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**Atlas and Italdesign:  
Italian design and Morocco manufacturing  
for an all-electric SUV vehicle to pave the way for tomorrow's  
automotive landscape**

Moncalieri, June 6, 2024

For immediate release

British-Moroccan EV startup Atlas EV Company Ltd and subsidiary company of the Technology Group, Atlas E-Mobility Group Ltd, will manufacture its own all-electric SUV in Morocco, ushering in a new era of eco-friendly transportation in the African continent and beyond. The agreement signed with Italdesign is a collaborative work encompassing the development of the project from styling, engineering, modelling, and prototype building activities to be put in place by the Moncalieri, Turin - based design house. Atlas EV Company Ltd will commence production in Morocco from 2027.

*"The advantages of this collaboration are significant, – stated by Mohammed Hicham Hannoun Senhaji, Atlas Group Executive Chairman - Drawing from Africa's perspective, we are enhancing customer engagement by leveraging Italdesign's expertise to meet diverse market expectations and accelerate the transition to zero-emission in a practical manner. With extensive experience in industrial sector management, we possess the capability and expertise to enhance the automotive industry by selecting the appropriate stakeholders to align with global advancements. Morocco's role as a key automotive industrial centre, guided by the vision of His Majesty King Mohammed VI, serves as a pioneering force and a platform for Atlas to contribute to*

*worldwide development and promote the shift towards zero emissions in Africa and other regions.”*

*“We make absolutely no secret of our deep admiration for the boundless, creative talents of the Italdesign team. Clearly, this collaborative project is already history in the making. Working towards putting into place the first EV manufacturing infrastructure in Africa is a milestone commitment that underpins a long-term strategy for know-how transfer and future regional economic development” – A collective statement from Atlas Group General Counsel Younes Bakkali and Board Director Mark R J Palmer.*

*“We are eager to get to the heart of this collaboration and aware of its potential impact – stated Antonio Casu, Italdesign Chief Executive Officer – We believe this project from Atlas will play a crucial role in shaping the automotive landscape in Africa continent and beyond, and at Italdesign we are truly committed to make it possible and to support them in every step of the journey towards the development and launch of their new car project. In our almost 60 years of business, we have been pioneers in many new markets and worked with a great number of newcomers. This is the first time ever we approach the African market, which is ready to be the new hub for automotive manufacturing. With our experience, we can offer know-how, strategy, consultancy, dedication, passion, and technical support to new players. Nonetheless, we know that it is always a mutual cultural exchange, we are therefore eager to learn, as well as poised to drive innovation together with Atlas”.*

*“As designers, partnering with Atlas is highly professionally stimulating, and personally profoundly inspiring and enriching, due to the amazing cultural and artistic heritage Africa embodies. We are sure that bringing our individualities together into this new project will be very interesting. Our all-electric SUV will feature a vision for a greener future and will embrace innovation to provide users with a seamless and enjoyable journey. We are looking forward to bridging continents together with Atlas and aiming to capture a wide market, - said Joaquin Garcia, Head of Design Italdesign.*

The new product is planned to enter production end 2026, beginning 2027, initially targeting consumers in the European, Middle East and African markets, before going global.

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