



## Press release



### **CFAO Mobility in Morocco announces partnership with CHERY group for distribution of OMODA and JAECOO brands**

**Casablanca, March 20, 2024.** CFAO Mobility in Morocco today announced the signing of a distribution partnership with OMODA AND JAECOO (two brands of the CHERY car manufacturer).

Before the end of the first half of 2024, OMODA and JAECOO will be marketed in the Kingdom, and a dedicated showroom will be inaugurated in Casablanca's La Corniche neighborhood.

CFAO Mobility in Morocco is joining forces with one of the world's leading manufacturers, whose two brands, OMODA and JAECOO, offer innovative vehicles that are particularly well suited to the Moroccan market.

Both brands place innovation and technology at the heart of their development strategy, and target an urban, connected public receptive to new designs. In Morocco, the OMODA 3, OMODA 5 and JAECOO 7 vehicles will be launched in the coming months, along with the electric OMODA 5 EV model.

Laurent Genet, Managing Director of CFAO Mobility in Morocco said: *"As a leading player in vehicle distribution, our commitment is to forge partnerships with the biggest international brands. In Morocco, we feel that our customers have high expectations*

*in this high-tech vehicle segment. The new showroom scheduled to open in Casablanca will be the perfect showcase for this.”*

After two difficult years brought on by the Covid-19 pandemic, the Moroccan automotive market has demonstrated its resilience and is now adapting to new challenges, such as the arrival of new hybrid and electric vehicles. In 2023, more than 160,000 new vehicles were sold in Morocco.

### **About CFAO Mobility in Morocco**

#### **Accelerating the development of new mobility solutions in Africa**

CFAO Mobility in Morocco is the subsidiary of CFAO Mobility, the largest automobile distribution network in Africa and the French Overseas Territories.

Created in 2000, CFAO Mobility in Morocco is the official distributor of internationally renowned brands such as Suzuki, DAF Trucks, JCB and HINO.

CFAO Mobility in Morocco meets the mobility needs of private individuals and professionals through its network of dealerships and agent in Casablanca, Agadir, Tangier and Marrakech, the quality of its sales and after-sales services and its partnerships with leading manufacturers.

### **Press contact**

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