

MEDIA INFORMATION

BENTELER starts construction of new automotive plant in Morocco

- Official groundbreaking ceremony in Kenitra marks the start of construction for the new BENTELER plant.
- Mr. Ryad Mezzour, Moroccan Minister of Industry and Trade: “We welcome BENTELER’s decision to invest in our country. It highlights the kingdom’s increasing appeal to leading global industry players.”
- More than 300 new jobs are to be created at BENTELER’s new state-of-the-art manufacturing location in Kenitra.
- Location advantages of Morocco enable customer-oriented production.

Kenitra, June 25, 2025. With an official groundbreaking ceremony yesterday, the BENTELER Group launched construction of its new automotive plant in Kenitra, Morocco. During the ramp-up phase, the company plans to invest a mid-double-digit million-euro amount in the new manufacturing facility, which is scheduled to start production in 2026. The new plant is expected to create more than 300 direct jobs, along with the potential for many more additional indirect jobs along the value chain within the local ecosystem. The groundbreaking ceremony was attended, among others, by Mr. Ryad Mezzour, Minister of Industry and Trade of the Kingdom of Morocco.

“We can’t wait to open our new plant in Kenitra and thereby further expand our global presence. Morocco offers us relevant locational advantages: It’s a modern country with a strong automotive industry, plus the country’s geography and infrastructure also allow us to optimize logistics,” says Matthias Siemer, President of BENTELER Automotive Components Europe. “In addition, Morocco has a high proportion of renewable energy sources, which is ideally suited to our ambitions in the area of sustainability.”

“We welcome BENTELER’s decision to invest in our country and create hundreds of new jobs in Kenitra. This project further strengthens the momentum of our automotive ecosystem, supported by a skilled workforce and a competitive industrial offering,” said Mr. Ryad Mezzour. “It confirms the rise of Morocco as a major industrial and technological platform and highlights the kingdom’s increasing appeal to leading global industry players.”

BENTELER Group

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More than 300 new jobs and proven technologies

Following the start of production, BENTELER expects to create more than 300 new jobs at its Kenitra site, offering promising career opportunities for motivated individuals. To ensure every employee is well-equipped to contribute to the company's success, BENTELER provides comprehensive training programs along with opportunities for continuous development.

At the new facility, BENTELER will manufacture front and rear bumpers, twist beam rear axles, crash struts and control arms for a major OEM. The plant will be equipped with state-of-the-art equipment, including a 3,200-ton cold stamping press, various welding systems, a cathodic dip coating system (CDP) and a 3D laser for component production. To drive digital transformation and enhance competitiveness, BENTELER will also integrate cutting-edge Industry 4.0 technologies developed through its SMART FACTORIES initiative. These include Big Data analytics, the company's Smart Production Data Platform, and a range of connectivity solutions for intelligent, data-driven operations.

"The Kenitra plant will be a smart facility from day one – it brings together cutting-edge technology and highly trained teams to enhance efficiency and production. By relying on modern, proven technologies, we will deliver the high-quality products our customers expect," emphasizes Nissrine Braimi, Customer Line Director at BENTELER Automotive Components.

Strategic location for customer-oriented production

BENTELER is establishing its new facility within the Atlantic Free Zone in Kenitra, an ideal location for efficient, customer-oriented manufacturing. The company is constructing a building of around 17,000 square meters on the approximately 50,000 square meter site, which has direct access to the freeway and good connections to the port of Tangier in northern Morocco. "In line with our 'local-for-local' approach, we will be producing as close as possible to our customers to ensure flexible and reliable delivery," explains Matthias Siemer.

Photos and captions:



Groundbreaking ceremony: Group picture with all responsible persons



Mr. Ryad Mezzour, Minister of Industry and Trade of the Kingdom of Morocco



Matthias Siemer, President of BENTELER Automotive Components Europe

About BENTELER

BENTELER is a global group of companies serving customers in automotive technology, the energy sector and mechanical engineering. As a globally active specialist in the field of metal processing, we develop, produce and distribute safety-related products, systems and services worldwide.

In the 2024 financial year, Group revenues were around €8.2 billion.

The BENTELER Group is managed by BENTELER International AG, which is headquartered in Salzburg, Austria. Our more than 20,000 employees at around 90 locations worldwide offer first-class manufacturing and distribution expertise – passionately and close to our customers.

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About BENTELER Automotive Components

The BENTELER Automotive Components division consolidates our activities in component manufacturing. As a development partner for the world's leading automotive manufacturers, we create tailored solutions for our customers. The product portfolio includes components for chassis, bodywork, engine and exhaust systems.
