

AUTOMOTIVE

Africa Sales Forecast

Visibility into the “Final Automotive Frontier”

INDUSTRY QUOTES:

“The region is the final frontier for the automotive industry.”

J. Benintende, Ford

“What we see in Africa is a very strong emerging middle class, which creates a lot of opportunity and strong growth in areas of the market, such as small, B-segment passenger cars.”

M. Whitfield, Nissan

With the world’s fastest-growing middle class, Africa is a region showing pronounced promise. However, availability of new vehicle sales data is patchy, and accurate forecasting of demand is practically nonexistent. IHS Markit takes an in-depth look at vehicle demand for the most important markets in Africa.

Light Vehicle: Sub-Saharan Africa Sales Forecast

The Sub-Saharan Africa Light Vehicle Sales Forecast looks at demand for 50 countries, helping clients better understand future vehicle sales. The service couples historical vehicle demand with macroeconomic intelligence to provide:

- Current +12 year forecasts for 50 countries for total industry vehicle volume
- Country profiles, including market conditions and forecast drivers, for 20 of the most important markets
- Current +7 year model and body-type forecasts for nine sub-Saharan countries
- Semiannual updates

Combining the intelligence of its market-leading economic and consumer data forecast services, only IHS Automotive is able to provide this holistic view of Africa. With our Sub-Saharan Africa Sales Forecast, OEMs can better understand the market dynamics, anticipate short- and long-term sales volumes, and answer questions such as:

- Which emerging African markets are the future drivers of growth?
- Which brands are forecast to thrive in sub-Saharan Africa?
- How do economic growth and infrastructure investment stimulate vehicle demand?
- Which segments will see faster growth than others?



Country coverage

Light Vehicle Sub-Saharan Africa Sales Forecast

Vehicles up to 6 tons gross vehicle weight (GVW)

Total industry volume (TIV), country profiles with model and body-type level

- Angola
- Ivory Coast
- Kenya
- Malawi
- Nigeria
- Senegal
- Tanzania
- Uganda
- South Africa

TIV and country profiles

- Cameroon
- Ethiopia
- Gabon
- Gambia
- Madagascar
- Mauritius
- Mozambique
- Reunion
- Seychelles
- Sudan
- Zambia
- Zimbabwe

TIV

- Algeria
- Benin
- Burkina Faso
- Burundi
- Cape Verde
- Central African Republic
- Chad
- Comoros
- Democratic Republic of the Congo
- Djibouti
- Egypt
- Equatorial Guinea
- Eritrea
- Ghana
- Guinea
- Guinea Bissau
- Liberia
- Libya
- Mali
- Mauritania
- Morocco
- Niger
- Republic of the Congo
- Rwanda
- Sao Tome and Principe
- Sierra Leone
- Somalia
- Togo
- Tunisia

For more information www.ihsmarkit.com/Automotive

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About IHS Markit (www.ihsmarkit.com)

IHS Markit (Nasdaq: INFO) is the automotive industry's leading source for market-wide insight, expertise and advanced planning solutions. With a reputation of enabling better decisions and better results for nearly a century, the world's leading OEMs, suppliers and their transportation partners rely on IHS Markit to power growth, improve efficiency and drive a sustainable competitive advantage.

Automotive offerings and expertise at IHS Markit span every major market and, the entire automotive value chain -- from product planning to marketing, sales and the aftermarket. Headquartered in London, our automotive team is part of IHS Markit's information and analytics powerhouse that includes more than 15,000 colleagues in 150 countries, covering energy, chemical, aerospace and defense, maritime, financial, technology, media and telecommunications. For additional information, please visit www.ihsmarkit.com or email automotive@ihsmarkit.com.

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