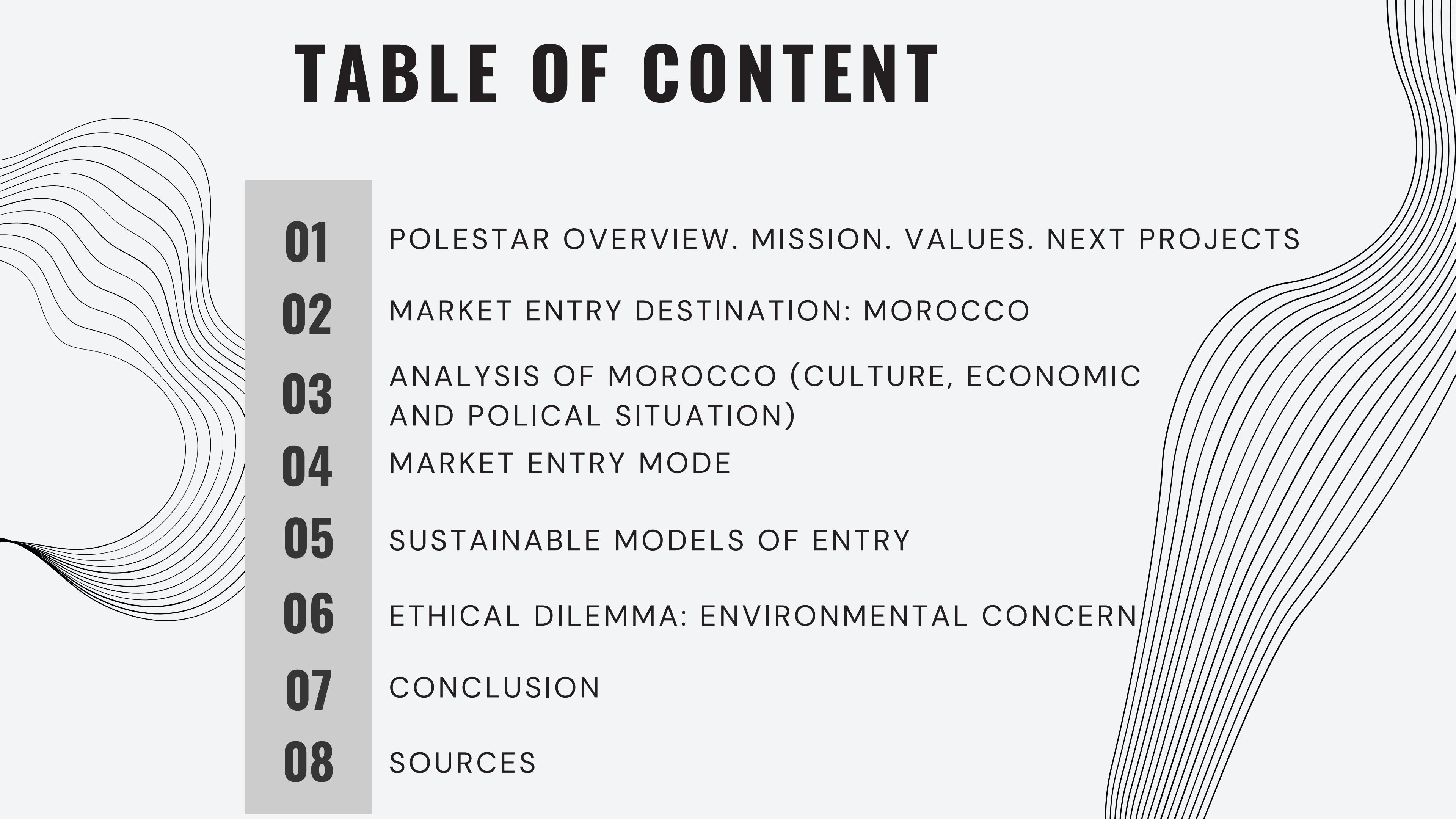




# **POLESTAR'S EXPANSION TO MOROCCO**

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# POLESTAR OVERVIEW



Polestar is a Swedish company that makes high-quality electric cars, combining cutting-edge technology with minimalistic design and a complete lack of compromise



Headquartered in Gothenburg, Sweden, its cars are available online in 27 markets globally across North America, Europe, and Asia Pacific.



People who drive this brand can enjoy exceptional performance and contemporary features while benefiting from a dedication to strong sustainability and a distinctive design, improving both their driving experience and environmental awareness.



# MISION AND VALUES

## Mission



- **Mission:** Drive the change towards sustainable mobility by creating high-performance electric vehicles that enhance the driving experience while reducing environmental impact.
- **Values:** Prioritizes customer satisfaction by understanding preferences and delivering innovative electric vehicles, while also committing to sustainability, diversity, and ethical practices within the workplace.

## Values

- **Corporate Social Responsibility (CSR):** achieving carbon neutrality by 2030
- In 2023, Polestar sold 54,626 cars worldwide, marking a **6% increase** from the previous year.
- The company experienced stagnant **growth** throughout the year, resulting in recorded revenue of \$2.38 billion.



# NEXT DEVELOPING PROJECTS

Polestar plans to have a line-up of five performance EVs by 2026.

the electric  
performance fastback,  
launched in 2019

**POLESTAR 2**

the SUV coupé  
transformed, is launching in  
phases through 2023 and  
into 2024

**POLESTAR 4**

an electric four-door GT

**POLESTAR 5**

an electric roadster, are  
coming soon.

**POLESTAR 6**



# OPTIMAL MARKET ENTRY IN AFRICA

South Africa

Kenya

Morocco

Nigeria

Egypt

- robust automotive market with increasing interest in electric vehicles, supported by expanding EV charging infrastructure

- opportunity for Polestar by to focus on sustainable mobility,
- has a supportive government policy, and growing urban demand for electric vehicles.

- strong commitment to renewable energy and electric vehicle initiatives
- developing charging infrastructure that aligns with Polestar's market entry strategy.

- holds significant potential for Polestar, driven by a large population and rising awareness of electric vehicle benefits

- offers a growing automotive market for electric vehicles, backed by government incentives
- has an increasing investment in charging infrastructure

# OPTIMAL MARKET ENTRY: MOROCCO

Morocco offers strategic advantages,

- location as a gateway to Europe, enabling export opportunities and partnerships with European manufacturers
- a growing EV ecosystem supported by investments in renewable energy and charging infrastructure.



- is emerging as an automotive manufacturing hub with a favorable business environment, driven by government incentives for electric vehicle development, making it an ideal location for Polestar's expansion.

# OPTIMAL MARKET ENTRY IN AFRICA

Morocco's stable political environment, commitment to renewable energy, and growing automotive sector position it as an ideal candidate for Polestar's expansion into Africa.

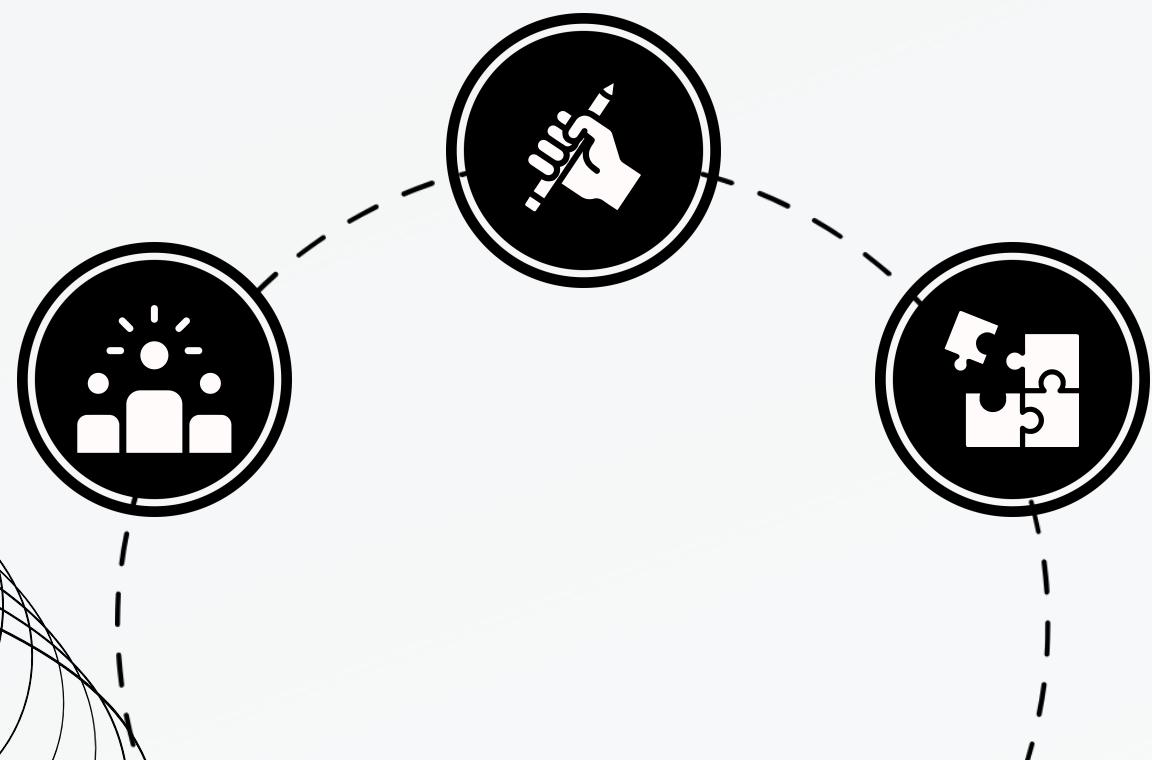
Indicator	Morocco
Country GDP (2023)	\$142 billion
Population	37 million
GDP Growth Rate (2023)	3.3%
Automotive Market Size	Growing (Electric Vehicles & Exports)
Unemployment Rate	12.9%
Political Stability (Score)	50/100
Corruption Perception (CPI Score)	39/100
Ease of Doing Business	High

Morocco's growing automotive market and strong focus on renewable energy align well with Polestar's vision for sustainable mobility.

# ANALYSIS OF MOROCCO

## Culture

- a rich blend of Arab, Berber, and French influences, where traditional values coexist with modern ideas.
- Family and community play a vital role in daily life
- cultural balance provides an opportunity to introduce advanced products while respecting local values and building connections.



## Economic Situation

- growing, with a strong focus on automotive manufacturing, renewable energy, and infrastructure development.
- strategic location offers access to both European and African markets



## Political Situation

- stable under a constitutional monarchy that actively supports foreign direct investment and sustainable development initiatives.
- The government is focused on enhancing governance and fostering strong international ties, particularly with Europe and the U.S.



# ANALYSIS OF SWEDEN

## Culture

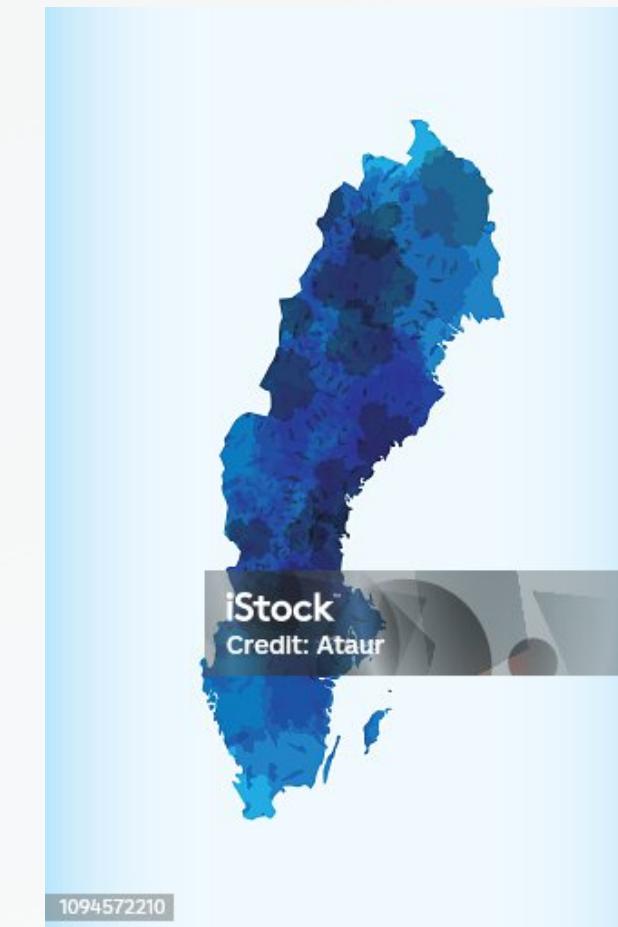
- egalitarianism, innovation, and environmental consciousness, focusing on individual rights and social welfare.
- contributions to design and literature, Swedish culture reflects modernity and progressive values.

theory



## Economic Situation

- highly developed and diversified economy with a high GDP per capita, approximately \$56,305 in current U.S. dollars
- strong welfare systems, and a commitment to innovation and sustainability.



## Political Situation

- stable parliamentary democracy with a strong commitment to human rights and social justice.
- The government is known for transparency and low levels of corruption, contributing to high public trust in institutions and a well-functioning political system.



# SUSTAINABLE MODELS OF ENTRY

- **Joint Ventures:** Partnering with local firms allows Polestar to share resources and gain insights into the Moroccan market, facilitating a smoother entry while promoting sustainable practices.
- **Local Manufacturing:** Establishing a manufacturing facility in Morocco can reduce transportation costs and carbon footprint, create jobs, and allow for tailored products that meet local needs.



- **Community Engagement:** Initiating programs to educate the local population about electric vehicles and sustainability helps build brand loyalty and fosters a culture of sustainability within the community.

# ETHICAL DILEMMA: ENVIRONMENTAL CONCERN

Polestar could face a similar ethical dilemma in Morocco if it considers expanding its electric vehicle production into sensitive natural areas. While such an expansion could create jobs and contribute to the local economy,

it also raises concerns about environmental impacts and the need to preserve Morocco's rich ecosystems, highlighting the importance of balancing corporate growth with sustainable practices and community well-being.



# CONCLUSION

*In conclusion, expanding Polestar into Morocco offers a great opportunity in a growing electric vehicle market. The Moroccan government is committed to sustainability and EV adoption aligns well with Polestar's mission.*

*With a rising middle class seeking premium products, Polestar's luxury electric cars can meet this demand. By forming local partnerships and enhancing charging infrastructure, Polestar can lead the Moroccan EV market, reinforcing its commitment to a sustainable future and becoming a key player in Africa's automotive industry.*



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