



# GM appoints new MD for sub-Saharan Africa operations

Ian Nicholls has been appointed as president and managing director of General Motors' South Africa, sub-Saharan Africa and Israel operations, effective 1 June 2015.



Ian Nicholls

This move is part of the company's consolidation of its Africa and Middle East operations. Based in Port Elizabeth, Nicholls will assume responsibility for the company's manufacturing, sales and export operations in South Africa, as well as its sales operations in sub-Saharan Africa markets and Israel. In his new role he reports directly to Mario A. Spangenberg, president and managing director of GM's Africa and Middle East operations.

Spangenberg said that the appointment would enable the company to further streamline its sub-Saharan Africa operations from a product, distribution and customer support perspective. "We are transforming our business across the General Motors International region, focusing our investments on where the opportunity for growth is greatest. Africa is recognised as the next frontier for growth for the automotive industry. We are taking the right decisions to ensure our business is best able to meet and exceed the expectations of our customers and to grow sustainably into the future," said Spangenberg.

## Immediate priority

Nicholls said that his immediate priority would be to ensure that a market driven portfolio is in place, to expand sales volumes both in the domestic and exports markets and to provide outstanding service to their customers. "We are well positioned for growth with our world class vehicle assembly plant and hi-tech Parts Distribution Centre based in Port Elizabeth, coupled together with our extensive distribution network of over 200 dealers in sub-Saharan Africa."

"Our strengthened portfolio of Chevrolet, Opel and Isuzu passenger and light commercial vehicles will enable us to meet and exceed the requirements of our customers in sub-Saharan Africa. Already last year alone our Opel sales volume in South Africa grew by 36%, while our locally assembled Isuzu pick-up volume increased by 8%. In sub-Saharan Africa our overall sales volumes increased by 31%."

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