FB AUTOMOTIVE
ENGINEERING

Company Profile

FB AUTOMOTIVE ENGINEERING

2025©FB AUTOMOTIVE ENGINEERING COMPANY PROFILE
DIVISION OF FIKADU TSEGAYE BUSINESS GROUP
BOLE ADIKA BUILDING, 1ST FLOOR. ADDIS ABABA, ETHIOPIA

FB AUTOMOTIVE
ENGINEERING

Innovate. Assemble. Lead.

Table of Content

FB AUTOMOTIVE COMPANY PROFILE

INTRODUCTIONS

1 OUR HERITAGE AND STORY 04
OUR LEADESHIP TEAM 05
2 OUR MISSION AND VISION 06

ABOUT FB AUTOMOTIVE

3 OUR CORE VALUES 08
4 OUR ASSEMBLY PLANT 10

MAHINDRA PIK-UP SCORPIO

5 MAHINDRA CAR FEATURES 13
6 GALLERY IMAGES 15

END REMARKS

7 CONTACT INFORMATION 16

Our Heritage and Story



❶ **MR FEKADU TSEGAYE**
Founder and CEO of FB Automotive Engineering



❷ **MR BEIMENT FEKADU**
Chairman and Partner of FB Automotive Engineering

EMBRACED WITH TIMELESS GENERATIONAL LEGACY

FB Automotive Engineering, a proud subsidiary of the FTBG (Fekadu Tsegaye Business Group), is transforming Ethiopia's automotive industry. With its soon-to-launch, state-of-the-art car assembly facility in Bishoftu, the company is setting a new standard for excellence.

The journey begins with the assembly of the Mahindra Pik-Up Scorpio LHD Africa model, leveraging cutting-edge technology and innovative processes to ensure unparalleled quality and reliability.

Founded by a father-son team, FB Automotive Engineering reflects a deep-rooted passion for advancing Ethiopia's industrial capabilities. Our story is one of family heritage, growth, and a steadfast commitment to fostering innovation.

By creating jobs, supporting local communities, and embracing sustainable practices, FB Automotive Engineering positions itself not just as a leader in the automotive sector but as a catalyst for national progress.

Our Leadership Team



MR FEKADU TSEGAYE
Cheif Executive Officer of FB Automotive Engineering

At the heart of FBAE is the dynamic father-son duo, Mr. Fekadu Tsegaye and Mr. Bemnet Fekadu. Together, they embody a legacy of leadership rooted in innovation, resilience, and a shared vision for a brighter future.



MR BEIMNET FEKADU
Chairman and Partner of
FB Automotive Engineering



MR SURAFEL TESFAYE
Deputy CEO at
FB Automotive Engineering



MR SOLOMON DEJENE
DCEO Corporate Service Sector at
FB Automotive Engineering



MR SOLOMON W/SILLASIE
DCEO Commercial Service Sector at
FB Automotive Engineering



Vision

FB AUTOMOTIVE ENGINEERING

We envision becoming a pioneering force in the automotive industry, transitioning from car assembly to full-scale manufacturing.

With an eye toward the future, we aim to expand our footprint across East Africa, fostering regional economic integration and driving sustainable development. By making quality transportation accessible to all, we aspire to elevate mobility, enhance lives, and contribute to the transformation of economies throughout the region. Through this journey, we are shaping not just vehicles but the future of transportation in East Africa.



Mission

FB AUTOMOTIVE ENGINEERING

Our mission is to deliver dependable, high-quality vehicles that seamlessly meet the demands of everyday life. By harnessing global cutting-edge technology and blending it with sustainable practices, we craft vehicles that are not only durable and trustworthy but also tailored to the evolving needs of our customers.

We are deeply committed to our Environmental, Social, and Governance (ESG) goals, which guide every aspect of our operations. From reducing our environmental footprint to fostering social equity and promoting ethical governance, we prioritize actions that create meaningful, positive change.

Our Core Values

INNOVATE. BUILD. DELIVER.

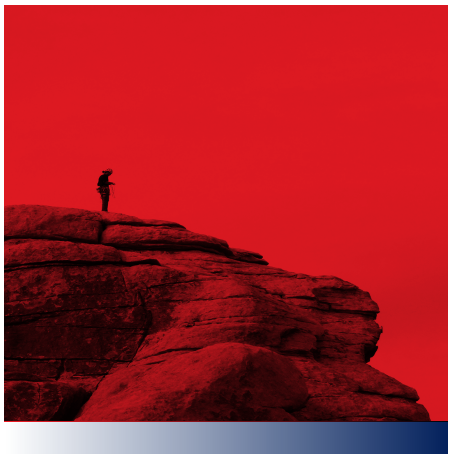
At FB Automotive Engineering, our core values—community, integrity, empowerment, innovation, growth, and craftsmanship—drive everything we do, shaping a future rooted in trust, progress, and excellence.



1 COMMUNITY FIRST
We prioritize people, fostering growth and well-being with every decision to create a positive, lasting impact on the communities we serve.



2 ROOTED IN INTEGRITY
We build trust through honesty and transparency, making ethical decisions that reflect our values and strengthen relationships.



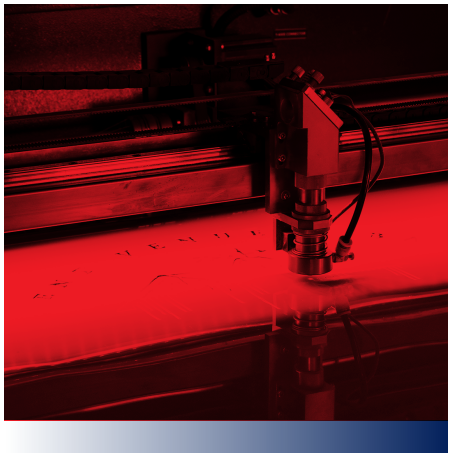
3 LIFT AS WE RISE
Empowerment is a collective movement where we elevate each other toward greatness.



4 FORWARD THINKING
We embrace bold ideas and cutting-edge technologies to push boundaries and forge innovative solutions.



5 SEEDS OF CHANGE
We are woven into the fabric of growth and development, sparking positive change with every action.



6 INTRICATE CRAFTMANSHIP
We believe in mastering every detail, with an unyielding commitment to quality that goes beyond expectations.



Moving Forward with Our Advanced Vehicle Assembly Plant

THE BIRTH OF A NEW AESTHETIC

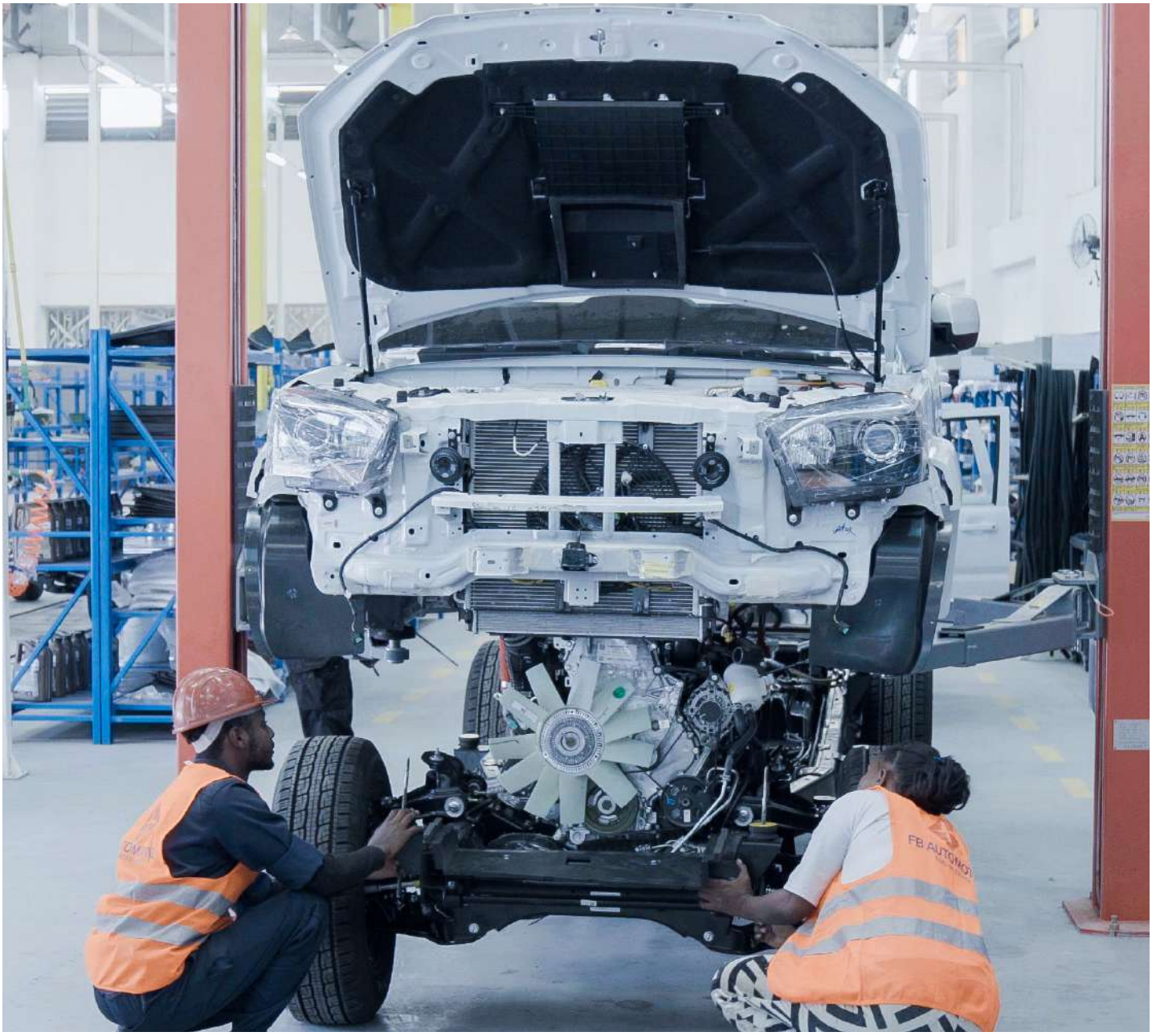
At FB Automotive Engineering, we are proud to operate a state-of-the-art assembly plant located in Bishoftu, Ethiopia. This cutting-edge facility is equipped with the latest manufacturing technologies and adheres to rigorous international quality standards to ensure the production of high-quality vehicles. Our assembly process is characterized by precision, efficiency, and innovation, which are key elements in our commitment to delivering exceptional products to our customers.

One of the highlights of our production is the Mahindra Pik-Up Scorpio LHD Africa model, which is assembled here with a focus on durability and performance. This model is engineered to meet the diverse demands of the African market, offering a robust and reliable vehicle option for a wide range of industries, including agriculture, construction, and transportation.

We work with precision, efficiency, and innovation driven production excellence.




QUALITY & INSPECTION
Mahindra



PAVING THE FUTURE TOGETHER

The assembly process in our Bishoftu plant involves sophisticated technologies such as robotics, automated testing, and real-time quality control systems, ensuring each vehicle meets the highest standards of safety, performance, and aesthetics. Our skilled workforce plays a pivotal role in this process, combining advanced machinery with expert craftsmanship to create vehicles that are built to last.

As part of our commitment to sustainability, the plant is designed with energy-efficient systems and environmentally friendly practices to minimize our ecological footprint.

We are continuously investing in new technologies and methods to enhance productivity while maintaining a responsible approach to resource use and waste management.

By leveraging both advanced technology and local expertise, FB Automotive Engineering's assembly plant in Bishoftu is positioned to become a key player in the automotive industry, serving both local and regional markets with world-class vehicles.

Conquer Every Terrain with the Limitless Power of Mahindra Pik-Up Scorpio

MAHINDRA PIK-UP SCORPIO

Step into a world of unparalleled adventure with the Mahindra Pik-Up Scorpio LHD Africa, a vehicle meticulously designed to embody strength, versatility, and rugged elegance. Built to conquer diverse terrains with ease, this remarkable pickup goes beyond being a mere mode of transportation—it is a trusted companion for those who dare to explore the untamed beauty of Africa.

Whether navigating bustling city streets or traversing remote, rugged landscapes, the Scorpio LHD Africa rises to every challenge with its robust performance, unmatched reliability, and smart design. Its versatile capabilities and bold aesthetic make it the perfect choice for adventurers, professionals, and families alike, reflecting a seamless blend of functionality and style.



1. **Powerful Performance—** Driven by Mahindra's renowned 2.2L, 4-cylinder mHAWK Turbo-Diesel Engine for unbeatable strength and efficiency.

2. **Smooth Drive—** Enjoy seamless shifting with the 6-speed manual transmission for a responsive and engaging driving experience.

3. **Spacious Design—** Built to carry both your work essentials and gear for adventure, offering ample cargo space.

4. **Fuel Efficiency—** Exceptional fuel economy, making it an ideal choice for long drives and tough terrains.

5. **Impressive Towing Power—** Towing capacity of up to 2.5 tons (braked), perfect for heavy-duty work (optional feature).

6. **Advanced Technology—** Equipped with a 7-inch touchscreen, GPS navigation, rearview camera, Bluetooth, and USB/AUX connectivity for a smart, connected ride.


4x4


mahindra
PIKUP

COMPANY PROFILE

FB AUTOMOTIVE ENGINEERING

Bishoftu, Oromia Region, Ethiopia

WEBSITE: fbautomotive.com.ET
PHONE:+251-116722663
EMAIL: Fekaduimport2018@
gmail.com

2025©FB AUTOMOTIVE ENGINEERING COMPANY PROFILE

DIVISION OF FIKADU TSEGAYE
BUSINESS GROUP

BOLE ADIKA BUILDING, 1ST
FLOOR. ADDIS ABABA, ETHIOPIA