

PRESS RELEASE

FOR IMMEDIATE RELEASE | Friday, October 06, 2023

naamsa announces the 2023 finalists of the Annual Accelerator Awards Competition

PRETORIA: Friday, October 06, 2023: naamsa | The Automotive Business Council has today announced the finalists of the **naamsa** Accelerator Awards Competition, which has become the auto industry and South Africa's only pre-imminent, objective, fact-based and the most prestigious motoring competition in the country. Mikel Mabasa, **naamsa** CEO said that his organisation has decided to use its respected, most trusted and independently audited datasets to recognise and acknowledge best performing brands in different segments and categories across the entire auto value chain. "We are objectively celebrating those best performing brands in the following segments:

- Passenger Car of the Year and the biggest Achiever of the Year in the Passenger Segment;
- Light Commercial Vehicle of the Year and biggest Achiever of the Year in the LCV Segment;
- Medium, Heavy, and Extra-Heavy Commercial Vehicle of the Year;
- Bus of the Year;
- New Energy Vehicle of the Year in Plug-in and Traditional Hybrid Models;
- Top Locally Manufactured Vehicle of the Year; and
- Top Exported and Top Imported Vehicles of the Year

naamsa has also looked at the best performing dealerships in the country by volume where they will recognise the Dealer of the Year and the Dealer Achiever of the Year during the year under review. In order to make our adjudication process not too predictable and obvious, we are using all our audited datasets for the period starting from 01 June 2022 until end of July 2023. Our decisions in determining the finalists and ultimately all our winners, are not subjective but backed by credible and very accurate numbers that are independently audited a reputable auditing firm in the country. "For this year, we are also going to recognise the socio-economic contribution our members make to this beautiful country where we will acknowledge a Job Creator of the Year; Women and Youth Empowering OEM of the Year; the most BBBEE improved and compliant OEM of the Year", Mabasa said.

“**naamsa** reliably collects, processes, aggregates and publicly distributes different auto data sets each month on the performance of all our vehicle brands in the country. For the longest time, **naamsa** has perfected the science of collecting new vehicle sales data which has become the country’s leading economic indicator which closely correlates with GDP performance numbers. Our production, exports, imports and new vehicle sales data is reliably used by many reputable local and international organisations each month to aid them with their own decision-making. The **naamsa** data is also made available to the market to support with economic modelling and projections, and to support and inform Government with their global trade negotiations”, Mabasa reaffirmed.

Each year **naamsa** also recognises people who make invaluable contribution towards the development and the growth of the automotive industry in South Africa. This year the following will also be recognised:

- a Top Business Journalist of Year;
- a Top Auto Journalist and a Top Emerging Auto Journalist of the Year;
- a Top Media House of the Year;
- a Long Service Award;
- a **naamsa** Value Creator of the Year; and
- a **naamsa** Lifetime Achievement Award.

The following brand finalists are announced [in alphabetical order per Award]:

1. NEW VEHICLE SALES CATEGORY:

- 1.1. **Passenger Car of the Year:** Suzuki Swift; Toyota Corolla Cross; and VW Polo Vivo;
- 1.2. **Biggest Achiever of the Year | Passenger Segment:** Honda BR-V; Suzuki Baleno; and Suzuki Dzire;
- 1.3. **Light Commercial Vehicle of the Year:** Ford Ranger; Isuzu D-Max; and Toyota Hilux;
- 1.4. **Biggest Achiever of the Year | LCV Segment:** Ford Transit Custom; Kia Picanto Runner; and VW Caddy;
- 1.5. **Medium Commercial Vehicle of the Year:** Hino 300 Series; Isuzu N-Series; and Iveco Daily;
- 1.6. **Heavy Commercial Vehicle of the Year:** FAW CA 15; Hino 500 Series; and Isuzu F-Series;
- 1.7. **Extra-Heavy Commercial Vehicle of the Year:** Mercedes-Benz Actros; Scania G-Series; and Volvo FH;
- 1.8. **Bus of the Year:** MAN Bus; Mercedes-Benz Bus; and Scania Bus;
- 1.9. **New Energy Vehicle of the Year | Plug-in Models -** BMW iX; BMW X3; and Mini Hatch 3-Door;
- 1.10. **New Energy Vehicle of the Year | Traditional Hybrid Models -** Haval H6; Toyota Corolla Cross; and Toyota RAV;

2. MANUFACTURING CATEGORY

- 2.1. **Top Locally Manufactured Vehicle of the Year:** Ford Ranger; Toyota Hilux; and VW Polo;
- 2.2. **Top Exported Vehicle of the Year -** BMW X3; Toyota Hilux and VW Polo

3. DEALERSHIP CATEGORY

- 3.1. **Dealer of the Year | Passenger:** Durban South Toyota; Hatfield VW Pretoria; and Suzuki Bassonia JHB
- 3.2. **Dealer Achiever of the Year | Passenger:** Bidvest McCarthy Nissan Woodmead; Broadway Toyota Mahalapye; and Mariental Toyota

4. IMPORTERS CATEGORY:

Top Imported Vehicle of the Year: Suzuki Swift; Toyota Starlet; Toyota Urban Cruiser

naamsa congratulates all the finalists and look forward to announcing the winners and curating an amazing event on Friday, October 13, 2022 at the Gallagher Convention Centre in Midrand. Please feel free to reach out to the **naamsa** Team via theresa@naamsa.co.za should you wish to be accredited to attend the **naamsa** Accelerator Awards event.

ENDS

NOTES FOR EDITORS

- **naamsa** is a pre-eminent industry representative that *actively* and responsibly represents, promote, advance, and protect the interests of local manufacturers and assemblers of passenger, light, and heavy commercial vehicles as well as major importers and distributors of new vehicles in SA. We represent 41 companies;
- Our vision is to be the most credible and respected thought leader and partner of a globally competitive and transformed automotive industry that actively contribute to the sustainable development of South Africa;
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