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ALEXANDRA AUTOMOTIVE HUB OFFICIALLY LAUNCHED TO UNLOCK TOWNSHIP ECONOMIC OPPORTUNITIES



The City of Johannesburg has officially launched the Alexandra Automotive Hub, a catalytic infrastructure initiative designed to drive local economic growth by helping township enterprises expand, creating sustainable employment opportunities, strengthening local supply chains and connecting Alexandra's automotive expertise to the formal industry.

Developed by the Johannesburg Development Agency (JDA) on behalf of the City's Department of Economic Development, the facility is designed to convert Alexandra's

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established automotive skills into growing formal businesses, increased local spending, stronger township supply chains and broader participation in the automotive industry.

A key milestone that enabled the facility to move towards operationalisation was the facilitation by City of Johannesburg City Manager, Dr Floyd Brink, of the signing of an operator agreement with the state-owned Automotive Industry Development Centre (AIDC).

The agreement positions the AIDC to support the hub's operations and skills development, while a seed investment of more than R10 million for equipment will help establish the resources required to begin opening the facility to local mechanics.

Under the agreement, the AIDC will support the hub's operations and skills-development programmes. A seed investment of more than R10 million in equipment will provide the resources required to begin opening the facility to local mechanics and automotive entrepreneurs.



The official launch, held on Thursday, 22 October 2026, marks an important step in converting public infrastructure investment into sustained local economic growth through new business activity, employment and market opportunities in Alexandra and surrounding communities.

The hub follows an industrial cluster model and comprises 17 workshop units, each with a mezzanine storage floor, alongside shared services, specialised automotive facilities, ablutions, lockers and administrative spaces.

The specialised facilities include a spray booth, preparation deck and wash bay, providing an enabling environment for businesses operating across different segments of the automotive value chain.

Speaking at the launch, Executive Mayor of Johannesburg, Cllr Dada Morero, said the hub represented an opportunity to transform the township's existing automotive skills into sustainable businesses and wider economic participation.

"Today, launching this Hub begins to change that. The backyard mechanic gets a workshop, a certificate, a customer base and a seat in the automotive value chain," said Mayor Morero.

The Mayor emphasised that the hub is intended to do more than provide physical workspace. It will help local automotive entrepreneurs formalise their businesses, gain access to training and accreditation, and build commercial relationships with insurers, fleet owners, dealerships, parts suppliers and other industry stakeholders.

He also highlighted the importance of ensuring that women, young people and persons with disabilities have opportunities to participate in the programme, while encouraging private-sector partners to support enterprise development and skills transfer.



JDA CEO Mr Themba Mathibe said the facility had been developed with three key objectives: increasing the participation of local enterprises in the automotive industry; improving access to workspace, equipment, services and market opportunities; and supporting training, apprenticeships, internships and mentorships aligned with the sector's needs.

Together, these objectives position the hub as a platform for local economic growth, enabling automotive businesses to increase their capacity, attract customers, create jobs, build commercial networks and retain more economic value within the township.

The AIDC's involvement will support the facility's operationalisation and strengthen the link between practical skills development and industry requirements. Facilitated by Dr Brink, the operator agreement, together with the equipment investment, provides a critical foundation for the hub to serve local mechanics, emerging enterprises and job seekers effectively.

The facility also advances the City's Growth and Development Strategy 2040, which envisions an inclusive, job-intensive, resilient and competitive economy.

Through targeted investment in township enterprise infrastructure, the City aims to stimulate business growth, increase local trade, retain more spending within communities and expand access to training, markets and employment closer to where residents live and work.

In this way, the hub is intended to create a multiplier effect in Alexandra, with stronger enterprises supporting further jobs, demand for local services and reinvestment in the area.



For Alexandra, where automotive repair and maintenance skills have long supported local livelihoods, the hub provides a platform to turn existing expertise into scalable enterprises. Dedicated workshops, shared facilities, skills development and stronger industry connections will help businesses improve productivity, compete for larger contracts and contribute more directly to the township economy.

As the hub moves towards full operationalisation, its long-term impact will be measured by the growth of the businesses it supports, the jobs and incomes they generate, the people who gain industry-relevant skills, and the extent to which new contracts and spending circulate within the local economy.

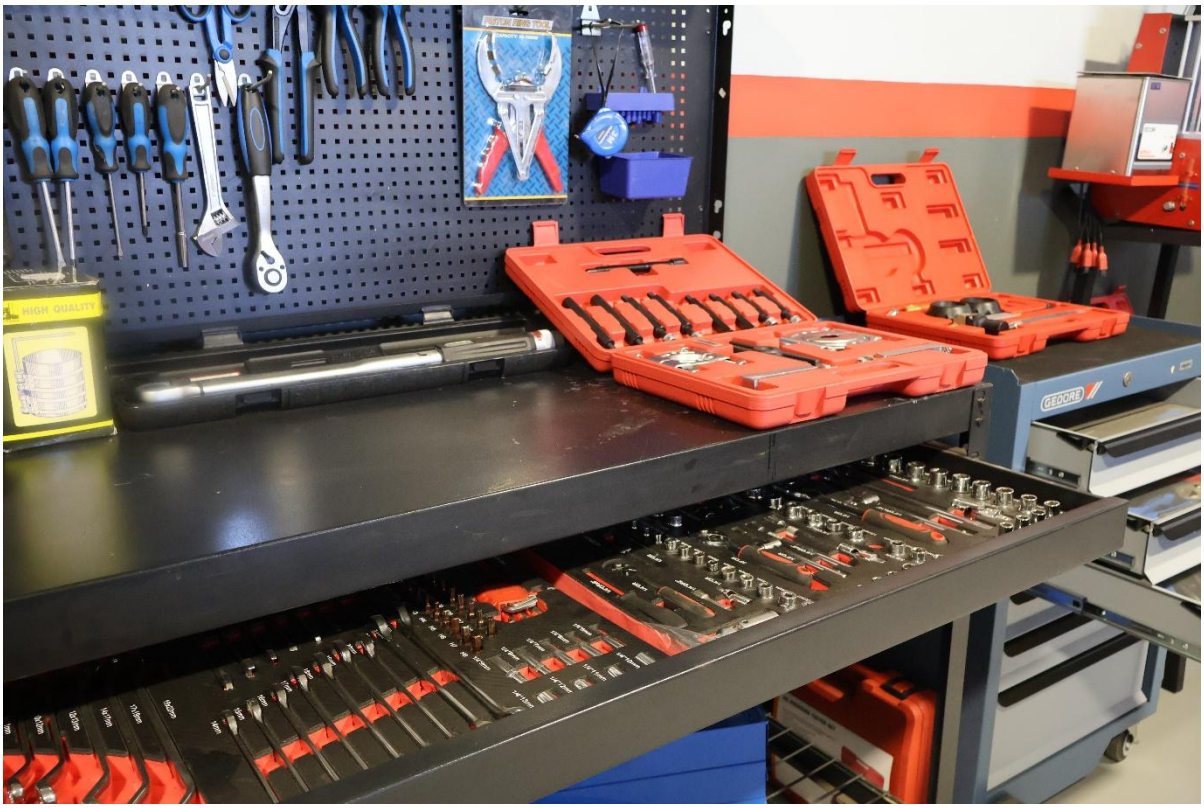
The JDA remains committed to delivering catalytic infrastructure that supports inclusive urban development, strengthens local economies and contributes to a more connected, resilient and economically vibrant Johannesburg.

ENDS

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New R34 million automotive hub to create dozens of jobs