

Leoni strengthens its impact in the commercial vehicle market

New plant in Agadir, Morocco, sets standards for digitalization, efficiency and sustainability / Investment creates 3,000 jobs

Agadir/Morocco, 21 January 2025 – Leoni AG has opened a plant optimized for the production of wiring systems for the truck, powertrain and off-road segment in Agadir, Morocco. The new facility is geared towards digitalization, efficiency and sustainability. The investment underlines both the automotive supplier's ambitions in the global growth market for commercial vehicles and the importance of Morocco as a location for the automotive industry. More than 3,000 new jobs are being created locally, benefiting regional citizens and communities.

“It is our clear goal to grow faster than the market in the commercial vehicle segment in the coming years,” says Ingo Spengler, COO of Leoni AG. As one of the few automotive suppliers worldwide, Leoni develops and manufactures vehicle cables and wiring systems for passenger cars as well as commercial and off-road vehicles with their particular requirements. The overall understanding of the “nervous system of the automobile” is correspondingly deep. Ingo Spengler: “Today's plant opening in Agadir shows that we are putting our words into action to strengthen our competitiveness in the commercial vehicles segment.” Leoni invested more than 20 million euros in the new plant.

The facilities in Agadir are tailored to the production of wiring systems in comparatively small batch sizes with a high level of complexity – typical for the commercial vehicles segment. Right from the start, the company attached great importance to holistic and digitally networked processes following clearly defined standards. In line with Morocco's national sustainability goals, particularly energy-efficient technologies have been installed to keep the plant's CO₂ footprint at minimum level. “Moreover, Agadir is a flagship project for smart, digital and increasingly automated processes, showcasing best practices and setting benchmarks for

operational excellence across the company's global production network," says Leoni COO Ingo Spengler."

The decision in favor of the location on the Atlantic coast once again demonstrates the growing importance of Morocco for the international automotive industry. Agadir is strategically located close to the plants of various commercial vehicle manufacturers, according to Fakhri Bouguerra, Managing Director of Leoni Morocco. "The region scores with a sufficient number of skilled workers, and we also have space for further growth on the site." More than 3,000 new jobs are being created at the plant until 2027. As an active part of the local community, Leoni will also support regional development projects such as educational programs.

Related illustration material can be downloaded next to this release at <https://www.leoni.com/en/press/press-releases/morocco-agadir-opening/>

About the Leoni Group

Leoni is a global provider of products, solutions and services for energy and data management in the automotive industry. The value chain ranges from standardized cables and special and data cables to highly complex wiring systems and related components, from development to production. As an innovation partner with distinctive development and systems expertise, Leoni supports its customers on the path to increasingly sustainable and connected mobility concepts, from autonomous driving to alternative drives as well as charging systems. To this end, Leoni is developing next-generation cable solutions and wiring systems that reduce complexity and enable higher levels of automation, for example through zonal architecture. The group of companies employs about 95,000 people in 26 countries and generated consolidated sales of EUR 5.5 billion in 2023.



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