THE REAL COST GUIDE TO LUXURY CAR IMPORTATION IN NIGERIA

A Transparent Line Item Financial Breakdown and Sourcing Blueprint for Corporate Executives, Founders, and Investors





Executive summary: The unseen cost of local lot inventory

When acquiring a luxury vehicle in Nigeria, high net worth individuals face a critical strategic choice: purchase existing local inventory off a showroom floor or execute a direct, verified concierge importation.

While local showroom purchasing offers immediate delivery, it introduces significant financial inefficiency and risk:

- **Undisclosed Intermediary Markups:**

  Showroom pricing regularly includes overhead premiums ranging from 20% to 35% above true landed costs.

- **Paper Trail and Compliance Exposure:**

  Incomplete customs documentation, irregular duty valuation, and unverified mileage create legal and financial liabilities.

- **Hidden Reconditioning Costs:**

  Vehicles sourced through unverified channels frequently carry undisclosed mechanical defects or altered service histories.

Direct concierge sourcing replaces showroom speculation with complete line item transparency, ensuring every dollar invested is accounted for from overseas auction or dealership acquisition to home delivery.

THE FOUR STAGES OF DIRECT IMPORTATION COSTS

Understanding the true landed cost of a luxury vehicle requires breaking down the transaction into four transparent stages:



- **Vehicle Acquisition (FOB):** The actual purchase price of the vehicle at source in the United States, Europe, or Canada, verified via official auction invoices or franchise dealer bills of sale.

- **Logistics and Ocean Freight:** Secure inland transportation to port, export documentation, RoRo (Roll on, Roll off) or dedicated containerized shipping, and marine transit insurance.

- **Nigerian Customs Duties and Port Terminal Fees:** Official Import Duty Assessment (IDA), National Automotive Council (NAC) levy, Value Added Tax (VAT), port terminal handling charges, and shipping line agency fees.

- **Local Clearing and Concierge Final Delivery:** Professional clearing agency representation, customs inspection, documentation release, vehicle detailing, and secure flatbed delivery.

Comprehensive cost benchmarks for three executive vehicles

All financial figures below represent market averages as of 2026, calculated at a representative foreign exchange benchmark ($1 USD = 1,500 NGN) and standard Nigerian Customs Service valuation bands for clean title, low mileage vehicles.



VEHICLE 1

2023 MERCEDES BENZ GLE 450 4MATIC

Engine: 3.0L Inline 6 Turbo with EQ Boost | Average Odometer: Under 25,000 miles

COST LINE ITEM	AMOUNT (USD)	AMOUNT (NGN @ 1,500/$)	PERCENTAGE OF TOTAL
Vehicle Purchase Price (FOB US Dealer)	$62,000	₦93,000,000	56.4%
Ocean Freight (Containerized / US East Coast to Lagos)	$3,200	₦4,800,000	2.9%
Marine Insurance and Transit Documentation	$800	₦1,200,000	0.7%
Nigerian Customs Duty (35% Combined IDA & NAC)	**$21,700**	**₦32,550,000**	**19.7%**
VAT (7.5%) and Port Handling Charges	$6,200	₦9,300,000	5.6%
Local Terminal Clearing Agency Fee	$2,000	₦3,000,000	1.8%
JMA Direct Concierge Sourcing & Management Fee	$5,000	₦7,500,000	4.5%
Enclosed Flatbed Final Delivery & Pre Delivery Detailing	$900	₦1,350,000	0.8%
TOTAL LANDED COST (JMA Direct Sourcing)	**$101,800**	**₦152,700,000**	**100.0%**
ESTIMATED LOCAL SHOWROOM PRICE	$130,000	₦195,000,000	N/A
EXECUTIVE CAPITAL PRESERVED	**$28,200**	**₦42,300,000**	**21.7% Savings**

VEHICLE 2

2022 RANGE ROVER AUTOBIOGRAPHY (L460)

Engine: 4.4L Twin Turbo V8 | Average Odometer: Under 20,000 miles

COST LINE ITEM	AMOUNT (USD)	AMOUNT (NGN @ 1,500/$)	PERCENTAGE OF TOTAL
Vehicle Purchase Price (FOB US/UK Dealer)	$135,000	₦202,500,000	62.9%
Ocean Freight (Dedicated Air/Container Logistics)	$4,500	₦6,750,000	2.1%
Marine Insurance and Transit Documentation	$1,500	₦2,250,000	0.7%
Nigerian Customs Duty (35% Combined IDA & NAC)	$47,250	₦70,875,000	22.0%
VAT (7.5%) and Port Handling Charges	$11,500	₦17,250,000	5.4%
Local Terminal Clearing Agency Fee	$3,000	₦4,500,000	1.4%
JMA Direct Concierge Sourcing & Management Fee	$10,000	₦15,000,000	4.7%
Enclosed Flatbed Final Delivery & Pre Delivery Detailing	$1,800	₦2,700,000	0.8%
TOTAL LANDED COST (JMA Direct Sourcing)	**$214,550**	**₦321,825,000**	**100.0%**
ESTIMATED LOCAL SHOWROOM PRICE	$265,000	₦397,500,000	N/A
EXECUTIVE CAPITAL PRESERVED	**$50,450**	**₦75,675,000**	**19.0% Savings**

VEHICLE 3

2023 LEXUS LX 600 VIP / ULTRA LUXURY

Engine: 3.5L Twin Turbo V6 | Average Odometer: Under 15,000 miles

COST LINE ITEM	AMOUNT (USD)	AMOUNT (NGN @ 1,500/$)	PERCENTAGE OF TOTAL
Vehicle Purchase Price (FOB US Dealer)	$120,000	₦180,000,000	61.8%
Ocean Freight (Containerized / US to Lagos)	$3,800	₦5,700,000	2.0%
Marine Insurance and Transit Documentation	$1,200	₦1,800,000	0.6%
Nigerian Customs Duty (35% Combined IDA & NAC)	$42,000	₦63,000,000	21.6%
VAT (7.5%) and Port Handling Charges	$10,200	₦15,300,000	5.2%
Local Terminal Clearing Agency Fee	$2,800	₦4,200,000	1.4%
JMA Direct Concierge Sourcing & Management Fee	$12,000	₦18,000,000	6.2%
Enclosed Flatbed Final Delivery & Pre Delivery Detailing	$2,200	₦3,300,000	1.1%
TOTAL LANDED COST (JMA Direct Sourcing)	**$194,200**	**₦291,300,000**	**100.0%**
ESTIMATED LOCAL SHOWROOM PRICE	$240,000	₦360,000,000	N/A
EXECUTIVE CAPITAL PRESERVED	**$45,800**	**₦68,700,000**	**19.1% Savings**

THE JMA VERIFIED SOURCING PROTOCOL

To ensure complete peace of mind and protect executive capital, JMA Integrated Services Ltd executes a strict 5 step verification framework for every direct importation:

- **Global Sourcing & Physical Inspection:** Sourcing exclusively from verified franchise dealerships or certified international auctions. Every vehicle undergoes a comprehensive 150 point physical and mechanical inspection.

- **Paper Trail Verification & Carfax Audit:** Odometer readings, title status, and historical maintenance logs are independently verified before any financial transaction takes place.

- **Secure Escrow & Transparent Financing:** Clients receive a detailed line item proforma invoice before payment. All funds are disbursed through transparent corporate accounts with zero hidden fees.

- **Priority Shipping & Customs Expediting:** Direct containerized transit with full marine insurance coverage, managed by specialized customs clearing agents to ensure 100% legal clearance.

- **White Glove Delivery & Concierge Maintenance:** Pre delivery detailing, ceramic coating options, and handover via enclosed flatbed trailer, backed by JMA ongoing executive vehicle management.

SUMMARY COMPARISON TABLE

VEHICLE MODEL	TOTAL LANDED COST (USD)	LOCAL SHOWROOM PRICE (USD)	CAPITAL PRESERVED (USD)	CAPITAL PRESERVED (NGN)
 2023 Mercedes Benz GLE 450	$101,800	$130,000	$28,200	₦42,300,000
 2022 Range Rover Autobiography	$214,550	$265,000	$50,450	₦75,675,000
 2023 Lexus LX 600 Ultra Luxury	$194,200	$240,000	$45,800	₦68,700,000

ABOUT JMA INTEGRATED SERVICES LTD

JMA Integrated Services Ltd is a premier luxury vehicle sourcing and concierge asset management firm headquartered in Nigeria. We specialize in connecting high net worth individuals, corporate executives, and enterprise fleets with verified luxury vehicles directly from premier overseas markets.

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