

ZF LIFETEC strengthens its global presence with a new location in Morocco

- ZF LIFETEC produces steering wheel systems at its new sewing and assembly plant at the Tanger Med Industrial Platform in northwestern Morocco
- State-of-the-art plant already employs around 350 people and is expected to grow further
- Official opening ceremony with numerous guests of honor in the presence of representatives of the Ministry of Industry and Trade, local authorities and the Tanger Med Group
- "Our goal is clear: We are close to our customers and keep supply chains short. Our location in Morocco is another successful example of this", Rudolf Stark, CEO of ZF LIFETEC

Tangier, Morocco / Alfdorf, Germany, 03/07/2025 +++ **ZF LIFETEC, a leading specialist in passive safety technology for vehicle occupants, opened a new plant in Morocco for the production of steering wheel systems. The state-of-the-art production site currently covers an area of 8,000 square meters and represents a milestone for the expansion of the ZF LIFETEC Group in this automotive growth region at the intersection of Europe and Africa. The official opening of the site took place on July 2, 2025.**

Production has already started successfully, and the plant currently employs around 350 people. The new ZF LIFETEC site produces steering wheels for the local and European markets. For the first time, the company now has more than 50 locations around the globe – each close to the most important markets and customers. With this new location, ZF LIFETEC is strengthening its presence as one of the leading system providers for passive safety technology in the automotive sector. "With our customers and our sustainability principles in mind, we are pursuing the goal of keeping supply chains short and, whenever possible, producing directly in the local market. In this way, we are also keeping the risks low," said Rudolf Stark, CEO of ZF LIFETEC, at the grand opening ceremony.

The plant opening ceremony was a promising celebration gathering representatives from officials and public administrators, the operator of the Moroccan industrial platform Tanger Med Zones (TMZ) as well as from customers and suppliers illustrating the efficient collaboration and partnerships between

ZF LIFETEC

ZF Automotive Germany GmbH
Industriestrasse 20 · 73553 Alfdorf · Germany

key stakeholders and industrial operators of the region.

Ahmed Bennis, Managing Director of TMZ stated: "The implementation of this project strengthens our ambition to build long-standing industrial collaborations with global automotive suppliers. ZF LIFETEC is joining a thriving Moroccan automotive ecosystem, where local integration, logistics performance and cost competitiveness are pillars of a forward-looking industry."

ZF LIFETEC CEO Rudolf Stark commented: "The very well-developed infrastructure here in the Automotive Cluster of Tanger Med Zones, a well-trained talent pool and the proximity to our customers make Morocco an ideal location for us for long-term investments and growth" Stark added with a view to the locally manufactured product portfolio: "The steering wheel, as a tangible interface between man and vehicle, has a very special experience and comfort function. That's why we attach great importance to it. Especially in the production of high-quality steering wheels, it is important to have the perfect interplay between the fine craftsmanship typical of Morocco and state-of-the-art technology. They go hand in hand."

ZF LIFETEC's new plant is not only symbolic of the company's planned further growth with steering wheel systems, but also of the overarching cooperation of the ZF LIFETEC locations in the production triangle of O Porriño, Spain, Vila Nova, Portugal and the Tanger Med Industrial Platform, Morocco. In the future, they will make a significant contribution to ZF LIFETEC's strong position in the automotive sector.

Pictures / Captions (will be available as of July 3rd, 10:00 a.m. CEST):

20250703_1_ZF_LIFETEC_Morocco_Opening_Ribbon_Cutting.jpg

(from left to right) General Director of Industry Youssef Fadil from the Ministry of Industry and Trade, German Honorary Consul Zouhair Magour, Managing Director of Tanger Med Zones Ahmed Bennis, Deputy Head of Mission at the Embassy of the Federal Republic of Germany Stefan Bantle with ZF LIFETEC CEO Rudolf Stark and COO Michael Eisenbarth in high spirits as they cut the red ribbon to the new ZF LIFETEC plant in "Tanger Automotive City".

20250703_2_ZF_LIFETEC_Morocco_Opening_Steering_Wheel.jpg

At ZF LIFETEC's steering wheel production facility in Morocco, craftsmanship and modern production technology go hand in hand.

ZF LIFETEC

ZF Automotive Germany GmbH
Industriestrasse 20 · 73553 Alfdorf · Germany

20250703_3_ZF_LIFETEC_Morocco_Opening_Plant.jpg

New ZF LIFETEC Steering Wheel Production at the intersection of Africa and Europe in the "Tanger Automotive City".

Media Contact:

Knut Zimmer, Spokesperson Products and Technology, ZF LIFETEC,
Phone: +49 171 1506727, e-mail: knut.zimmer@zf-lifetec.com

About ZF LIFETEC

ZF LIFETEC is a leading passive safety technology provider for the enhanced protection of vehicle occupants. Employing approximately 36,000 employees dedicated to the mission of saving lives with a technology driven approach, the company develops, manufactures and distributes a comprehensive product portfolio including airbag, seat belt and steering wheel systems, covering a wide range from small vehicles in the volume segment up to sophisticated luxury vehicles. Featuring a market share exceeding 20 percent in its core product categories, ZF LIFETEC has a worldwide presence at 51 locations across 22 countries. In the fiscal year 2024, the Group generated sales of EUR 4.8 billion. Based on its strong relationships with a diversified customer base of global OEMs, driven by outstanding quality, long-standing R&D collaborations besides a strong global innovation platform, ZF LIFETEC is well positioned for future growth opportunities arising from the automotive megatrends electrification, (semi-) automated driving, smart interior, as well as increasing safety demands and stepped-up safety regulations worldwide.

Learn more at www.zf-lifetec.com

ZF LIFETEC

ZF Automotive Germany GmbH
Industriestrasse 20 · 73553 Alfdorf · Germany