population Will be Urbanised.
Top Mega Trends in Africa: Regional Integration

Corridors Will Unlock Economic Potential of Landlocked Countries; Freight Movement Through Road Set to be a Key Economic Driver Across the Continent


The North Delta Region
- Combined population of 77 million
- 3 emerging corridors: Cairo-Suez, Cairo-Alexandria, Cairo-Ismailia

The Greater Ibadan Lagos Accra Corridor
- Combined population of more than 18 million
- Contributes combined GDP of $127.6 million.

Trans-Cunene Corridor
- Will link the Democratic Republic of Congo with South Africa through Angola and Namibia.

The North-South Corridor
- Facilitate inter-regional trade from Cape Town to Cairo.
- Free trade area comprising 533 million people
- Combined GDP of $833 billion, or 58 percent of Africa’s GDP

1,000 km Abidjan-Ouagadougou Corridor

900 km Kampala-Nairobi-Mombasa urban corridor

100 km Nairobi-Dar es Salaam

Source: UN-Habitat, 2010 and Frost & Sullivan analysis.
China became Africa’s largest trading partner surpassing the U.S in 2010.

Bilateral trade involves export of minerals, oil and gas and other related materials which are critical for Chinese growth.

With slowing EU and U.S. economies, China will increasingly look to improve trade ties with Africa. With current growth rates, China and Africa will merge as the largest trading partners in the world by 2015.
Market and Product Segmentations

North Africa
- Algeria
- Egypt
- Morocco

Sub-Saharan Africa
- South Africa
- Zambia
- Zimbabwe
- Botswana
- Namibia
- Angola
- Mozambique
- Mozambique
- Kenya
- Tanzania
- Uganda
- Nigeria
- Ghana

<table>
<thead>
<tr>
<th>Light Trucks</th>
<th>Medium Trucks</th>
<th>Heavy Trucks</th>
<th>Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.5 ton ≤ GVW ≤ 6.5 ton</td>
<td>6.6 ton ≤ GVW ≤ 16 ton</td>
<td>GVW greater than 16 ton</td>
<td>MD Bus</td>
</tr>
</tbody>
</table>
North African Market
Impact of Future Infrastructure Development on North Africa CV Market

Creation of advanced transport infrastructure; likely to result in high demand for heavy duty trucks used for transportation and haulage applications

**Truck and Bus Market: Transport Corridors**

<table>
<thead>
<tr>
<th>Highway</th>
<th>Countries Covered</th>
<th>Distance (Km)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cairo-Dakar Highway</td>
<td>Across Egypt, Libya, Tunisia, Algeria, Morocco, Mauritania, and Senegal</td>
<td>8,638</td>
</tr>
<tr>
<td>Trans-Saharan Highway</td>
<td>Links several other Trans-African Highways: Cairo-Dakar, Dakar-N’djamena, Dakar-Lagos and Lagos-Mombasa, also branches out to Tunisia, Mali, Niamey in Niger, and Chad</td>
<td>3,600</td>
</tr>
<tr>
<td>Berrechid Beni Mellal highway</td>
<td>Morocco</td>
<td>172</td>
</tr>
</tbody>
</table>

With investments over $500 bln and catering to the transportation demands of more than 50 million people using these highways, these mega infrastructure development projects are going to provide a boost to the commercial vehicles market in the region.

Source: Frost & Sullivan analysis.
From Macro—to—Micro – North Africa
Further analysis of these critical trends that will cause wide ranging impact on the various sub-segments of the CV market in North Africa by 2020

<table>
<thead>
<tr>
<th>Mega Trends</th>
<th>LCV</th>
<th>HCV</th>
<th>Buses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urbanization – City as a Customer</td>
<td>E.g., Increase in number of retail outlets, Food Chains, etc.</td>
<td>E.g. New Ports, Airports, Economic cities, &amp; Industrial Zones</td>
<td>E.g., Increase in Migrant population, mobility between urban clusters, increase in tourism, etc.</td>
</tr>
<tr>
<td>Social Trends</td>
<td></td>
<td></td>
<td>E.g., Increase in working population and student population</td>
</tr>
<tr>
<td>Economic Trends</td>
<td>E.g., Development of industrial zones and economic corridors</td>
<td>E.g., Increase in Industrialization, Manufacturing, outsourcing, etc.</td>
<td>E.g., Increase in labour force</td>
</tr>
<tr>
<td>Connectivity and Convergence Trends</td>
<td>E.g., Digital mapping and networking facilities, real time logistics management, etc.</td>
<td></td>
<td>E.g., Real time tracking, GPS, etc.</td>
</tr>
<tr>
<td>Future Infrastructure Development</td>
<td>E.g., Integrated multi-modal transportation systems, High-speed logistics, etc.</td>
<td>E.g., Increase in Migrant population, mobility between urban clusters, increase in tourism, etc.</td>
<td></td>
</tr>
<tr>
<td>Political Shift</td>
<td>E.g., Change in Governance, Introduction of new policies, reforms, regulations, etc.</td>
<td>E.g., New regulations, green initiatives, etc.</td>
<td></td>
</tr>
</tbody>
</table>

Degree of Impact* • Low • Medium • High

*Note: Degree of impact is based on quantitative and qualitative reasoning as well as the relative importance of each trend. For example, trends in connectivity has a low impact on the Buses segment of the CV market.

Source: Frost & Sullivan analysis.
North Africa Market Forecast
North Africa emerging as a strategic hotspot for global CV manufacturers; Algeria leads the region with close to 51 percent share of the total CV market.


2012 Country Shares

- Algeria:
  - 25.8% LD Trucks
  - 34.8% HD Trucks
  - 65.1% MD Trucks

- Egypt:
  - 55.5% HD Trucks
  - 34.8% MD Trucks
  - 6.5% LD Trucks

- Morocco:
  - 25.9% HD Trucks
  - 20.5% MD Trucks
  - 18.7% LD Trucks

2020

- Algeria:
  - 27.7% LD Trucks
  - 67.6% HD Trucks

- Egypt:
  - 6.5% LD Trucks
  - 23.7% HD Trucks

- Morocco:
  - 15.7% LD Trucks
  - 30.8% HD Trucks

Light Duty Trucks (LD 3.5T to 6.5T)
Medium Duty Trucks (MD 6.6T to 16T)
Heavy Duty Trucks (HD >16T)
Medium Duty Bus (MD >25 to 45 seats)
Heavy Duty Bus (HD >45 seats)

Note: All figures are rounded. The base year is 2012. Source: Frost & Sullivan analysis.
### North Africa—Competitive Benchmarking on the Basis of Segments:
Downstream impact of polarization in truck segment evident in OEMs product portfolios

<table>
<thead>
<tr>
<th></th>
<th>LD Truck</th>
<th>MD Truck</th>
<th>HD Truck</th>
<th>Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chevrolet</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hyundai</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Mitsubishi</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Mercedes</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Renault</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Scania</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Iveco</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>JAC</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Volvo</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Tata Daewoo</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Foton Motors</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>DAF</td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Isuzu</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Source: Frost & Sullivan analysis.
Global Market Share—By Country of Manufacturing Origin
North Africa

Chinese imports currently account for nearly 1 in every 5 trucks and buses sold in the region.


- **USA – 18.2%**
  
  *Chevrolet, Ford*

- **China – 19.7%**
  
  *JAC, FAW, JMC, Foton, Motors, Shaanxi, King Long*

- **Japan – 23.3%**
  
  *Mitsubishi, Isuzu, Toyota, Hino, Nissan*

- **South Korea – 13.7%**
  
  *Hyundai, Tata Daewoo*

- **Europe – 25.1%**
  
  *Mercedes, Iveco, Renault, Volvo, DAF, Scania, MAN, VW*

*Note: All figures are rounded. The base year is 2012. Source: Frost & Sullivan analysis.*

*Europe includes: France, Germany, Italy, Netherlands, Sweden, Turkey*
# North Africa- Truck and Bus Market: CKD vs CBU

Despite sub-optimal dealer network, Chinese vehicles are in greater demand across the region owing to lower price and increasing footprint of Chinese businesses in this region.

<table>
<thead>
<tr>
<th>Region</th>
<th>OEMs</th>
<th>CKD vs CBU</th>
<th>Dealer Distributor/Assembler</th>
<th>Country of Origin Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Egypt</strong></td>
<td>Chevrolet</td>
<td>CKD Assembly</td>
<td>Al Mansour Automotive</td>
<td>American manufacturers hold close to 70 percent market share, leading in LD truck and bus sales.</td>
</tr>
<tr>
<td></td>
<td>Hyundai</td>
<td>CKD Assembly</td>
<td>EIM (Egyptian International Motors)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Iveco</td>
<td>CBU Imports</td>
<td>Direct Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JAC</td>
<td>CKD Assembly</td>
<td>Direct Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mercedes</td>
<td>CKD Assembly</td>
<td>MCV</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mitsubishi</td>
<td>CKD Assembly</td>
<td>Ghabbour Auto</td>
<td></td>
</tr>
<tr>
<td><strong>Morocco</strong></td>
<td>Isuzu</td>
<td>CBU Imports</td>
<td>CFAO Motors</td>
<td>Japanese and European OEMs hold close to 46 percent and 44 percent market share respectively in trucks and bus sales.</td>
</tr>
<tr>
<td></td>
<td>MAN</td>
<td>CBU Imports</td>
<td>Direct Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mitsubishi Fuso</td>
<td>CKD Assembly</td>
<td>Auto Hall</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Renault</td>
<td>CBU Imports</td>
<td>Direct Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Scania</td>
<td>CBU Imports</td>
<td>Direct Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Volvo</td>
<td>CBU Imports</td>
<td>Direct Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Foton Motors</td>
<td>CBU Imports</td>
<td>KIV</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Isuzu</td>
<td>CBU Imports</td>
<td>DIAMAL</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JAC</td>
<td>CBU Imports</td>
<td>EMIN Auto</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hyundai</td>
<td>CBU Imports</td>
<td>Direct Sales</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Volvo</td>
<td>CBU imports</td>
<td>Altruck Company</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MAN</td>
<td>CBU Imports</td>
<td>MTC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Renault</td>
<td>CBU Imports</td>
<td>10 Dealers across Algeria</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tata Daewoo</td>
<td>CBU Imports</td>
<td>Elsecom</td>
<td></td>
</tr>
<tr>
<td><strong>Algeria</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*CKD (Complete knock down), CBU (Complete Built Unit)

Source: Frost & Sullivan analysis.
OEMs are likely to focus on supply base consolidation to improve market share and reduce cost.

The entities involved in the sales of vehicles generate continuous revenues through service and sales of spare parts.

Source: Frost & Sullivan analysis
The Last Word—Three Big Predictions for North Africa

1. North Africa is poised for robust growth in the coming years which will directly impact North African Light-Medium-Heavy duty truck and bus market. Sales are forecasted to grow to 74,927 units by 2020. In these circumstances, global truck platforms developed for BRIC markets will find relevance over the short-medium term.

2. Also the geopolitical situation are expected to improve in North Africa, especially in Egypt, establishing this region as an assembly and logistics hub for Sub-Saharan Africa. Egypt’s share of total CV sales to increase from 28 percent in 2012 to 39 percent by 2020.

3. North African commercial vehicle market is expected to be inclined towards heavy duty trucks as they are expected to account for close to 29 percent of overall market share by 2020 with Chinese manufacturers leading in terms of sales growth. By 2020 Chinese OEMs expected to account for nearly 24 percent of all light, medium, and heavy trucks sold in the region.

Source: Frost & Sullivan analysis.
Sub-Saharan African Market
Numerous projects are aimed at improving Africa’s transport infrastructure.

<table>
<thead>
<tr>
<th></th>
<th>Southern Sudan Roads</th>
<th></th>
<th>Uganda Roads</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Value ($ Million)</td>
<td>Current road projects</td>
<td>225.0</td>
<td>Current road projects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Future road projects</td>
<td>2,952.0</td>
<td>Future road projects</td>
</tr>
</tbody>
</table>

Transport projects in Africa will drive down the current high cost of transport, which is hindering growth and is among the highest global.

African Transport Infrastructure Development

Transport Costs (US cents per km)

- West Africa: 11c
- China: 5c
- East Africa: 8c
- France: 5c
- Southern Africa: 6c
- USA: 4c

Source: World Bank; Frost & Sullivan analysis.
Top Mega Trends in Sub-Saharan Africa: New Business Models
Business models will increasingly focus on “value for many” compared to “value for Money”

"Value for Many" Will Replace "Value for Money"

Aravind Eye Hospital: Conducts 286,000 Assembly-Line type Cataract Operations per year

Tata Nano: The People's Car At Low Price ($2,100)

Low Cost Housing: Ranging from $8,000-$17,000.

Low cost mobile phones: From $14 from companies like Tata, MTS, Lawow and G’Five

Crowd Purchasing Schemes

Low cost tablets from $60

Low cost smart phones from $40

Ford Business Model

Photo Credits: Changemakers, carhubindia, itcportal.com, grameenfoundation

Source: Frost & Sullivan analysis.
From Macro—to—Micro
Further analysis of these critical trends that will cause wide ranging impact on the various sub-segments of the CV market in Sub-Saharan Africa by 2020

<table>
<thead>
<tr>
<th>Mega Trends</th>
<th>LD Trucks</th>
<th>MD/HD Trucks</th>
<th>Buses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urbanisation</td>
<td>E.g., Increase in number of retail outlets, Food Chains, etc.</td>
<td>E.g. New Economic cities, &amp; Industrial Zones</td>
<td>E.g., Increase in Migrant population, increase in tourism, etc.</td>
</tr>
<tr>
<td>Regional Integration</td>
<td>E.g., Integrated multi-modal transportation systems, High-speed logistics, etc.</td>
<td>E.g. New Ports, Airports, Economic cities, &amp; Industrial Zones</td>
<td>E.g. Increased mobility between urban clusters, increase in tourism, etc.</td>
</tr>
<tr>
<td>New Business Models</td>
<td>E.g., Development of industrial zones and economic corridors</td>
<td>E.g., Increase in Industrialization, Manufacturing, outsourcing, etc.</td>
<td>E.g., Increase in labour force</td>
</tr>
<tr>
<td>Infrastructure Development</td>
<td>E.g., Integrated multi-modal transportation systems, High-speed logistics, etc.</td>
<td>E.g. New Ports, Airports, Economic cities, &amp; Industrial Zones</td>
<td>E.g., Increased mobility between urban clusters, increase in tourism, etc.</td>
</tr>
</tbody>
</table>

Degree of Impact*  
- Low  
- Medium  
- High

*Note: Degree of impact is based on quantitative and qualitative reasoning as well as the relative importance of each trend. For example, trends in connectivity has a low impact on the Buses segment of the CV market. 
Source: Frost & Sullivan analysis.
Market Drivers and Restraints:
Infrastructure development and sustained economic growth are currently the main drivers of commercial vehicles sales in Sub-Saharan Africa.

Truck & Bus Market: Key Market Drivers and Restraints, Sub-Saharan African Market, 2012–2020

Drivers

- Significant infrastructure development
- Sustained high economic growth
- Government intervention and incentive programmes
- Affordable of used and low-cost vehicles

Restraints

- Limited availability of raw materials
- Limited sources of vehicle financing
- Lack of adequate infrastructure
- High production costs
- High urbanisation growth
- Low raw material availability
- New vehicle high costs
- Affordability of vehicle financing

Denotes current impact
Denotes long-term impact

Source: Frost & Sullivan Analysis.
Truck and Buses Industry—Outlook of Value Chain- Sub-Saharan Africa

OEMs are likely to focus on supply base consolidation to improve market share and reduce cost.

The entities involved in the sales of vehicles generate continuous revenues through service and sales of spare parts.

**Major OEMs**
- Toyota
- Nissan
- Mazda
- Ford
- Chevrolet
- Utility
- Isuzu
- MAN
- Iveco
- Mercedes Benz
- Hino
- Fuso
- Freightliner
- Scania
- TATA
- Volvo
- VDL
- Renault
- Foton
- DongFEng
- PACCAR
- Navistar
- Hyundai

Source: Frost & Sullivan analysis
Global Market Share—By Country of Manufacturing Origin- Sub-Saharan Africa

Chinese imports currently account for nearly 1 in every 5 trucks and buses sold in the region.

Truck and Bus Market: Country of Manufacturing Origin, Sub-Saharan Africa, 2012

Europe
Mercedes, Iveco, Renault, Volvo, DAF, Scania, MAN, VW

USA
Chevrolet, Ford, Navistar

Japan
Mitsubishi, Isuzu, Toyota, Hino, Nissan

India and Korea
Tata, Ashok, Hyundai

China
JAC, FAW, JMC, Foton Motors, Shaanxi, King Long, Dongfeng, CNHTC

West Africa
LD Trucks: 11,219
MD Trucks: 6,908
HD Trucks: 3,098
Buses: 600
Total: 21,825

Southern Africa
LD Trucks: 128,669
MD Trucks: 23,319
HD Trucks: 11,877
Buses: 3,805
Total: 167,870

Note: All figures are rounded. The base year is 2012. Source: Frost & Sullivan analysis.
Sub-Saharan Africa’s Commercial Vehicles Market

In 2012, South Africa contributed the bulk of both imported used trucks and new cars sales in Sub-Saharan Africa.

- In 2012, LD trucks contributed the bulk of both imported used trucks and new truck sales. Most imported used trucks came from Europe and Asia, while new trucks were either manufactured in South Africa or were low-cost vehicles from Asia.

Note: All figures are rounded. The base year is 2012.

Source: Frost & Sullivan analysis
Sub-Saharan Africa’s Commercial Vehicles Market

Between 2013 and 2020 all Sub-Saharan African economies are expected to achieve positive growth. This is expected to drive growth in the truck and bus markets.

**Truck and Bus Sales: Economic Growth, Sub-Saharan Africa, 2013-2020**

- **Unit Sales Growth**
  - 2013: 5.8%
  - 2014: 6.2%
  - 2015: 6.1%
  - 2016: 6.0%
  - 2017: 6.0%
  - 2018: 6.8%
  - 2019: 6.5%
  - 2020: 6.8%

- **Economic Growth**
  - 2013: 6.1%
  - 2014: 6.0%
  - 2015: 6.1%
  - 2016: 6.0%
  - 2017: 5.9%
  - 2018: 5.9%
  - 2019: 6.0%
  - 2020: 6.1%

Note: All figures are rounded. The base year is 2012.

Source: IMF and Frost & Sullivan analysis.
Sub-Saharan Africa’s Commercial Vehicles Market

Assuming a stable economic environment across the sub-Saharan African region, the trucks and buses market is expected to achieve steady growth and a compound annual growth rate of 6.3 percent.

Note: All figures are rounded. The base year is 2012. Source: Frost & Sullivan analysis.
Sub-Saharan Africa’s Commercial Vehicles Market
South Africa contributed the bulk of commercial vehicle and bus sales in 2012

**Truck and Bus Sales: Vehicle Sales, Sub-Saharan Africa, 2012**

**WEST AFRICA**
- LD Trucks: 17,000
- MD Trucks: 11,400
- HD Trucks: 3,900
- Buses: 1,900
- Total: 34,200

**EAST AFRICA**
- LD Trucks: 11,219
- MD Trucks: 6,908
- HD Trucks: 3,098
- Buses: 600
- Total: 21,825

**SOUTHERN AFRICA**
- LD Trucks: 128,669
- MD Trucks: 23,319
- HD Trucks: 11,877
- Buses: 3,805
- Total: 167,670

**Market Share, 2012**

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa</td>
<td>63.7</td>
</tr>
<tr>
<td>Nigeria</td>
<td>10.1</td>
</tr>
<tr>
<td>Ghana</td>
<td>5.2</td>
</tr>
<tr>
<td>Kenya</td>
<td>4.4</td>
</tr>
<tr>
<td>Tanzania</td>
<td>3.0</td>
</tr>
<tr>
<td>*Other</td>
<td>13.7</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

*Others include Zambia, Zimbabwe, Namibia, Botswana, Mozambique, Angola, and Uganda

- In 2012, the top five Sub-Saharan Africa truck and bus markets contributed 86.3 percent to total vehicle and bus sales.

Note: All figures are rounded. Source: Frost & Sullivan analysis.
The Last Word—Three Big Predictions - Sub-Saharan Africa

Overall the market is expected to achieve fairly high growth and a CAGR of 6.3 percent

1. Between 2012 and 2020, Sub-Saharan Africa’s commercial vehicles market is expected growth by 62.5 percent. Furthermore, it is expected to achieve a CAGR of 6.3 percent during this period.

2. Economic growth is expected to be the major driver of demand for commercial vehicles. Sub-Saharan Africa’s economic growth rate is anticipated to average 6.0 percent throughout the forecasting period.

3. In 2012, South Africa contributed 63.7 percent to total commercial vehicles sales. It is expected to continue dominating the commercial vehicles market till 2020. This market is also expected to emerge as a production/assembly hub for several Sub-Saharan markets in future.

Source: Frost & Sullivan analysis.
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