



May 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 May 2024

135 040 -6.4% ↓
compared to YTD May 2023 (144 304)



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

Light Commercial Bakkies & Mini Buses - YTD May 2024

58 756 -6.1% ↓
compared to YTD May 2023 (62 574)



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

Medium Trucks & Buses - YTD May 2024

2 949 -6.4% ↓
compared to YTD May 2023 (3 152)



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

Heavy Trucks & Buses - YTD May 2024

9 220 0.9% ↑
compared to YTD May 2023 (9 140)



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

New Vehicle Sales Totals and Export Sales

	May 2024		May 2023		Var %		Apr 2024		May 2024 YTD		May 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	24 367	14 829	27 579	17 831	-11.6%	-16.8%	25 896	14 863	135 040	88 175	144 304	93 921	-6.4%	-6.1%
Light CV < 3501kg	10 334	9 344	12 832	12 061	-19.5%	-22.5%	9 654	7 788	58 756	40 197	62 574	51 220	-6.1%	-21.5%
Medium CV 3501-8500kg	533	3	575	10	-7.3%	-70.0%	570	8	2 949	17	3 152	77	-6.4%	-77.9%
Heavy CV 8501-16500kg	425	19	431	9	-1.4%	111.1%	393	5	2 092	81	2 057	96	1.7%	-15.6%
Extra Heavy CV > 16500kg	1 375	36	1 772	34	-22.4%	5.9%	1 466	2	6 823	79	6 839	181	-0.2%	-56.4%
Bus > 8500kg	71	4	53	2	34.0%	100.0%	83	4	305	20	244	12	25.0%	66.7%
Industry Total	37 105	24 235	43 242	29 947	-14.2%	-19.1%	38 062	22 670	205 965	128 569	219 170	145 507	-6.0%	-11.6%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	8 795	2 447
VOLKSWAGEN GROUP SA	4 939	2 912
SUZUKI AUTO	4 101	19
FORD MOTOR COMPANY	2 860	6 246
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 185	-
ISUZU MOTORS SOUTH AFRICA	1 626	328
CHERY AUTO SOUTH AFRICA	1 609	-
NISSAN	1 522	295
GWM SA	1 205	44
RENAULT	1 110	-
BMW GROUP *	1 068	4 300
KIA SOUTH AFRICA	1 003	-
MAHINDRA	941	-
STELLANTIS	515	2
MERCEDES-BENZ SA *	478	7 500

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
DAIMLER TRUCK SOUTHERN AFRICA	360	2
FAW TRUCKS	338	-
ISUZU MOTORS SOUTH AFRICA	275	5
TOYOTA	266	3
SCANIA	250	7
UD TRUCKS SOUTHERN AFRICA	222	16
VOLVO GROUP SOUTHERN AFRICA	190	29
MAN	147	-
MERCEDES-BENZ SA *	70	-
POWERSTAR	64	-
TATA	52	-
VOLKSWAGEN GROUP SA	46	-
IVECO	29	-
SINOTRUK	27	-
BABCOCK	19	-

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	8 529	2 444	266	3	8 795	2 447
VOLKSWAGEN GROUP SA	4 893	2 912	46	-	4 939	2 912
SUZUKI AUTO	4 101	19	-	-	4 101	19
FORD MOTOR COMPANY	2 849	6 246	11	-	2 860	6 246
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 166	-	19	-	2 185	-
ISUZU MOTORS SOUTH AFRICA	1 351	323	275	5	1 626	328
CHERY AUTO SOUTH AFRICA	1 609	-	-	-	1 609	-
NISSAN	1 522	295	-	-	1 522	295
GWM SA	1 205	44	-	-	1 205	44
RENAULT	1 110	-	-	-	1 110	-
BMW GROUP *	1 068	4 300	-	-	1 068	4 300
KIA SOUTH AFRICA	1 003	-	-	-	1 003	-
MAHINDRA	941	-	-	-	941	-
STELLANTIS	515	2	-	-	515	2
MERCEDES-BENZ SA *	408	7 500	70	-	478	7 500
DAIMLER TRUCK SOUTHERN AFRICA	-	-	360	2	360	2
FAW TRUCKS	-	-	338	-	338	-
MAZDA SOUTHERN AFRICA	251	-	-	-	251	-
SCANIA	-	-	250	7	250	7
JAGUAR LAND ROVER	246	-	-	-	246	-
UD TRUCKS SOUTHERN AFRICA	-	-	222	16	222	16
HONDA	201	18	-	-	201	18
VOLVO GROUP SOUTHERN AFRICA	-	-	190	29	190	29
MAN	-	-	147	-	147	-
MITSUBISHI MOTORS SA	140	70	-	-	140	70
JAC MOTORS SOUTH AFRICA	129	-	9	-	138	-
VOLVO CARS	122	-	-	-	122	-
BAIC	117	-	-	-	117	-
PORSCHE *	115	-	-	-	115	-
PROTON SOUTH AFRICA	72	-	-	-	72	-
POWERSTAR	-	-	64	-	64	-
TATA	-	-	52	-	52	-
SUBARU	35	-	-	-	35	-
IVECO	-	-	29	-	29	-
SINOTRUK	-	-	27	-	27	-
BABCOCK	-	-	19	-	19	-
VECV SOUTH AFRICA	-	-	10	-	10	-
SCUDERIA SOUTH AFRICA	3	-	-	-	3	-

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