

Morocco Autos Report Q4 2016

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Abstracts

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BMI View: This quarter, we maintain our view that Morocco will be the fastest-growing North African autos market. We have revised up our 2016 sales growth forecast to 31.2%.

Key Views

Strong consumer demand and attractive auto financing rates continue to outweigh a somewhat downbeat short-term economic outlook for Morocco.

Increased domestic production will also help local sales over the medium term, with PSA Group due to join its rival Renault in country by 2019

Dongfeng Yangtse's USD101.4mn investment to set up electric bus production will add high-value manufacturing to the Moroccan autos industry and continue to boost its attractiveness as investment destination for foreign automakers.

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