

Massive R3 billion vehicle assembly plant for South Africa

The Coega Development Corporation (CDC) has begun site preparations at the Coega Special Economic Zone for a new Stellantis vehicle assembly plant, according to the Department of Trade, Industry and Competition.

The CDC is providing the land for the factory construction.

The vehicle manufacturer will soon begin construction on its R3 billion facility located in Gqeberha, Eastern Cape. Stellantis, which markets Jeep, Alfa Romeo, Fiat, Citroën, Opel, and Peugeot in South Africa, plans to assemble a one-ton bakkie at the Coega plant.

The project aims to:

Achieve a 35% localization rate at launch.

Reach an annual production volume of 50,000 units, primarily for export. Create 1,000 new direct jobs. Invest thousands of hours in training to develop local teams to global standards.

“The construction of this plant is critical to Stellantis’s Dare Forward 2030 strategy,” said Stellantis Middle East Africa (MEA) COO Samir Cherfan.

“This strategy also speaks to the South African industrialisation plan, which is a very important tool in helping us achieve our target to produce a million units in the MEA region by 2030 – a factor that will help us attain a 22% market share in this region.”

“Our medium to long-term objective is to ensure that 90% of vehicles sold in the MEA region are sourced from our production plants in this region.”

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