



July 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 Jul 2024

191 650 -5.1% ↓  
compared to YTD Jul 2023 (201 943)



2020	2021	2022	2023
246 539	304 338	363 681	347 384

Light Commercial Bakkies & Mini Buses - YTD Jul 2024

80 873 -9.3% ↓  
compared to YTD Jul 2023 (89 177)



2020	2021	2022	2023
110 912	133 078	135 711	151 490

Medium Trucks & Buses - YTD Jul 2024

4 119 -9.9% ↓  
compared to YTD Jul 2023 (4 572)



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

Heavy Trucks & Buses - YTD Jul 2024

13 340 -2.3% ↓  
compared to YTD Jul 2023 (13 653)



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

New Vehicle Sales Totals and Export Sales

	Jul 2024		Jul 2023		Var %		Jun 2024		Jul 2024 YTD		Jul 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	29 934	17 990	28 040	23 718	6.8%	-24.2%	26 763	17 479	191 650	127 057	201 943	137 701	-5.1%	-7.7%
Light CV < 3501kg	11 554	7 409	12 666	14 345	-8.8%	-48.4%	10 560	8 299	80 873	55 066	89 177	72 748	-9.3%	-24.3%
Medium CV 3501-8500kg	641	11	686	1	-6.6%	1000.0%	524	-	4 119	28	4 572	80	-9.9%	-65.0%
Heavy CV 8501-16500kg	452	9	468	12	-3.4%	-25.0%	414	16	2 952	107	3 052	143	-3.3%	-25.2%
Extra Heavy CV > 16500kg	1 565	39	1 644	48	-4.8%	-18.8%	1 504	52	9 892	170	10 232	270	-3.3%	-37.0%
Bus > 8500kg	83	3	68	8	22.1%	-62.5%	108	4	496	27	369	26	34.4%	3.8%
<b>Industry Total</b>	<b>44 229</b>	<b>25 461</b>	<b>43 572</b>	<b>38 132</b>	<b>1.5%</b>	<b>-33.2%</b>	<b>39 873</b>	<b>25 850</b>	<b>289 982</b>	<b>182 455</b>	<b>309 345</b>	<b>210 968</b>	<b>-6.3%</b>	<b>-13.5%</b>

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	11 131	1 706
VOLKSWAGEN GROUP SA	6 178	3 735
SUZUKI AUTO	4 816	17
FORD MOTOR COMPANY	2 901	5 440
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 699	-
ISUZU MOTORS SOUTH AFRICA	2 072	370
NISSAN	1 884	287
CHERY AUTO SOUTH AFRICA	1 701	34
GWM SA	1 562	45
RENAULT	1 210	-
KIA SOUTH AFRICA	1 068	-
MAHINDRA	1 007	-
BMW GROUP	994	6 300
STELLANTIS	573	3
MERCEDES-BENZ SA *	555	7 400

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	397	21
DAIMLER TRUCK SOUTHERN AFRICA	394	1
ISUZU MOTORS SOUTH AFRICA	341	2
SCANIA	323	5
TOYOTA	281	4
UD TRUCKS SOUTHERN AFRICA	214	9
VOLVO GROUP SOUTHERN AFRICA	184	20
MAN	156	-
POWERSTAR	101	-
MERCEDES-BENZ SA *	79	-
VOLKSWAGEN GROUP SA	53	-
TATA	52	-
SINOTRUK	46	-
IVECO	42	-
BABCOCK	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](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	10 850	1 702	281	4	11 131	1 706
VOLKSWAGEN GROUP SA	6 125	3 735	53	-	6 178	3 735
SUZUKI AUTO	4 816	17	-	-	4 816	17
FORD MOTOR COMPANY	2 892	5 440	9	-	2 901	5 440
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 682	-	17	-	2 699	-
ISUZU MOTORS SOUTH AFRICA	1 731	368	341	2	2 072	370
NISSAN	1 884	287	-	-	1 884	287
CHERY AUTO SOUTH AFRICA	1 701	34	-	-	1 701	34
GWM SA	1 562	45	-	-	1 562	45
RENAULT	1 210	-	-	-	1 210	-
KIA SOUTH AFRICA	1 068	-	-	-	1 068	-
MAHINDRA	1 007	-	-	-	1 007	-
BMW GROUP	994	6 300	-	-	994	6 300
STELLANTIS	573	3	-	-	573	3
MERCEDES-BENZ SA *	476	7 400	79	-	555	7 400
OMODA AND JAECOO SOUTH AFRICA	422	-	-	-	422	-
FAW TRUCKS	-	-	397	21	397	21
DAIMLER TRUCK SOUTHERN AFRICA	-	-	394	1	394	1
SCANIA	-	-	323	5	323	5
MAZDA SOUTHERN AFRICA	240	-	-	-	240	-
JAGUAR LAND ROVER	235	-	-	-	235	-
UD TRUCKS SOUTHERN AFRICA	-	-	214	9	214	9
HONDA	208	34	-	-	208	34
VOLVO GROUP SOUTHERN AFRICA	-	-	184	20	184	20
VOLVO CARS	159	-	-	-	159	-
JAC MOTORS SOUTH AFRICA	142	-	16	-	158	-
MAN	-	-	156	-	156	-
MITSUBISHI MOTORS SA	147	34	-	-	147	34
BAIC	130	-	-	-	130	-
PORSCHE *	106	-	-	-	106	-
POWERSTAR	-	-	101	-	101	-
PROTON SOUTH AFRICA	75	-	-	-	75	-
SUBARU	53	-	-	-	53	-
TATA	-	-	52	-	52	-
SINOTRUK	-	-	46	-	46	-
IVECO	-	-	42	-	42	-
BABCOCK	-	-	20	-	20	-
VECV SOUTH AFRICA	-	-	16	-	16	-
SCUDERIA SOUTH AFRICA	-	-	-	-	-	-

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