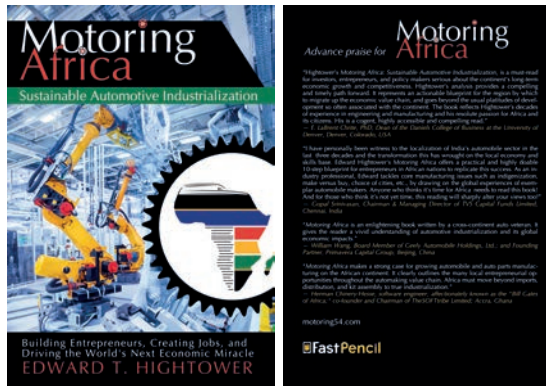




*Motoring Africa: Sustainable Automotive Industrialization.  
Building Entrepreneurs, Creating Jobs, and Driving the World's Next Economic Miracle*

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Press Release

## Automakers, Your Next Car Factory Should Be in Africa!

New book by senior auto exec details whys and hows of industrialization.

Dateline: April 4, 2018. Southfield, Michigan, USA

How do business leaders most profitably serve Africa's doubling population and soon the world's largest workforce? Manufacture cars there! ***Motoring Africa: Sustainable Automotive Industrialization. Building Entrepreneurs, Creating Jobs, and Driving the World's Next Economic Miracle*** is a new book by senior automotive executive Edward T. Hightower.

Motoring Africa is a must read for:

- Global business leaders looking for profitable growth and cost-effective new market access
- Local African business leaders looking to innovate and create new opportunities; and
- Local African government leaders looking to encourage investment and create jobs

During China's period of automotive industrialization, from 1990 – 2015, the country went from manufacturing 500,000 cars per year to over 25 million cars per year, a 50-times increase! China's GDP increased by 27-times during this same time period. *Motoring Africa* proposes that advancing value-added manufacturing of complex products, like automobiles, in six selected African countries, is the most viable way to serve these markets, while creating large numbers of opportunities for entrepreneurs, investors, and job seekers.

Industrialization creates the conditions for efficient and profitable local manufacturing. Sustainable industrialization creates these conditions while maximizing the positive impact on the community and minimizing the negative impact on the environment. Sustainably industrializing automobile production has a job creation multiplier effect. To create an automobile, 30,000 complex parts must each be designed, engineered, and manufactured, in part by individual supplier companies. The result is new local opportunities for entrepreneurs, investors, and job seekers. Skills developed for the auto sector can be applied to other, less complex, consumer and industrial products.

*Motoring Africa* is a forward-looking and actionable business book written from Hightower's perspective; having served as a global engineering and business leader at GM, BMW, and Ford. He helped automakers succeed in China, India, South Korea, Mexico, and Brazil, and personally saw the positive transformational impact of automotive industrialization on these nations. Currently, Hightower is managing director of Motoring Ventures LLC, a private capital investment, and

operations and growth advisory firm, focused on creating value in automotive and manufacturing businesses around the world.

*"If a nation's people can create and manufacture cars, they can create and manufacture anything."*  
Edward T. Hightower

*Motoring Africa* was published by FastPencil Publishing. It is available now – \$27.95 hardcover and \$9.99 eBook – through Amazon, Apple iBooks, and other channels.

For more information visit – [motoring54.com](http://motoring54.com), or you can contact the author at [eth@motoring54.com](mailto:eth@motoring54.com), @E\_T\_Hightower, +1.248.795.5469.

Buy *Motoring Africa*, read it, tell your colleagues about it, and join the movement!

***Motoring Africa: Sustainable Automotive Industrialization.***  
***Building Entrepreneurs, Creating Jobs, and Driving the World's Next Economic Miracle***

**Book Summary**

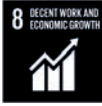


**What's the story?**

*Motoring Africa* is a forward-looking and actionable business book. It makes the case and offers a roadmap for investing in and building manufacturing businesses on the African continent. Industrialization creates the conditions for efficient and profitable local manufacturing. Sustainable industrialization creates these conditions while maximizing the positive impact on the community and minimizing the negative impact on the environment. Sustainably industrializing automobile production has a job creation multiplier effect. To create an automobile, 30,000 complex parts must each be designed, engineered, and manufactured, in part by individual supplier companies. The result is new local opportunities for entrepreneurs, investors, and job seekers. Also, since Africa's growing population and middle class will need more cars, either to own or use as part of shared mobility services, *Motoring Africa* recommends increasing the local manufacturing of cars and components instead of importing them. Skills learned in the local development and manufacture of automobiles can later be applied to the local development and manufacture of other, less complex, consumer and industrial products.

**Why it matters**

The time for a book like *Motoring Africa* is now. Africa is growing. Many forecasters expect several African nations to comprise the world's next economic miracle, similar to China or India of the last three decades. The continent's approximately one billion population is expected to double by the year 2050. By the year 2034, the continent is expected to have a working age population greater than that of India or China. This growing population and growing middle class will need jobs and transportation. *Motoring Africa's* main argument is that advancing value-added manufacturing of complex products, like automobiles, on the African continent can be a sound investment and financially sustainable way to create large numbers of local job opportunities at all skill levels.

Sustainably industrializing automobile production is also aligned with the United Nation's seventeen Sustainable Development Goals (SDGs). Most specifically, this movement would have the greatest positive impact on the following three goals:

-  SDG 8 – Decent Work and Economic Growth
-  SDG 9 – Industry, Innovation, and Infrastructure
-  SDG 12 – Responsible Consumption and Production

**For business leaders from a business leader - Who *Motoring Africa* is for:**

I am neither a development economist, academic, or journalist. I have written this book from the perspective of an experienced, hands-on industry operator and leader. *Motoring Africa* is for:

- Global business leaders looking for growth opportunities that can also have a positive impact
- Global automotive OEM and supplier executives, strategic planners, and corporate development professionals
- Investment community – investment bankers, family offices, commercial banks, private equity and venture capital professionals, impact investors
- Local African business leaders looking to innovate and for new opportunities
- African heads of state, government leaders, and ministers of – industry, trade, finance, infrastructure, energy, and education
- Entrepreneurs
- International development and development financial institutions (DFIs)
- University faculty and students
- Persons interested in sustainable manufacturing
- Persons with a general interest in emerging markets
- Persons interested in investing in the sustainable success of Africa

### How *Motoring Africa* is different

Many books that cover Africa only treat the continent as a problem statement. *Motoring Africa* is a forward-looking, actions and solutions-oriented book. It presents a roadmap of specific strategies and actions that companies, investors, and governments should take to participate in this opportunity. Unique topics include:

- The difference between assembly, manufacturing, and industrialization
- The cost structure and financial benefits of industrialization
- How the automotive industry works and how to create a vehicle
- Which African countries and cities to focus automotive industrialization efforts
- Examples from emerging markets in Asia and Latin America
- The **ten steps** for how to industrialize sustainably in an emerging market
- Which products to build locally
- Which of the 30,000 vehicle parts in the supply chain to localize
- Forming public private partnerships with local governments
- How local African ingenuity and innovation can contribute to the global auto industry
- Implementing Industry 4.0 and Auto 2.0 tools and technologies
- How to finance the new industrial venture
- Mitigating the risks

### After the book

*Motoring Africa* is not just the title of this book, it is a movement. Throughout my career as an engineering and business leader in the global automotive industry, I have helped automakers succeed in China, India, South Korea, Brazil, and Mexico. I have personally seen how automotive industrialization has helped transform the economies and living standards in these markets. It is my plan to help manufacturers, investors, and local economies also succeed at automotive industrialization in Africa; and do so sustainably. I am looking for great partners to join me on this journey.



Edward T. Hightower, Author

*Motoring Africa: Sustainable Automotive Industrialization. Building Entrepreneurs, Creating Jobs and Driving the World's Next Economic Miracle*

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Edward Hightower is an accomplished global automotive engineering and business executive, entrepreneur, and now author. He is managing director of Motoring Ventures LLC, a private capital investment, and operations and growth advisory firm.

Previously, Hightower led GM's \$15 billion global crossovers business as executive chief engineer and vehicle line executive; and served in leadership roles at BMW and Ford. He also worked as a hands-on management consultant at AlixPartners, LLP. He has extensive experience in Asia, Africa, and Latin America.

Originally from Chicago, Hightower earned a BS in General Engineering (BSGE) from the University of Illinois at Urbana-Champaign and an MBA from the University of Michigan Ross School of Business, where he served as chairman of the Ross Alumni Board of Governors. He is a life member of both Kappa Alpha Psi and the Council on Foreign Relations. Hightower is a fourth-degree Black Belt and certified sensei instructor of Isshinryu karate. He and his family live in metro Detroit, Michigan, USA.

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**10 Questions for the Author of *Motoring Africa***

**1. Q: Why is *Motoring Africa* important?**

**A:** *Motoring Africa* is important because it offers both an opportunity and a solution. The economic and population growth projected to occur on the African continent (1.2 billion today to over 2 billion by 2050) presents an opportunity for global businesses and investors. Local manufacturing and industrialization will improve the business' cost structure, profitability, and odds of marketplace success. Local value-added production will generate the jobs needed for the continent's young, sizable, and growing workforce.

**2. Q: Why automobiles?**

**A:** Creating the capability to engineer and manufacture automobiles and their 30,000 complex parts will develop skills that can be applied to other industries. If a nation's people can create and manufacture cars, they can create and manufacture anything. The auto industry creates opportunities for hundreds of smaller entrepreneurial companies to manufacture these parts and creates the demand for jobs at all skill levels. Also, the growing local African economies will demand more motor vehicles. Why not build them locally?

**3. Q: Why you? Why did you write *Motoring Africa*?**

**A:** Throughout my career as an engineering and business leader in the global automotive industry, I have helped automakers succeed in China, India, South Korea, Brazil, and Mexico. I have personally seen how automotive industrialization has helped transform the economies and living standards in these markets. The conditions are ripe for this development miracle to repeat in at least 6 of the 54 African nations. It is my plan to help manufacturers, investors, and local economies also succeed at automotive industrialization in Africa; and do so sustainably.

**4. Q: What is the basis of your recommendations in *Motoring Africa*?**

**A:** My recommendations are based on my work with and research of companies that have succeeded in or working towards industrializing automobile manufacturing in emerging markets in Asia, Latin America, and Africa.

**5. Q: How is this book different from other business books about the automotive industry?**

**A:** Most business books on the auto industry treat Africa as an afterthought, and do not recognize the potential of this market. If they do mention Africa, the discussion is about importing and selling in Africa, not designing, engineering, and producing in Africa.

**6. Q: How is this book different from other books about Africa?**

**A:** Most books on Africa only treat the continent as a problem statement. *Motoring Africa* is forward looking and actionable. Also, it is written from the perspective of an experienced industry professional, as opposed to the more frequently presented perspectives of development economists, academics, and international affairs journalists.

**7. Q: Isn't investing in Africa risky? Why hasn't all of this been done already?**

**A:** Yes. All emerging markets investing involves risk. These risks, plus the business community's limited investment in understanding of the potential of African markets has resulted in inaction. *Motoring Africa* presents 10-steps for successfully industrializing automobile production based on emerging market successes over the last 20 years. The book also recommends strategies for addressing the risks inherent in investing in emerging markets.

**8. Q: Why now?**

**A:** In addition to the growth macro that is positively impacting the African continent, advancements in manufacturing technology (Industry 4.0) will enable manufacturing operations to be established on the continent at a lower investment and with fewer negative impacts on the environment and community. Also, advancements in the automotive industry (Auto 2.0) will make individual transportation more accessible to all income levels through ride sharing and shared vehicle mobility services. However, the vehicles will still need to be designed, engineered, and manufactured. Executing sustainable automotive industrialization is consistent with the United Nation's seventeen sustainable development goals (SDGs).

**9. Q: How does *Motoring Africa* address the topic of sustainability?**

**A:** *Motoring Africa* addresses sustainability both from the standpoint of business success over the long-term, and from the standpoint of making the right choices for the environment and local communities. *Motoring Africa* presents how a focus on the customer, while optimizing operations and productivity will contribute to sustainable business success. The book also explains how businesses making sustainable choices in the areas of product development, product production, and product consumption will benefit the environment and community.

**10. Q: What comes next?**

**A:** I wrote *Motoring Africa* not only to talk about industrialization in Africa, but to do industrialization in Africa; in the automotive and other complex consumer and industrial manufacturing sectors. I am looking for great partners to join me on this journey. For more information visit [motoring54.com](http://motoring54.com). I may be reached by e-mail at [eth@motoring54.com](mailto:eth@motoring54.com) or through Twitter [@E\\_T\\_Hightower](https://twitter.com/E_T_Hightower).