

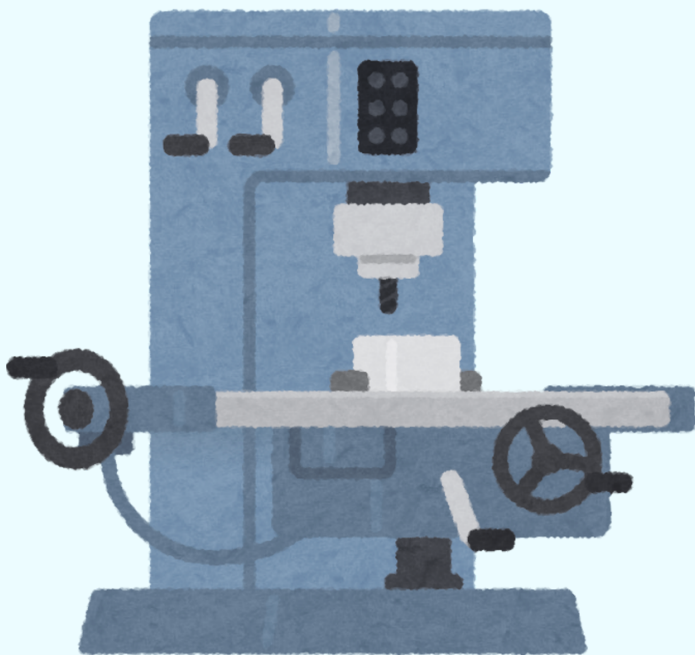
AUTOMOTIVE PARTS MANUFACTURERS ASSOCIATION OF KENYA

CREATING JOBS FOR KENYANS

NEWSLETTER



ISSUE 04-2025 September 15, 2025



In this issue;

- Launch of ACA research reports in June
- Signing of Samurai Bond with Japan
- KAM Multi-Stakeholder Engagement Meeting
- APMA Member profiles; Pipeman, Megh Cushion & Robs Magic

Greetings,

As we cross into the final stretch of the year, we take this moment to thank you for your unwavering support and active engagement over the first eight months of 2025. Your commitment has been central to the progress we continue to make in strengthening Kenya's automotive parts manufacturing sector.

APMA remains steadfast in advocating for policies and standards that will enhance the competitiveness of our industry. We are actively lobbying the government to gazette the amendments to **Legal Notice 84** and **Legal Notice 112**, and we continue to push for the fast-tracking of the **Automotive Bill's** completion, a milestone that will provide much-needed clarity and support for the sector.

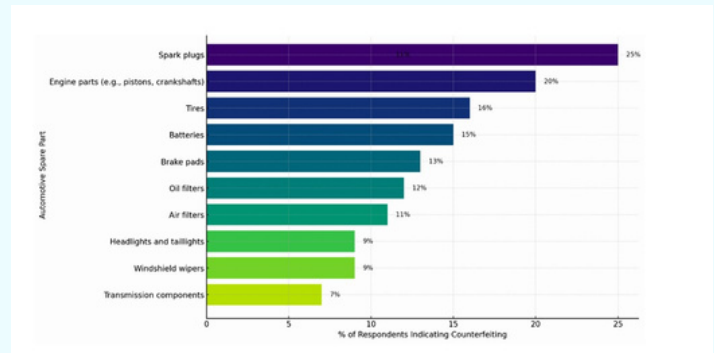
These efforts reflect our shared vision—to create a vibrant, sustainable, and competitive automotive ecosystem that supports local jobs, innovation, and regional trade. While challenges remain, our collective voice is being heard, and with your continued involvement, we are confident of achieving meaningful outcomes in the months ahead.

As we navigate the second half of the year, we urge you to stay engaged, share your insights, and actively participate in our initiatives. Together, we will ensure that the industry's priorities remain at the center of national policy discussions.

With appreciation and best regards,
APMA Secretariat



Launch of ACA Research Reports



In June, [The Anti-Counterfeit Authority \(ACA\)](#), in collaboration with KCA University, released the findings of a comprehensive survey aimed at assessing the prevalence, trends, and impact of counterfeit products in the Kenyan market. The study focused on four key sectors: alcoholic beverages, automotive spare parts, energy, electronics and electrical, and pharmaceuticals and medical equipment.

As part of the survey, a ranking of the ten most commonly counterfeited automotive components was developed. Spark plugs emerged as the most frequently counterfeited item, followed closely by engine parts such as pistons and crankshafts. Transmission components were found to be the least counterfeited among the ten.

In light of these findings, consumers are strongly advised to exercise caution when purchasing automotive spare parts. The use of counterfeit components can have serious consequences, including increased maintenance costs due to frequent replacements, and potentially fatal accidents caused by substandard or defective parts.

The full report can be accessed [HERE](#).

Kenya Secures ¥25 Billion Samurai Financing from Japan

Kenya has signed a landmark **¥25 billion (KSh 22 billion / USD 169 million) Samurai financing facility with Japan**, marking a major step in accelerating the country's automotive ambitions and energy reforms. The agreement was signed during the **TICAD 9 Summit in Tokyo** between Foreign and Diaspora Affairs Cabinet Secretary **Musalia Mudavadi** and Nippon Export and Investment Insurance (NEXI).

The funds will be channeled into three key areas;

- Automotive Industry (¥15 billion / KSh 13.1 billion):
- Energy Sector (¥5.5 billion / KSh 4.8 billion):
- General Budget Support (¥4.5 billion / KSh 3.9 billion):



"This financing is more than a loan; it is a vote of confidence in Kenya's industrial policy. It will help us transition from an import-dependent market to a vibrant hub for automotive manufacturing, while also addressing power inefficiencies that burden both businesses and households."

Musalia Mudavadi, Cabinet Secretary for Foreign and Diaspora Affairs.

[Read more](#)

Automotive Sector Multi-Stakeholder Engagement Meeting

In August, KAM convened a high-level meeting that brought together automotive sector members and key government agency representatives to review the progress, challenges, and policy priorities of Kenya's automotive industry. This engagement facilitated critical discussions among industry leaders and government officials on the sector's challenges, opportunities, and future direction. Key topics included regulatory reviews of Legal Notices 112 and 84, e-mobility, industry incentives, standards, and pending legislation, all aimed at strengthening industrialization, attracting investment, and creating jobs in the sector.



APMA board member and KAM Parts Sub-sector chair, Nephath Njeng'wa emphasized the importance of offering greater incentives to motor vehicle assemblers to progress to CKD Level 3. This transition, he noted, would support higher localization of components and create more jobs. He also commended the government for supporting the localization of 14 motorcycle components under Legal Notice 112.

[Read more](#)

APMA MEMBER PROFILES

I) PIPE MANUFACTURERS LTD (PIPEMAN)

Pipe Manufacturers Limited (Pipeman) is a family-owned business established in 1978, specializing in the production of automotive components and accessories. Since its inception with just five employees, the company has grown to a team of over 150 professionals across various disciplines.



The company manufactures a wide range of products as follows;

1. Automotive parts and accessories.

- Bull bars
- Exhaust pipes and silencers
- Spare Wheel carriers, etc

2. Motorcycle metal parts

- Centre stand/main stand
- Crash guards
- Main stay/bar step
- Headlight main stay, etc.



In addition to serving the automotive industry, the company manufactures a variety of metal products, which are available for viewing on its website.



Customer satisfaction is Pipeman's top priority. To uphold high standards and product quality, the company invests in advanced equipment, including state-of-the-art laser cutting and marking, tube bending, CNC punching, and machining technologies. This dedication to excellence has enabled Pipeman to consistently deliver OEM-grade components to automotive assembly lines.



In addition to manufacturing, Pipeman has expanded into the trading of workshop tools and equipment, automotive accessories, and diagnostic tools.



The company also operates a dynamic online store, www.pipeman.com, featuring over **15,000** products. Weekly newsletters keep customers informed about promotional offers and upcoming product launches.

II) MEGH CUSHION INDUSTRIES LIMITED (MCI)

Megh Cushion Industries is a leading manufacturer of automotive and trim components for motor vehicles and motorcycles, headquartered in Nairobi, Kenya. With over 43 years in the industry, the company has grown from just six employees to a workforce of more than 300. Megh Cushion Industries is committed to delivering high-quality, durable products to both corporate and individual clients, leveraging cutting-edge technology and a skilled professional team.



The company manufactures a wide range of products as follows;

1. Automotive parts and accessories.

- Seats
- Accessories such as floor mats, door panels, and roof linings

2. Motorcycle parts

- Centre stand/main stand
- Crash guards
- Main stay/bar step
- Headlight main stay
- Seats, etc.

ISO
9001:2015
certified

Key Strengths



Quality



Experience



Advanced
Technology



Best
Service

Seats and Upholstery

MCI offers exceptional services in full trim, upholstery, repair, and restoration of all types of vehicle seats, including those in small cars, matatus, vans, buses, and tour or recreational vehicles. Using advanced molded foam technology, MCI creates precision-shaped seat components that enhance comfort and durability.

All seats are designed in compliance with ISO-certified safety and quality standards, ensuring optimal support, safety, and style. A variety of fabric options are available, including genuine leather, rexine, PVC, PU leather, and canvas, offering both functionality and aesthetic appeal.



Roof Lining

MCI's expertise in roof lining design and installation is unmatched. The company uses high-quality automotive-grade fabrics that are resistant to fading and tearing, ensuring long-lasting performance. Whether installing new roof linings or repairing existing ones, MCI maintains the highest standards of workmanship.

In addition to roof lining, MCI also provides professional upholstery services for door panels and other interior components, enhancing both the look and comfort of vehicle interiors.

**Browse the company's catalogue
[HERE](#)**

III) ROMAGECO KENYA LIMITED (ROB'S MAGIC)

History

Romageco Kenya Limited (Rob's Magic) is a Nairobi-based automotive manufacturer established in the late 1980s. Born from the rallying legacy of its founder, Rob Collinge, the company has evolved into a leading OE supplier of rugged shock absorbers and a wide array of 4x4 accessories tailored for Africa's demanding conditions.



Customer reach and experience

Serving both OEMs and institutional clients alike, Romageco's products are widely trusted across East Africa and beyond. Their expansive dealer network and two branches in Kenya ensure local accessibility, while global exports meet the needs of international customers.



Products & Expertise

Romageco specializes in designing and manufacturing heavy-duty shock absorbers and springs, tailored specifically for Africa's challenging terrain. The company is the original equipment (OE) supplier of Rob's Magic shock absorbers for assembly plants such as Isuzu and Nissan, providing components that meet OE warranties and quality standards

In addition to suspension systems, Romageco produces a wide variety of 4x4 accessories, including:

- Bull bars (the only certified airbag-compatible bull bars made in East Africa, meeting **Australian Standard AS4876-1-2002**)
- Snorkels
- Roof racks
- Winches and winch accessories
- Underbody guards
- Roll-over protection systems (ROPS), roll cages, nudge bars, rear bars, and more



**Browse the company's catalogue
[HERE](#)**

Automotive Parts Manufacturers Association of Kenya- APMA

Automotive Parts Manufacturers Association of Kenya

@ApmaKenya

@apmakenya

apma.kenya@gmail.com

www.apma.co.ke