



March 2021

# Industry New Vehicle Sales



## OUR AMBITION:

TO BE THE MOST CREDIBLE AND RESPECTED THOUGHT  
LEADER AND PARTNER FOR AND ON BEHALF OF THE  
AUTOMOTIVE INDUSTRY IN SOUTH AFRICA

REIMAGINING **THE FUTURE TOGETHER**  
Partnership | Consistency | Trust

Market at a Glance

Passenger Vehicles - YTD Mar 2021

**75 206** -7.0% ↓  
compared to YTD Mar 2020 (80 838)



2017	2018	2019	2020
368 130	365 247	355 379	246 541

Light Commercial Bakkies & Mini Buses - YTD Mar 2021

**34 887** 13.2% ↑  
compared to YTD Mar 2020 (30 830)



2017	2018	2019	2020
163 317	159 525	153 221	110 912

Medium Trucks & Buses - YTD Mar 2021

**1 723** -3.5% ↓  
compared to YTD Mar 2020 (1 786)



2017	2018	2019	2020
7 890	7 885	8 690	6 735

Heavy Trucks & Buses - YTD Mar 2021

**4 409** 16.0% ↑  
compared to YTD Mar 2020 (3 801)



2017	2018	2019	2020
18 383	19 570	19 322	16 018

New Vehicle Sales Totals and Export Sales

	Mar 2021		Mar 2020		Var %		Feb 2021		Mar 2021 YTD		Mar 2020 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	27 330	20 431	22 143	17 977	23.4%	13.7%	24 134	17 254	75 206	54 687	80 838	52 584	-7.0%	4.0%
Light CV < 3501kg	14 375	19 545	9 434	10 870	52.4%	79.8%	11 232	10 252	34 887	35 524	30 830	24 605	13.2%	44.4%
Medium CV 3501-8500kg	705	9	632	11	11.6%	-18.2%	532	7	1 723	22	1 786	46	-3.5%	-52.2%
Heavy CV 8501-16500kg	521	1	335	12	55.5%	-91.7%	342	10	1 080	26	984	25	9.8%	4.0%
Extra Heavy CV > 16500kg	1 235	40	921	19	34.1%	110.5%	1 082	45	3 169	94	2 640	74	20.0%	27.0%
Bus > 8500kg	51	-	81	-	-37.0%	0.0%	37	1	160	1	177	1	-9.6%	0.0%
<b>Industry Total</b>	<b>44 217</b>	<b>40 026</b>	<b>33 546</b>	<b>28 889</b>	<b>31.8%</b>	<b>38.6%</b>	<b>37 359</b>	<b>27 569</b>	<b>116 225</b>	<b>90 354</b>	<b>117 255</b>	<b>77 335</b>	<b>-0.9%</b>	<b>16.8%</b>

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	10 797	5 881
VOLKSWAGEN GROUP SA	6 301	8 122
NISSAN	4 096	521
FORD MOTOR COMPANY	3 610	13 093
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 204	-
SUZUKI AUTO	2 397	6
ISUZU MOTORS SOUTH AFRICA	1 870	323
HAVAL MOTORS SA	1 526	1
MERCEDES-BENZ SA *	1 520	6 305
RENAULT	1 453	-
KIA SOUTH AFRICA	1 393	-
BMW GROUP	1 270	5 659
MAZDA SOUTHERN AFRICA	902	-
MAHINDRA	844	-
HONDA	410	43

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
MERCEDES-BENZ SA *	580	5
TOYOTA	288	4
ISUZU MOTORS SOUTH AFRICA	234	-
VOLVO GROUP SOUTHERN AFRICA	226	26
UD TRUCKS SOUTHERN AFRICA	205	2
FAW TRUCKS	165	-
SCANIA	146	5
MAN	140	6
IVECO	130	2
VOLKSWAGEN GROUP SA	112	-
TATA	104	-
POWERSTAR	65	-
BABCOCK	41	-
HYUNDAI AUTOMOTIVE SOUTH AFRICA	33	-
VECV SOUTH AFRICA	29	-

Notes

- BMW South Africa (Pty) Limited will report sales information quarterly, in line with its global directive. Estimate domestic new vehicle and export sales are provided for Mercedes-Benz SA Ltd from the month of February 2020
- naamsa is currently renovating its data management offering to the market. We will be introducing a number of value adding services that we will announce shortly. Should you have data related enquiries, do not hesitate to reach us on [datasupport@naamsa.co.za](mailto:datasupport@naamsa.co.za)

## Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	10 509	5 877	288	4	10 797	5 881
VOLKSWAGEN GROUP SA	6 189	8 122	112	-	6 301	8 122
NISSAN	4 096	521	-	-	4 096	521
FORD MOTOR COMPANY	3 606	13 093	4	-	3 610	13 093
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 171	-	33	-	3 204	-
SUZUKI AUTO	2 397	6	-	-	2 397	6
ISUZU MOTORS SOUTH AFRICA	1 636	323	234	-	1 870	323
HAVAL MOTORS SA	1 526	1	-	-	1 526	1
MERCEDES-BENZ SA *	940	6 300	580	5	1 520	6 305
RENAULT	1 453	-	-	-	1 453	-
KIA SOUTH AFRICA	1 393	-	-	-	1 393	-
BMW GROUP	1 270	5 659	-	-	1 270	5 659
MAZDA SOUTHERN AFRICA	902	-	-	-	902	-
MAHINDRA	844	-	-	-	844	-
HONDA	410	43	-	-	410	43
PCSA	329	-	7	-	336	-
JAGUAR LAND ROVER	303	-	-	-	303	-
VOLVO GROUP SOUTHERN AFRICA	-	-	226	26	226	26
UD TRUCKS SOUTHERN AFRICA	-	-	205	2	205	2
FCA SOUTH AFRICA	196	-	1	-	197	-
MITSUBISHI MOTORS SA	171	29	-	-	171	29
FAW TRUCKS	-	-	165	-	165	-
VOLVO CARS	158	2	-	-	158	2
SCANIA	-	-	146	5	146	5
MAN	-	-	140	6	140	6
IVECO	-	-	130	2	130	2
TATA	-	-	104	-	104	-
PORSCHE **	101	-	-	-	101	-
SUBARU	78	-	-	-	78	-
POWERSTAR	-	-	65	-	65	-
BABCOCK	-	-	41	-	41	-
VECV SOUTH AFRICA	-	-	29	-	29	-
SCUDERIA SOUTH AFRICA	8	-	-	-	8	-
BENTLEY **	6	-	-	-	6	-
JMC	4	-	2	-	6	-
MASERATI SOUTH AFRICA	5	-	-	-	5	-
LAMBORGHINI SOUTH AFRICA **	4	-	-	-	4	-

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