AUTOMOTIVE PARTS MANUFACTURERS ASSOCIATION OF KENYA

CREATING JOBS FOR KENYANS

NEWSLETTER

APMA

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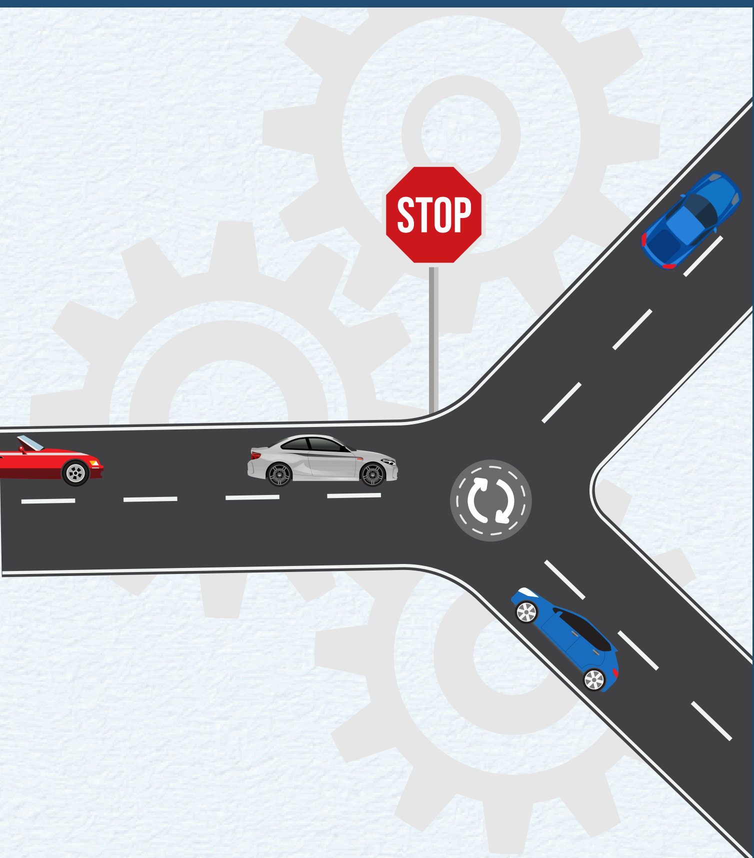


In this issue;

- Participation in the AUTOEXPO AFRICA 2025.
- Member profiles (Mutsimoto, Associated Battery Manufacturers & Sagoo Holdings.
- Current Economic Outlook

Greetings,

As we mark the halfway point of the year, we take this opportunity to reflect on the significant strides made in advancing the interests of Kenya’s automotive parts manufacturing sector. Your dedication, resilience, and continued engagement have been instrumental in driving our shared vision forward.

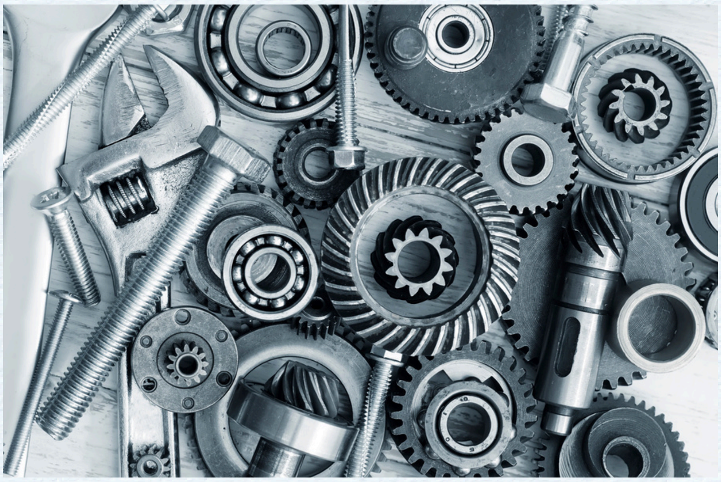
We are pleased to report notable progress on several key policy and regulatory fronts:

- The Automotive Bill.
- The KS 1515 Standards (Road Vehicles - Inspection & Testing.
- Amendments to Legal Notice 84 and Legal Notice 112.

These achievements underscore what we can accomplish when we work together with purpose and persistence. We sincerely thank each of you for your resilience and continued collaboration through a challenging but productive first half of the year.

As we look ahead, we encourage you to stay actively engaged with the Association as we pursue implementation of these reforms and position our industry for greater competitiveness both locally and regionally. Let us build on our momentum for a stronger, more impactful second half of 2025

With appreciation and best regards



PARTICIPATION IN THE AUTOEXPO

The 26th AUTOEXPO AFRICA was held in Nairobi between May 28 - 30, 2025.

This event enabled us to showcase the capabilities and innovations of Kenya’s automotive parts manufacturing sector and also provided us with a valuable platform to engage with local and international stakeholders, explore new market opportunities, and strengthen industry networks.

The exposure and interactions at the EXPO have significantly contributed to enhancing awareness of our association and the strides being made by Kenyan manufacturers and have opened up exciting prospects for collaboration, growth, and investment in the automotive value chain.

APMA MEMBER PROFILES

I) MUTSIMOTO MOTOR COMPANY LIMITED

Mutsimoto Motor Company Ltd was established in 2000 and has since grown to become the leading manufacturer of filters in East and Central Africa. With over 20 years of experience in the filtration industry, Mutsimoto produces more than 800 different types of filters.

The company takes pride in its deep understanding of the African market and is committed to delivering tailored solutions for a wide range of applications, including air, fuel, oil, and hydraulic replacement filters.

To expand its product offerings and better serve its growing customer base, Mutsimoto launched a dedicated filter manufacturing line at its main facility in Nakuru. In addition to filters, the company also manufactures selected railway wagon components and distributes railway parts throughout East and Central Africa.

Equipped with advanced machinery and technology, Mutsimoto designs and fabricates its own dies, molds, and tools, allowing it to engineer and produce customized automotive and machinery parts according to client specifications.

The company’s manufacturing plant is located in Nakuru, while the Sales & Marketing offices are in Nairobi - Industrial Area.

POWER FILTER
BOOST YOUR ENGINES POTENTIAL

SUNNY
GENUINE FILTERS
PURE ENGINE EXCELLENCE

POWER GUARD
ENHANCED PERFORMANCE

FILTER GUARD

MotoKool
PREMIUM QUALITY, READY TO USE COOLANT

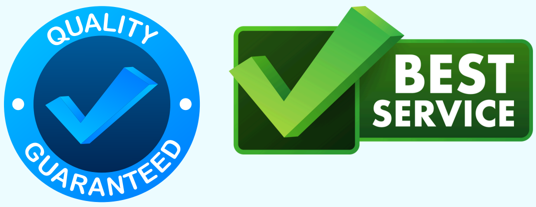
II) ASSOCIATED BATTERY MANUFACTURERS

ABM (Associated Battery Manufacturers) is the leading battery manufacturing company in Central and Eastern Africa, and the only battery manufacturer in Kenya. Specializing in the production of automotive and solar batteries, ABM upholds stringent standards to ensure product quality and reliability. The company's offerings include vented and maintenance-free variants, catering to diverse customer needs.

ABM has established itself as a leader in the battery market by fostering strategic partnerships with various leading companies across the region. These collaborations enhance the accessibility of ABM's products, encourage innovation, and bolster distribution networks.

With a focus on innovation and customer satisfaction, ABM continually invests in research and development to stay at the forefront of battery technology. Through continuous improvement and adaptation to market demands, ABM remains agile in meeting the evolving needs of its customers across different industries.

The company’s commitment to quality, reliability, recycling, and customer service has solidified its position as a trusted provider of batteries, serving both domestic and international markets for decades.



Browse the company’s catalogue [HERE]

III)SAGOO HOLDINGS LTD (SHL)

A foresight of providing Kenyan Industry with top-quality, high-performance, and most of all 100% Kenyan-manufactured radiators and heat exchangers. Today, Sagoo Radiators is one of the leading manufacturers in East Africa.
The company's 20,000 sq ft. facility houses Manufacturing and Fabrication Machinery to produce Radiators, Heat Exchangers, Oil Coolers, Air Conditioners, and many other applications

Copper and Brass Radiator

Their products are used in a wide range, from Passenger vehicles to Heavy Commercial Vehicles, Industrial, Agricultural, Earthmoving, and Generators. SHL's specially formulated and designed Products are well-suited for the rough, rugged, and corrugated terrain of Africa.

Plastic Aluminium Radiator

Industries served include: Mining Industries, Agricultural, Industrial, Food processing, Textile, Marine, Wood, Oil Refineries, Leather, and the Paper industries.


Radiator Components


Heat Exchanger

SHL provides customization services to meet diverse needs. Additionally, a dedicated team delivers personalized support, ensuring clients get tailored solutions for their requirements.

Browse the company's catalogue HERE

CURRENT ECONOMIC OUTLOOK

- **June 10, 2025**: Central Bank of Kenya reduced the benchmark lending rate (CBR) from **10.00% to 9.75%**, marking the sixth consecutive cut. The move intends to stimulate private-sector borrowing, as credit conditions remained sluggish.
- USD/KES exchange rate remained stable at roughly **129.11–129.50**, averaging about **129.3** throughout June.
- Inflation was stable at **~3.8%** in both May & June, comfortably within target.
- Growth outlook remains modest with authorities balancing support for lending/growth with inflation and FX stability.