

PRESS RELEASE

SOUTH AFRICA CELEBRATES 48TH ANNIVERSARY OF SOWETO UPRISING AND 100 YEARS OF AUTOMOTIVE MAGIC!

IMPORTANT NOTICE: Please note that **naamsa** uses a different naming convention, namely **naamsa** | The Automotive Business Council or **naamsa**. The National Association of Automobile Manufacturers of South Africa **IS NO LONGER A LEGAL ENTITY**, and we wish to advise all reporters to use the new naming conventions as advised above.

PRETORIA: Monday, June 17, 2024: South Africa marks the 48th anniversary of the Soweto Uprising with this year's Youth Day celebrations, paying tribute to the courage and resilience of the nation's youth. This year also sees the automotive industry celebrating a century of operations in South Africa, highlighting its significant contributions to the country's economy and employment landscape.

"As we mark the 48th anniversary of the Soweto Uprising, we're also giving a high-five to the automotive industry for revving its engines for a whopping 100 years in our beautiful country," said Mikel Mabasa **naamsa** CEO. In this spirit of celebration, the Youth Employment Service [YES] initiative is hitting all the right notes. Launched by the Presidency to give our youth a turbo-boost into the job market, YES has already created over 144,000 jobs. The automotive industry has been a key player, vroom-vrooming its way to contributing 14,505 jobs to this tally. That's an average of 3,482 new jobs every year from 22 OEMs.

"Celebrating Youth Day alongside the centennial of the automotive industry in South Africa emphasises the progress and potential of our nation's youth," said Tshetlhe Litheko, Chief Policy Office, **naamsa**. "The automotive sector's involvement in the YES initiative demonstrates our dedication to creating sustainable employment opportunities and empowering the next generation. Yet, we must also address the ongoing challenges that our youth face, ensuring that they have the support and resources needed to overcome these hurdles."

As South Africa reflects on the historical significance of the Soweto Uprising and the strides made in youth employment, the automotive industry remains a pivotal player in driving positive change. The continued collaboration between the public and private sectors ensures that South Africa's youth are equipped with the skills and opportunities needed to thrive in a dynamic economy.

So, let's hit the road and drive towards a brighter future for our youth. Happy Youth Day, South Africa!

NOTE TO ALL EDITORS AND JOURNALISTS: A decision has been taken by naamsa that this will be the last media report to be released via e-mail. From May 2024 onwards, all naamsa media releases will only be available from a dedicated naamsa website platform called The Members Lounge. Should you experience challenges kindly contact Mme Theresa NEL at naamsa at theresa@naamsa.co.za or on the naamsa website <https://naamsa.net/contact-us/>.

STATEMENT ENDS

ABOUT THE YOUTH EMPLOYMENT SERVICE [YES]

- The Youth Employment Service (YES) is a groundbreaking initiative launched by the Presidency of South Africa to tackle youth unemployment. By partnering with the private sector, YES aims to create meaningful job opportunities for young South Africans, equipping them with the skills and experience needed to succeed in the workforce.
- 144,390+ Youth jobs created since 2019.
- 1,700+ Corporate sponsoring partners.
- R7.7 bn+ Paid in youth salaries through private sector.
- 53% of YES Youth come from grant recipient households.

ABOUT THE SA AUTOMOBILE INDUSTRY

- the automotive industry contributes 5.3% to GDP [3.2% manufacturing and 2.1% retail];
- in 2023, the export of vehicles and automotive components reached a record amount of R270.8 billion, equating to 14.7% of South Africa's total exports;
- the industry accounts for 21.9% of the country's manufacturing output;
- vehicles and components are exported to 148 international markets;
- the manufacturing segment of the industry presently employs in the order of 110,000 people across its various tiers of activity [from component manufacturing to vehicle assembly];
- combined with the industry's strong multiplier effect, the industry is responsible for approximately 457,000 jobs across the South African economy's formal sector.

NOTES FOR EDITORS

- Since 2021 **naamsa** introduced associate membership that offers tangible benefits such as access to information, visibility to key industry issues, business exposure, as well as related discounts;
- 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. We represent 41 companies;
- 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;
- Contact Numbers: +27 12 807 0152 or +27 82 909 6621;
- More information can be found on www.naamsa.co.za.

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