

EVRT Africa sees industry work together

As technology continues to shape and reshape our everyday lives, new trends cause shifting customer expectations to place new demands on the automotive sector as well as on government.



The two both have a role to play in paving the way for a new era of electrification, automation and connectivity, says Kabe Rabotho, marketing director at Nissan South Africa.

Nissan South Africa and Generation.e in conjunction with the Department of Transport and Gauteng Provincial Government will be embarking on the trip between Johannesburg and Cape Town. Rabotho said,

“Nissan’s participation in embracing a safe and reliable mode of transport in October Transport Month is both, a pledge and a vision for EVs to one day be a holistic reality to transition to smarter and electric mobility for all South Africans.”

EVRT Africa embarks on a road trip, which started on 3 October and concludes on 10 October in Cape Town, on the back of the Smarter Mobility Africa conference - where captains of industry from public and private sectors will collaborate, connect and accelerate the transition to efficient and effective, zero-emission mobility.

Intelligent transport systems and services are the backbone of smart mobility and a cornerstone of a smart city which works to harness the power of technology in order to improve service delivery and quality of life through the use of sustainable solutions Rabotho adds.

“These systems and services use technology as a means through which to improve performance, safety, mobility and environmental sustainability.”

Ben Pullen, Generation.e co-founder and CEO says the EVRT Africa initiative is a gateway towards strengthening the local economy as the adoption of electric vehicles offers an opportunity for SMME development.

“With the correct information and support, the expansion of this industry can create opportunities for local entrepreneurs to develop their skills in a variety of areas such as the manufacture of lithium battery components, the installation of charging stations which can be increasingly powered by renewable energy such as wind and solar.”

Throughout EVRT Africa, Nissan will have various activation stands along the route using the LEAF 2.0, ranging from Port Elizabeth, Nelson Mandela University and Cape Town where guests are invited to an EV stand powered by Nissan Energy.

and ride and drive test drives.

One year ago, Transport Minister Blade Nzimande together with his Deputy Sindisiwe Chikunga launched and signed the Green Transport Strategy into law. Nzimande said the strategy aimed at promoting an environmentally friendly transport system and help boost economic growth as well as creates jobs.

The minister has continued to urge both the public and private sector including the automobile manufacturers to work together with the government in reducing the ever-increasing carbon dioxide emissions.

“Through this strategy, we aim to promote green mobility to ensure that the transport sector supports the achievements of economic growth targets whilst protecting our environment. As we know, transport is the driver of socio-economic development, but of course, our carbon footprint continues to grow at a highly unacceptable level.”

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