



# PRESS RELEASE

FOR IMMEDIATE RELEASE | Tuesday, April 14, 2026

## naamsa Board Appoints Shinny GOBIYEZA as Interim Chief Executive Officer

*Leadership continuity ensured as organisation enters next phase of strategic execution*

**PRETORIA: Tuesday, April 14, 2026:** The Board of **naamsa** | The Automotive Business Council is pleased to announce the appointment of Mrs. Shinny GOBIYEZA as interim Chief Executive Officer of **naamsa**, with immediate effect, following the recent announcement regarding the transition of the organisation's current Chief Executive Officer.

Mrs. GOBIYEZA, who currently serves as Chief Operations Officer of **naamsa**, brings deep institutional knowledge, strong operational expertise, and a proven track record in stakeholder coordination across the automotive sector. Her appointment ensures continuity, stability, and focused leadership as the organisation navigates this interim period.

### Board Confidence in Leadership Continuity

Commenting on the appointment, **naamsa** President Peter van BINSBERGEN expressed the Board's full confidence in Mrs. GOBIYEZA's leadership:

"Shinny has been an integral part of **naamsa**'s leadership team and has consistently demonstrated sound judgement, strong operational capability, and a deep understanding of the industry's dynamics. The Board has every confidence in her ability to provide steady leadership and ensure continuity in the execution of our strategic priorities during this interim period."

He further emphasised that **naamsa** remains firmly committed to maintaining momentum across its strategic priorities, including policy advocacy, industry coordination, industrial development, and transformation.

### Interim CEO's Perspective

In accepting the appointment, Mrs. GOBIYEZA reaffirmed her commitment to the organisation and the broader automotive ecosystem: "It is an honour to serve the industry in this capacity at such a pivotal time. The automotive sector is actively shaping changes today that will define its future trajectory. Our collective efforts,

across manufacturers, importers, suppliers, government, and broader stakeholders, are laying the foundation for a more resilient, competitive, and inclusive industry.” She added: “**naamsa**’s strength lies in its collective. Our members, partners, and social stakeholders all play a critical role in this journey. I look forward to working closely with all stakeholders to ensure continuity, stability, and sustained progress during this period.”

### **Leadership experience and governance depth**

Prior to joining **naamsa**, Mrs. Shiny GOBIYEZA established a distinguished career across diverse sectors, combining executive leadership with extensive board-level experience. She has served as a Director on several prominent boards, including Sizwe Paints, STEINER, BidAir Cargo, Bidvest Laundry, Carlson Wagonlit Travel (CWT), and RENNIES | BCD Travel, where she contributed to strategic oversight, governance excellence, and organisational performance.

Her executive career spans leading blue-chip organisations such as Diageo, Bidvest Group, Prime Group, Kansai Plascon, and Rock Construction Group. Across these roles, she has consistently driven strategic transformation, strengthened stakeholder ecosystems, and delivered sustainable commercial outcomes.

This depth of experience positions her strongly to lead **naamsa** during a period of transition, ensuring continuity while advancing the organisation’s strategic and industry priorities.

### **Commitment to a Unified Industry Voice**

**naamsa** reaffirmed its role as the unified and representative voice of the South African automotive industry, encompassing:

- local manufacturers
- importers and retailing OEMs
- medium and heavy commercial vehicle (MHCV) players

The organisation will continue to engage constructively with government, industry leaders, and key stakeholders to advance policies that support growth, competitiveness, industrialisation, and transformation.

The Board will, in due course, communicate further developments regarding the permanent leadership appointment. In the interim, Mrs GOBIYEZA will work closely with the Board and executive leadership to ensure seamless operational continuity.

**STATEMENT ENDS**

## NOTES FOR EDITORS

- **naamsa** represents 42 companies manufacturing, assembling, distributing and importing new vehicles;
- Our vision is to be the most credible and respected automotive industry thought leader and partner for a globally competitive and transformed South African auto sector;
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