



April 2024

Industry New Vehicle Sales

REIMAGINING **THE FUTURE TOGETHER**

Partnership | Consistency | Trust

OUR AMBITION

To be the most credible and respected thought leader and partner for and on behalf of the automotive industry in South Africa.



Market at a Glance

Passenger Vehicles - YTD Apr 2024

110 749 -5.1% ↓
 compared to YTD Apr 2023 (116 725)



2020	2021	2022	2023
246 539	304 338	363 681	347 388

Light Commercial Bakkies & Mini Buses - YTD Apr 2024

48 414 -2.7% ↓
 compared to YTD Apr 2023 (49 742)



2020	2021	2022	2023
110 912	133 078	135 711	151 492

Medium Trucks & Buses - YTD Apr 2024

2 436 -5.5% ↓
 compared to YTD Apr 2023 (2 577)



2020	2021	2022	2023
6 735	7 520	8 308	8 251

Heavy Trucks & Buses - YTD Apr 2024

7 371 7.1% ↑
 compared to YTD Apr 2023 (6 884)



2020	2021	2022	2023
16 019	19 555	21 841	24 656

New Vehicle Sales Totals and Export Sales

	Apr 2024		Apr 2023		Var %		Mar 2024		Apr 2024 YTD		Apr 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	25 972	14 859	24 479	20 267	6.1%	-26.7%	26 691	17 282	110 749	73 342	116 725	76 090	-5.1%	-3.6%
Light CV < 3501kg	9 646	8 517	10 599	10 398	-9.0%	-18.1%	14 555	6 916	48 414	31 582	49 742	39 159	-2.7%	-19.3%
Medium CV 3501-8500kg	590	8	557	11	5.9%	-27.3%	710	1	2 436	14	2 577	67	-5.5%	-79.1%
Heavy CV 8501-16500kg	398	5	372	19	7.0%	-73.7%	527	16	1 672	62	1 626	87	2.8%	-28.7%
Extra Heavy CV > 16500kg	1 483	2	1 279	53	15.9%	-96.2%	1 464	9	5 465	43	5 067	147	7.9%	-70.7%
Bus > 8500kg	83	3	72	1	15.3%	200.0%	61	3	234	15	191	10	22.5%	50.0%
Industry Total	38 172	23 394	37 358	30 749	2.2%	-23.9%	44 008	24 227	168 970	105 058	175 928	115 560	-4.0%	-9.1%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	8 541	839
SUZUKI AUTO	4 891	21
VOLKSWAGEN GROUP SA	4 758	2 336
FORD MOTOR COMPANY	2 614	7 263
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 134	-
CHERY AUTO SOUTH AFRICA	2 009	-
ISUZU MOTORS SOUTH AFRICA	1 540	278
GWM SA	1 493	56
NISSAN	1 443	370
RENAULT	1 307	-
BMW GROUP *	1 231	5 100
KIA SOUTH AFRICA	1 003	-
MAHINDRA	893	23
MERCEDES-BENZ SA *	562	7 000
STELLANTIS	437	3

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	427	-
ISUZU MOTORS SOUTH AFRICA	316	5
DAIMLER TRUCK SOUTHERN AFRICA	307	10
SCANIA	279	1
UD TRUCKS SOUTHERN AFRICA	231	-
VOLVO GROUP SOUTHERN AFRICA	226	2
TOYOTA	205	-
MAN	128	-
SINOTRUK	85	-
MERCEDES-BENZ SA *	80	-
POWERSTAR	72	-
VOLKSWAGEN GROUP SA	59	-
TATA	58	-
IVECO	22	-
FORD MOTOR COMPANY	20	-

Notes

- BMW South Africa (Pty) Limited will report sales information quarterly, in line with its global directive. Estimate sales are provided for Mercedes-Benz SA Ltd and Daimler Trucks and Buses SA (Pty) Ltd from Feb 2020 to Jun 2021. From Jul 2021 to Nov 2022, commercial market split estimates were provided. As from Dec 2022, Daimler Trucks will provide standard detail. Porsche, Bentley and Lamborghini, as of Dec 2022, are no longer reporting sales to naamsa. Estimated domestic new vehicle and export sales are provided for Porsche.

- 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

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	8 336	839	205	-	8 541	839
SUZUKI AUTO	4 891	21	-	-	4 891	21
VOLKSWAGEN GROUP SA	4 699	2 336	59	-	4 758	2 336
FORD MOTOR COMPANY	2 594	7 263	20	-	2 614	7 263
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 115	-	19	-	2 134	-
CHERY AUTO SOUTH AFRICA	2 009	-	-	-	2 009	-
ISUZU MOTORS SOUTH AFRICA	1 224	273	316	5	1 540	278
GWM SA	1 493	56	-	-	1 493	56
NISSAN	1 443	370	-	-	1 443	370
RENAULT	1 307	-	-	-	1 307	-
BMW GROUP *	1 231	5 100	-	-	1 231	5 100
KIA SOUTH AFRICA	1 003	-	-	-	1 003	-
MAHINDRA	893	23	-	-	893	23
MERCEDES-BENZ SA *	482	7 000	80	-	562	7 000
STELLANTIS	437	3	-	-	437	3
FAW TRUCKS	-	-	427	-	427	-
DAIMLER TRUCK SOUTHERN AFRICA	-	-	307	10	307	10
SCANIA	-	-	279	1	279	1
MAZDA SOUTHERN AFRICA	242	-	-	-	242	-
UD TRUCKS SOUTHERN AFRICA	-	-	231	-	231	-
VOLVO GROUP SOUTHERN AFRICA	-	-	226	2	226	2
VOLVO CARS	176	-	-	-	176	-
MITSUBISHI MOTORS SA	171	56	-	-	171	56
BAIC	169	-	-	-	169	-
JAGUAR LAND ROVER	169	-	-	-	169	-
HONDA	154	36	-	-	154	36
MAN	-	-	128	-	128	-
PORSCHE *	122	-	-	-	122	-
PROTON SOUTH AFRICA	106	-	-	-	106	-
JAC MOTORS SOUTH AFRICA	88	-	13	-	101	-
SINOTRUK	-	-	85	-	85	-
POWERSTAR	-	-	72	-	72	-
SUBARU	58	-	-	-	58	-
TATA	-	-	58	-	58	-
IVECO	-	-	22	-	22	-
SCUDERIA SOUTH AFRICA	6	-	-	-	6	-
VECV SOUTH AFRICA	-	-	6	-	6	-
BABCOCK	-	-	1	-	1	-

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