

PRESS RELEASE

FOR IMMEDIATE RELEASE

CFAO Mobility Strengthens Its Commitment to Ghana with the Official Launch of Toyota Tsusho Manufacturing Ghana (TTMG).

Accra, Ghana – February 12, 2026 – CFAO Mobility, a leading pan-African mobility solutions provider and part of the CFAO Group, has officially launched Toyota Tsusho Manufacturing Ghana (TTMG), marking a new chapter in the Group's long-standing commitment to Ghana's automotive industry.

The launch follows the successful completion of CFAO Mobility's acquisition of Toyota and Hino vehicle distribution operations in Ghana from Toyota Ghana Limited, which was concluded on December 31, 2025, after all regulatory and legal requirements were fulfilled. The integration brings manufacturing, distribution, sales, and after-sales operations under a single, strengthened entity.

A Strategic Step for Ghana's Automotive Industry

With this transition, Ghana becomes the 38th country where CFAO Mobility distributes Toyota vehicles, reinforcing the Group's strategy to deepen its presence in West Africa while supporting safer, cleaner, and more accessible mobility solutions.

The establishment of TTMG strengthens local value creation through vehicle assembly, skills development, employment, and technology transfer, aligning with Ghana's industrialization and automotive development ambitions.

Ghana: A Dynamic and Growing Automotive Market

Ghana's automotive market continues to demonstrate strong growth, driven by increasing corporate and government demand, urbanization, and rising household incomes. The entry of new brands and models has further enhanced competition, positioning Ghana as one of the most dynamic automotive markets in West Africa.

CFAO Mobility's expanded footprint enables improved customer access, enhanced after-sales services, and a stronger nationwide presence across Accra, Tema, Kumasi, Tamale, Tarkwa and Takoradi.

Leadership Perspectives

Marc Hirschfeld, CEO of CFAO Mobility, said:

“This milestone reflects our long-term commitment to Ghana and the wider West African region. Ghana is a strategic and promising market, and the launch of TTMG allows us to deepen our integration across the automotive value chain while delivering sustainable mobility solutions tailored to local needs.”

Takeshi Watanabe, Managing Director of Toyota Tsusho Manufacturing Ghana, added:

“Bringing manufacturing and distribution together under TTMG allows us to respond more efficiently to our customers and partners. This transition strengthens service delivery, enhances operational efficiency, and contributes positively to the development of Ghana’s automotive industry.”

Continuity, Confidence, and Customer Focus

All employees of the acquired business have transitioned into TTMG under unchanged employment terms. The company remains committed to employee development, training, and access to broader pan-African career opportunities.

For customers and partners, TTMG’s integrated operations will deliver improved service quality, broader product availability, and enhanced logistics support. Toyota and Hino brands remain fully supported, offering a wide range of vehicles including locally assembled Hilux models, the newly introduced Prado, and city cars such as the Vitz and Starlet.

Looking ahead, TTMG is preparing for the introduction of the RAV4 Hybrid, expanding its portfolio of more sustainable mobility solutions in line with CFAO Mobility’s long-term strategy.

An Integrated Manufacturing and Distribution Model

TTMG operates under Toyota Tsusho Corporation, a core member of the Toyota Group with over 170 years of business history, more than 23,000 employees, and operations across all 54 countries in Africa.

In Ghana, TTMG brings together:

- Local vehicle assembly and manufacturing, and
- Sales, distribution, spare parts, and after-sales services,

ensuring continuity for customers while enhancing local value creation and operational efficiency.

Manufacturing Operations in Ghana

Local assembly operations commenced with the opening of TTMG's assembly plant in 2021, complementing Toyota's existing distribution footprint.

About CFAO Mobility

CFAO Mobility is a pan-African leader in mobility solutions, dedicated to renewing Africa's vehicle fleet with safer and cleaner transportation options. As a trusted partner to major international brands, CFAO Mobility imports, assembles, and distributes vehicles and mobility solutions across Africa, including passenger vehicles, trucks, two-wheelers, spare parts, maintenance, rental, and financing services. The Group is also a pioneer in hybrid and electric mobility on the continent.

Launch of Toyota Connected (TCA) – MyToyota Platform

In addition to the vehicle showcase, TTMG will present Toyota Connected (TCA) through the MyToyota digital platform, highlighting Toyota's move beyond vehicles into connected mobility and customer-centric technology solutions.

MyToyota is an all-in-one connected-vehicle and fleet-management solution that enhances safety, convenience, and operational efficiency for both individual customers (B2C) and fleet operators (B2B).

Key MyToyota Capabilities (B2C – Individual Vehicle Owners)

- Live vehicle location tracking
- Vehicle status monitoring (fuel, battery, diagnostics)
- Maintenance reminders and service notifications
- Geo-fencing for family safety
- Collision detection alerts
- Remote immobilization (advanced package)
- Dedicated customer support via call centre

Designed as a personal vehicle assistant, MyToyota allows customers to stay informed, connected, and in control of their vehicles through a mobile application

Key MyToyota Capabilities (B2B – Fleet & Corporate Customers)

- Real-time fleet tracking and vehicle status monitoring
- Driver behaviour and automated reporting
- Geo-fencing and incident alerts
- Maintenance notifications to reduce downtime
- Service booking integration
- Ignition status monitoring
- Remote immobilisation for theft prevention
- Mobile application access for drivers

Fleet customers who purchase new Toyota vehicles enjoy a five-year complimentary standard MyToyota package, with upgrade options available for enhanced security and control features
