

Press Release

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Mobius Motors Announces New Factory

New production facility in Nairobi will deliver on company vision for locally designed and manufactured vehicles

NAIROBI, April 11, 2018 Mobius Motors, an automaker that designs and manufactures durable, affordable vehicles for Africa, announces today the upcoming launch of its new production facility in Nairobi. It will be commissioned in mid-2018 and will provide Mobius with end-to-end production capabilities that include fabrication of the vehicle frame, anti-corrosion treatment, painting, general assembly, plus final inspection and quality testing. The new Mobius II, for which the company has already generated significant pre-order demand, will be manufactured in the facility. In addition, the facility will expand Mobius Motors' research and development space, supporting the technical team's work in developing future vehicles. Financing for the factory is provided by equity investors and a loan from the Overseas Private Investment Corporation (OPIC), the development finance institution of the United States.

Joel Jackson, the founder and CEO of Mobius, explained the company's strategy, stating, "We believe that the growth of manufacturing will be a vital part of Kenya's industrialisation story over the next decade and beyond, and Mobius will play a key role in realising this vision. With our first-generation model, we proved that a car could be designed, developed, and built here. As we prepare to launch our new Mobius II model, the next stage in our evolution is to establish our own production capability."

The next-generation Mobius II was designed specifically for production in the new facility. "We are not importing mostly-finished vehicles and bolting on a few parts so we can claim 'Built in Kenya' – the new Mobius II truly will be proudly designed and built here," stated John Kavila, Associate Technical Director at Mobius. Furthermore, the factory will be outfitted with wholly new equipment to ensure rigorous quality requirements in all aspects of the car – including CNC laser-cut steel for the space frame, magnetic particle test equipment for weld quality, complete end-of-line testing equipment, and much more. David Burton, the Production Director, described the company's approach, saying, "The Mobius factory will incorporate global best practice in lean production, drawn from our team's experience with major automakers from around the world. We are very excited to establish a factory that will be run to our exacting standards of operational excellence."

In the future, Mobius Motors also intends to allow select customers to take factory tours as part of the vehicle purchase experience. "We believe many customers will want to see the facility and understand how their cars are built. For someone about to receive their new Mobius II, they can experience the excitement of the operation and see the rigour and care that goes into every vehicle. It will be a complete departure from the normal experience of taking a car off the lot of a used car dealership," explained Markus Schroder, the Commercial Director.

Mobius Motors was founded to provide locally-designed and manufactured cars for the African mass market. At present, the majority of automotive customers buy used imports, most of which are expensive and poorly-suited for the wide range of driving conditions found locally. Mobius offers an exciting alternative – a brand new SUV, sold at the price of a used sedan. The new Mobius II is a rugged vehicle suitable for a wide range of terrains, including rough rural roads, and designed for typical cargo loading. In addition to local consumers, the Mobius II is also well-suited for business use, providing a robust platform for local entrepreneurs and their transport needs.

For more information on Mobius Motors, please visit www.mobiusmotors.com.

About Mobius Motors

Mobius Motors designs, manufactures and sells vehicles built specifically for the African mass market. Mobius II was conceived by reimagining the vehicle around the needs of the African consumer – common road terrain, typical vehicle loading, and average income levels were important factors in the development of the vehicle. The result is an SUV with the durability required to handle rural roads, sold at the price of a used sedan. Mobius Motors is based in Nairobi, Kenya.