



Press release

## **NEXUS Automotive International will accelerate its growth in Africa through a dedicated entity, IAMAGA**

Geneva – January 26<sup>th</sup>, 2023 - *Nine years after the creation of the automotive aftermarket company, NEXUS Automotive International will further focus on Africa through IAMAGA, a dedicated entity. The aim is to accelerate growth on the continent and continue deploying N! innovative and sustainable initiatives.*

N! will further develop the activities of IAMAGA, a regional entity dedicated to the African Automotive Aftermarket, which includes 34 Africa based members and their affiliates.

IAMAGA will be providing specific services to its community such as:

- Transactional activities, for optimized access and pricing.
- Strategic Partnerships with OEMs, with specific commercial collaborations.
- Financing and coordination of innovative projects.
- Assistance with sustainability related initiatives.
- Data sharing.
- N! Academy Training deployment (garages/distributors).
- Garages network services structuration.
- Mobility in Africa through innovation screening.
- African members representativity (central service center, credit risk scoring, ...)
- Sustainability: « Re-man / Re-use / Recycle » activities structuration.
- Replicate the newly created Algerian Academy in other markets.

IAMAGA will also reunite its community through the organization of a dedicated mid-year event, which will take place in Morocco.

*“Africa has always been strategic since the launch of NEXUS - it’s part of the DNA. After 9 years, we have developed an impressive network that is looking forward to providing more quality parts, more services, innovation, and of course, a sustainable future!”* **said Gael Escribe, CEO of NEXUS Automotive International.**

**About NEXUS Automotive International**

*Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International, the leading automotive aftermarket (AA) global community, is shaping the future of the AA.*

*Thanks to an entrepreneurial, innovative and agile mindset, N! disrupts the industry bringing innovative solutions for a more sustainable, digital and connected mobility. At the same time, it supports its community of more than 150 members in 140 countries, allied with 78 global suppliers, by providing services to accelerate their growth.*

*N! is offering new approaches and new ideas for a connected, global and consolidated world of tomorrow to accelerate the success of car and heavy duty spare parts and services distributors and manufacturers, through 18 regional structures that connect them.*

*NEXUS’ consolidated turnover was more than 39 billion euros in 2022.*

*More information: [NEXUS Automotive international](#)*

*N ! podcats available [here](#).*