



PRESS RELEASE

By leasing BYD vehicles, LOXEA is a pioneer for electric vehicles in Côte d'Ivoire and extends its range of innovative mobility solutions.

Abidjan, March 27, 2024. The LOXEA dealership in Abidjan, Côte d'Ivoire – a CFAO Mobility subsidiary specialized in mobility solutions – is now offering its customers BYD (Build Your Dreams) vehicles.

The LOXEA showroom at the Félix Houphouët-Boigny airport will showcase three models from the collection. The Atto3 electric SUV will be available immediately, and the Dolphin and Dolphin Mini models will follow over the coming weeks, through operating lease solutions or direct sale.

As a pioneer in the deployment of electric solutions on the continent, and an innovator in mobility solutions throughout Côte d'Ivoire, CFAO Mobility's subsidiary will supply an ecosystem of services to support the vehicles, installing recharging stations, supplying solar power generation solutions, servicing vehicles, and providing assistance, maintenance and spare parts. Nicolas RICHARD, Managing Director of LOXEA in Côte d'Ivoire explains: "We are proud to be the first in Côte d'Ivoire to offer this type of electric vehicle as well as all these associated services. LOXEA's ambition is to become a one-stop shop for the entire electromobility ecosystem in the country. The arrival of these vehicles in Abidjan is a perfect illustration of this turning point in the energy transition."

BYD started out as a battery designer and manufacturer, before diversifying into the automotive sector in 2003 and becoming a major player. In the fourth quarter of 2023, the brand was the world's leading producer of electric vehicles.

Marc Hirschfeld, CEO of CFAO Mobility, adds: “BYD is one of the world's leading manufacturers of electric vehicles, with a level of innovation know-how that now matches the expectations of our markets in Africa. A whole new ecosystem has to be designed around mobility in African cities. This applies not only to individual and corporate customers, but also to stakeholders including urban public transport networks and government agencies.”

About LOXEA

LOXEA is a subsidiary of the CFAO Mobility, specializing in the distribution of mobility services in Côte d’Ivoire. Drawing on its expertise and vast network, LOXEA is committed to offering its customers innovative, high-quality solutions, while contributing to the country's sustainable development.

<https://cotedivoire.loxea.com/en/>

About CFAO Mobility

Accelerate the development of new mobility solutions in Africa

Comprising the most extensive vehicle retail network in Africa, we provide all mobility-related sectors with a multi-brand offer, partnering with global automotive manufacturers for new and used vehicle sales, short and long-term rentals, fleet management, maintenance, etc. Our offer covers the complete automotive offering, including two-wheeled vehicles, marine engines, coaches, lorries, handling equipment, tires and spare parts. Our production and assembly sites in Africa are a shining example of our commitment to actively supporting industrialization in the region and creating an affordable offer.

With Africa For Africa

www.cfaogroup.com

Press contacts

<p><i>Asensia Africa Group</i></p> <p>Martinien Yapi</p> <p>martinien.yapi@asensia-africa.com</p> <p>communication@asensia-africa.com</p> <p>+225 07 59 82 66 42 / +225 07 01 50 83 98</p>	<p><i>35°Nord</i></p> <p>Romain Grandjean</p> <p>rg@35nord.com</p> <p>+33 (0)6 73 47 53 99</p>
---	---