

# Green Entrepreneurship

## Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre  
for Cleaner Production



### Tri Atlas Motors: Environmental-friendly tricycles in Morocco

39

**Name:** Tri Atlas Motors  
**City, country:** Morocco, Marrakech  
**Name of entrepreneur/ founder:** Younes Horma

**Description** Tri Atlas Motors manufactures tricycles vehicles with low consumption of gasoline and electric cars, which have the distinction of being environmentally friendly with zero CO<sub>2</sub> emissions. These products are manufactured and assembled in Morocco.

**Investment** Initial investment of 20 million MAD (EUR 1,8 million).

**Stakeholders** The financial partner of the project is Menara holding.

**Employment generation** 30 permanent.

**Timeline** After finding a financial partner, the founder's began thinking for two years (since 2007) on its draft scooters and electric cars by including an assembly line and new technologies. In 2009 he launched his first units on the Moroccan market.

**Feasibility study** After returning to Morocco, the Project founder detected that inter-urban traffic was changed, due to the transport means used and the nature of the road network. Thus he wanted to improve this situation.

**Geo-social-economic setting** Not available.

**Key features** Ideas plus creativity gives birth to innovative projects.

**Overall rational and motivation** Not available.

**Strengths** Not available.

**Challenges and constraints** Not available.

**Direct activities and Impacts** Not available.

**Use of innovative Technologies** Not available.

