

Scritto da Administrator  
Martedì 25 Giugno 2019 15:32 -

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Mercedes-Benz Cars and the Egyptian government have signed a Memorandum of Understanding for local assembly of #mercedesbenz passenger cars in Egypt.

This is the result of successful discussions with the Egyptian government. This planned commitment is set to further improve the market position of #mercedesbenz Cars in Egypt.

"Egypt has been an important market of Daimler for passenger cars, busses and commercial vehicles for many years. In the long term, we create various potential for the country and the region through strategic cooperation for mobility topics. Thereby we contribute to stabilizing the economic environment," says #markusschafer, member of the Daimler AG Board of Management for #corporate Research and #mercedesbenz Cars Development.

The Memorandum of Understanding not only describes a local #mercedesbenz passenger car assembly, but also contains other potential fields of cooperation. The assembly will be set up by a local business partner. At the same time, #mercedesbenz Cars emphasizes the involvement and know-how of Egyptian suppliers.

"In building up a local car assembly, we will be able to structure our production network even more flexibly and efficiently and respond even better to the needs of our customers," says Jörg Burzer, Executive Board member #mercedesbenz Cars, Production and Supply Chain.

In view of the long-term market potential, further investments are also conceivable, for example expansion of the dealer network, a logistical hub in the Suez Canal Special Economic Zone and a training centre. Furthermore, the company has offered to make its specialist expertise with respect to modern mobility concepts, e-mobility and electric vehicles, as well as autonomous driving, available.

With the planned car assembly operation in Egypt, #mercedesbenz Cars is supporting Egypt as an industrial location. Already now, #mercedesbenz is securing more than 1,000 direct and indirect jobs in Egypt with its own import and sales organisation, a central spare parts warehouse and numerous authorised retailers and workshops in Cairo, Gizeh, Alexandria and Hurghada. With the new car assembly operation, #mercedesbenz Cars will create new

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employment and contribute to better training opportunities with the planned training centre.