Major GM South Africa announcement

By Ilse van den Berg

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NEWSWATCH: General Motors has announced that it is transforming its business globally. For the South African market, this means the phasing out of the manufacturing and sales of Chevrolet vehicles, and Isuzu purchasing GM's light commercial vehicle plant in Port Elizabeth.

Isuzu will deepen its presence in the country with the establishing of Isuzu Motors South Africa.

According to the statement, following the recent announcement of the sale of Opel to the PSA Groupe, GM will work with PSA to evaluate future opportunities for the Opel brand in South Africa.

GM believes there are opportunities where it can achieve greater return on investment in specific segments and markets where the outlook for growth is strong (business adjacencies, SUVs and crossovers, U.S. and China).

General Motors South Africa Announcement 18 May 2017 from FleishmanHillard South Africa on Vimeo.

For more details, read the full statement by Ian Nicholls, president and MD of General Motors South Africa, explaining all aspects of the company's decision here.

ABOUT ILSE VAN DEN BERG

Ilse is a freelance journalist and editor with a passion for people & their stories (check out Passing Stories). She is also the editor of Go & Travel, a platform connecting all the stakeholders in the travel & tourism industry. You can check out her work here and here. Contact Ilse through her website here.

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