



الهيئة العامة للصناعات العسكرية  
General Authority for Military Industries



# Standard Incentives Investment Opportunities

## Alloy Wheels



# Alloy Wheels



## Investment Opportunity Description

- ✦ **Establish local manufacturing of alloy wheels (aluminum and steel)** to supply OEMs for passenger cars and commercial vehicles in Saudi Arabia, utilizing existing raw material to produce end-products of higher value add
- ✦ **Targeted Product:** Alloy Wheels



## Investment Rationale

### STRATEGIC BENEFITS

- ✦ **Resource Utilization:** Leveraging the availability of raw materials in Saudi Arabia and creating products with higher added value
- ✦ **Complementing Automotive Value Chain:** Expanding the list of local products within the automotive value chain, supplying OEMs and aftermarket

### KEY GROWTH DRIVERS

- ✦ **Aftermarket Growth:** Rising car sales leading to an increase in aftermarket demand
- ✦ **Rising OEM Demand:** Rising production volume in Saudi Arabia due to localization of multiple OEMs
- ✦ **Export Potential:** Export potential to global markets (e.g., MENA, Europe) for processed and semi-processed products



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**Thank you**