



PRESS RELEASE

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For immediate release

ARP Associates partners Laraki sports cars

Laraki Automobiles SA, the Moroccan company which is developing a range of exclusive sports cars over the next three years has brought in UK consultants ARP Associates to head up development of the strategic business plan.

Abdessalam Laraki, chairman of Laraki Automobiles SA said *“ARP’s experience in strategic management in the niche automotive industry will enhance Laraki’s management team”*.

ARP Chairman Terry Playle said *“the concept of this range of sports cars and Laraki’s approach make this one of the most exciting and well thought through projects we have been involved with”*.

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For further information

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Notes for editors

About Laraki Automobiles SA

Laraki Automobiles SA was founded by Abdessalam Laraki to build a range of exclusive sports cars. The company is already partly financed and has significant supply contracts in place, including the specially developed engine from a European world class specialist manufacturer.

www.laraki-automobiles.com

About ARP Associates

ARP Associates are corporate consultants based near London, specialising in corporate strategy, and developing companies into strong market positions.

Led by Executive Chairman Terry Playle, who was formerly chairman of Lotus Cars Limited and Lotus Engineering, ARP has delivered corporate transformation and long-term success to business leaders for 45 years.

www.arp-associates.co.uk