Built to Live with You

Designed for Your Journey

German performance. Japanese precision. One soul — GerJa.



About GerJa

GERJA is a new-generation German automotive brand built on precision, durability, and intelligent engineering. German-owned and German-led, the brand is born from the fusion of German performance and Japanese engine technology, bringing a new definition of reliability to the modern driver.

With over 17 years of experience in global vehicle trading, our journey began long before the GERJA name. Backed by German ownership, we have built strong, trusted relationships with customers across the African region, supplying thousands of vehicles and earning long-term confidence in diverse markets and operating conditions.

We have successfully traded and delivered vehicles from leading global brands such as Toyota, Suzuki, Mitsubishi, and many other manufacturers. This hands-on experience allowed us to deeply understand end-user expectations — from durability and fuel efficiency to affordability and ease of maintenance.

Today, that experience comes together in GERJA. Guided by German ownership and standards, and shaped by real customer demand, we created a brand focused on covering true end-user needs. GERJA is not just a car brand — it is the result of experience, trust, and engineering discipline, delivering reliable and affordable vehicles made to live with you.

GERJA — German performance, Japanese technology. Made to live with you.

DE **German Performance**

Uncompromising power and engineering excellence

JP **Japanese Precision**

Meticulous craftsmanship and attention to detail

♥ **One Soul**

Built to live with you, every day

Our Story

17 Years of Global Automotive Excellence

17

Years of Experience

Nearly two decades of expertise in the automotive industry, building trust and delivering excellence to customers around the world.

G

Global Reach

Customers across continents—from Europe to Asia, the Americas to Africa. We've served drivers from every corner of the world.

+

Multi-Brand Legacy

Years of experience representing and selling vehicles from many of the world's most respected automotive brands, giving us deep industry insights.

Building Our Own Brand

After 17 years of serving customers worldwide and representing multiple brands, we're now building GerJa—our own automotive brand. Drawing on everything we've learned from customers across the globe, we're creating vehicles that combine German engineering precision with Japanese reliability.

Expanding Across Africa and the World

As we launch GerJa, we're bringing our brand to markets we know best—expanding our presence throughout Africa and establishing our footprint worldwide, building on the relationships and trust we've cultivated over 17 years.

Our Foundation

Vision

To become a globally recognized automotive brand by leveraging our 17 years of experience serving customers worldwide, seamlessly blending German engineering excellence with Japanese precision, and establishing a strong presence across Africa and the world.

Mission

To design, engineer, and manufacture premium vehicles that combine the best of German performance and Japanese reliability, leveraging our global experience and customer insights to deliver exceptional value, safety, and innovation. We are committed to expanding our brand presence across Africa and worldwide, bringing quality automotive solutions to markets we know intimately.

Goal

To establish GerJa as a trusted automotive brand across Africa and worldwide, building on our 17 years of global customer relationships. Our goal is to expand our brand presence to key markets globally, launch innovative vehicle models that reflect our deep understanding of customer needs, and maintain the highest standards of quality and customer satisfaction that have defined our legacy.

Values

- ✓ **Excellence:** Uncompromising quality in every detail
- ✓ **Innovation:** Pushing boundaries in automotive technology
- ✓ **Integrity:** Honest, transparent, and ethical practices
- ✓ **Customer Focus:** Your satisfaction is our success
- ✓ **Sustainability:** Committed to environmental responsibility

Performance & Endurance Philosophy

Built to perform today and endure for decades—our commitment to long-term reliability

Performance Engineering

Every GerJa vehicle is engineered for exceptional performance. From powertrain optimization to aerodynamic design, we maximize efficiency and power delivery while maintaining the reliability that defines our brand.

- Optimized power-to-weight ratios
- Advanced transmission systems
- Sport and Eco driving modes
- Precision-tuned suspension

Endurance & Reliability

Our endurance philosophy means building vehicles that stand the test of time. We use premium materials, rigorous testing protocols, and design for longevity—ensuring your GerJa vehicle remains reliable for years to come.

- Extended durability testing
- Premium component selection
- Corrosion-resistant materials
- Comprehensive warranty coverage

17+	99%	5+	500K+
Years of Excellence	Reliability Rating	Years Warranty	Miles Tested

Benefits of Joining

Exclusive Territory

Protected territories with exclusive distribution rights in your region, ensuring focused market development.

Competitive Pricing

Attractive dealer margins and competitive pricing structure designed to maximize your profitability.

Comprehensive Support

Full marketing support, training programs, technical assistance, and ongoing partnership development.

Growing Brand

Join a brand on the rise with 17 years of experience and a clear vision for global expansion.

Quality Products

Premium vehicles that combine German performance with Japanese reliability, ensuring customer satisfaction.

Network Growth

Be part of an expanding global network with opportunities for regional leadership and growth.

Service Centers

Authorized service centers worldwide

Middle East

Dubai, UAE

Riyadh, Saudi Arabia

Doha, Qatar

Kuwait City, Kuwait

More locations coming soon

Europe

London, UK

Frankfurt, Germany

Paris, France

Milan, Italy

Expanding network

Asia & Africa

Tokyo, Japan

Singapore

Johannesburg, South Africa

Cairo, Egypt

Growing presence

Can't find a service center near you?

Contact us for assistance

Get in Touch

Dealership Inquiries

For questions about our dealership program or partnership opportunities, please contact us:

info@gerjamotors.com

We typically respond within 2-3 business days

GERJA — Driving Forward

GERJA represents the culmination of 17 years of experience in global vehicle trading, customer relationships, and market understanding. We have taken everything we've learned and created a brand that truly serves drivers' needs.

German performance meets Japanese technology in every GERJA vehicle. Built on precision, durability, and intelligent engineering, our vehicles are designed to live with you — reliable, affordable, and made for real-world conditions.

GERJA — German performance, Japanese technology. Made to live with you.



GerJa Company

17 Years of Experience • Built to Live with You

Generated on November 25, 2026