



**naamsa**  
THE AUTOMOTIVE BUSINESS COUNCIL



+27 12 807 0152 | 0086



+27 12 807 0671



[info@naamsa.co.za](mailto:info@naamsa.co.za)



[naamsa.co.za](http://naamsa.co.za)

Alenti Office Park | Block F | 457 Witherite Street  
THE WILLOWS X82 | PRETORIA

P. O. Box 74166 | LYNNWOOD RIDGE | 0040

**PARTNERSHIP | CONSISTENCY | TRUST**

#MOBILITYMatters | #naamsaAutolytics | #naamsaDreamsAcademy | #SA-AutoWeek

# PRESS RELEASE

FOR IMMEDIATE RELEASE | Friday, May 21, 2021

## THE SA AUTO INDUSTRY GEARS UP TO IMPLEMENT THE NEW AFTERMARKET DISPENSATION

**PRETORIA: Friday, May 21, 2021:** The South African automotive industry has contributed immensely towards the development of the Automotive Aftermarket Guidelines which were formally published by the Competition Commission of South Africa [CCSA] on December 10, 2020. **naamsa**, the Automotive Business Council working together with all its members and its strategic partners is ready to accelerate South Africa's move to a new dispensation that would promote, deepen and broaden inclusion and encourage greater competition and participation of small businesses, particularly those who are coming from Historically Disadvantaged Individuals [HDIs] and groups within our communities.

Since the Guidelines were officially announced less than six months ago, the automotive industry has been and will continue to prepare for the implementation which becomes effective from July 01, 2021. The auto-industry is currently assessing its state of readiness and views the introduction of the Guidelines as a positive disruption, which will further enhance and hasten the sector's transformation ambitions by providing tangible opportunities that would overtime enlarge economic access to the automotive aftermarket by HDI-owned Independent Services Provider [ISP].

"Having registered and internalised how South Africa's indifferent past affects HDI's potential entry into the automotive value chain, **naamsa** will be introducing a number of progressive interventions to help us drive holistic transformation efforts of the industry and assist in lowering barriers to entry and ensure that a greater number of firms, especially firms owned and operated by HDIs and SMEs have an opportunity to undertake service, maintenance and repair work of motor vehicles within the period covered by a motor vehicle warranty", said Mikel MABASA, **naamsa** CEO.

"While we remain committed to the implementation of the Guidelines, **naamsa** has noted with concern some reckless and persistent misrepresentation and miscommunication of what the

Page 1 of 2

NATIONAL OFFICE BEARERS: President | Andrew KIRBY | Chief Executive Officer | Toyota South Africa Motors  
Vice-President: Manufacturing OEMs | Neale HILL | Managing Director | Ford Motor Company  
Vice-President: Retailing OEMs | Gary SCOTT | Chief Executive Officer | Kia Motors  
Vice-President: Heavy Commercial OEMs | Fabio SOUZA | Managing Director | Scania South Africa

EXECUTIVE DIRECTOR: Chief Executive Officer: Mikel MABASA

REGISTRATION DETAILS: PBO No.: 930/023/609 | VAT No.: 4070109972 | **naamsa** NPC: 2021/358607/08



Guidelines are all about. There are individuals and irresponsible groups who have made it their preoccupation to make public pronouncements that misrepresent and/or distort the true meaning behind the intent and the spirit of some of the principles within the Guidelines in order to advance their narrow selfish commercial interests. To this effect, **naamsa** will join the Competition Commission to distribute public educational material in order to intensify accurate messaging campaigns around the Guidelines”, MABASA said.

“We are working with all our members and partners to adequately ensure that the kick-off date for the implementation of the Guidelines is not disruptive in anyway and that all the principles are accurately communicated to all our vehicle owners, our customers and to general public. We reaffirm that any orderly executed transformation programme should be seen as a process and not an event nor a quick fix, tick-box exercise. **naamsa** is under no illusion that the overwhelming majority of the principles contained in the Guidelines will be ready for implementation on July 01”.

“As part of our engagement efforts, we will meet with the Competition Commission in the coming weeks to share our general state of readiness. We are mindful that not all our members are at the same level or state of readiness. For this reason, we will transparently discuss our existing implementation plans ahead of July 01 and carefully consider how those principles, which may not be fully ready for implementation will be phased-in to ensure full adoption and compliance within a reasonable time frame period. Once fully aligned, members of the public will be kept informed at every step in order to ensure that accurate information is communicated timely at all times”, MABASA said.

## NOTES FOR EDITORS

- **naamsa** is a pre-eminent industry representative that actively and responsibly represents, promote, advance, and protect the 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;
- Our vision is to be the most credible and respected thought leader and partner of a globally competitive and transformed automotive industry that actively contribute to the sustainable development of South Africa;
- Enquiries: Mikel M. MABASA, Chief Executive Officer, [mikel@naamsa.co.za](mailto:mikel@naamsa.co.za);
- Contact Numbers: +27 12 807 0152 or +27 82 909 6621; and
- More information can be found on [www.naamsa.co.za](http://www.naamsa.co.za).

**naamsa OFFICES: PRETORIA | Friday, May 21, 2020**