A New Year’s resolution for INEOS Automotive’s Hambach plant

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Production lines running again after seat shortages called a halt…

They tell us:

(All words and photographs from INEOS Automotive).

Hambach production facility is back online, producing Grenadier and Quartermaster
Resolution of seating supply shortage will see INEOS Automotive continue to buck industry trends
after posting robust 41% y-o-y growth in 2024
First vehicles are already departing the plant gates destined for retailers in 50 countries worldwide

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London, January 2025 – INEOS Automotive's Hambach plant is back to action stations after a pause in
production for the Grenadier and Quartermaster 4X4s. The resolution of a critical shortage of seats after supplier
insolvency at the end of last year sees the production line restart on-time, as announced in November.

"This is a great start to the year for us, one I strongly believe will be our best yet and will build on the more than
40% growth year over year we achieved in 2024", commented Lynn Calder, CEO INEOS Automotive.
We are so proud to have more than 20,000 Grenadiers on the roads and trails around the world. Significant new
markets like Mexico and China created incremental demand just when we had to hit pause on the production line,
so it is heartening to already hear the familiar 'toot' as vehicles roll through the quality check lines again. We've got
some catching up to do, but we're up for the challenge."

The plant celebrates the start of its third full year of Grenadier series production, with customer orders already
leaving the plant gates. The first vehicle off the line on January 16th was a Scottish White Utility Wagon (5-seat)
destined for southern France, followed by a pair in Devil Red – a bold, new exterior colour.

Devil Red marks the first opportunity to tweak the product offering for Grenadier Station Wagon and
Quartermaster, adding the eleventh shade – a solid red available with the contrast roof in white or black. Also
joining Devil Red off the line for the new year will be customer orders of Grenadier 1924. Adding a package of key

lifestyle accessories and premium design flair for customers that want to add timeless and durable style to their
4X4's substance, the Belstaff centenery celebration special edition is limited to 1,924 units.

All has not been quiet, however. With smart ForTwo production coming to an end earlier in 2024, the now defunct
production line has been dismantled to open further space for future INEOS product developments.

"We're very grateful for the patience of our customers, suppliers and production teams as we worked through a
difficult situation. We are very proud of our Hambach facility, it is testament to the grit and rigour that underpins
INEOS, reopening the doors ready to build on the solid foundations laid last year", added Philippe Steyer,
President INEOS Automotive SAS.

The INEOS Grenadier is now available to customers in 50 countries world-wide, having opened the doors to
Mexico and China at the tail-end of 2024.

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