



August 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 Aug 2024

**221 782** -4.0% ↓  
compared to YTD Aug 2023 (231 074)



2020	2021	2022	2023
246 539	304 338	363 682	347 382

Light Commercial Bakkies & Mini Buses - YTD Aug 2024

**91 584** -10.9% ↓  
compared to YTD Aug 2023 (102 827)



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

Medium Trucks & Buses - YTD Aug 2024

**4 843** -8.0% ↓  
compared to YTD Aug 2023 (5 264)



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

Heavy Trucks & Buses - YTD Aug 2024

**15 453** -3.6% ↓  
compared to YTD Aug 2023 (16 034)



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

New Vehicle Sales Totals and Export Sales

	Aug 2024		Aug 2023		Var %		Jul 2024		Aug 2024 YTD		Aug 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	30 022	17 344	29 131	28 186	3.1%	-38.5%	30 048	17 993	221 782	144 404	231 074	165 887	-4.0%	-13.0%
Light CV < 3501kg	10 709	10 660	13 650	14 460	-21.5%	-26.3%	11 556	7 914	91 584	66 231	102 827	87 208	-10.9%	-24.1%
Medium CV 3501-8500kg	748	7	692	2	8.1%	250.0%	617	10	4 843	34	5 264	82	-8.0%	-58.5%
Heavy CV 8501-16500kg	443	14	579	45	-23.5%	-68.9%	445	9	3 388	121	3 631	188	-6.7%	-35.6%
Extra Heavy CV > 16500kg	1 591	46	1 749	33	-9.0%	39.4%	1 576	39	11 494	216	11 981	303	-4.1%	-28.7%
Bus > 8500kg	75	2	53	5	41.5%	-60.0%	83	3	571	29	422	31	35.3%	-6.5%
<b>Industry Total</b>	<b>43 588</b>	<b>28 073</b>	<b>45 854</b>	<b>42 731</b>	<b>-4.9%</b>	<b>-34.3%</b>	<b>44 325</b>	<b>25 968</b>	<b>333 662</b>	<b>211 035</b>	<b>355 199</b>	<b>253 699</b>	<b>-6.1%</b>	<b>-16.8%</b>

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	10 656	1 701
VOLKSWAGEN GROUP SA	5 645	2 910
SUZUKI AUTO	5 131	20
FORD MOTOR COMPANY	2 960	8 123
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 721	-
ISUZU MOTORS SOUTH AFRICA	1 961	455
CHERY AUTO SOUTH AFRICA	1 626	30
NISSAN	1 621	630
GWM SA	1 608	58
RENAULT	1 367	-
KIA SOUTH AFRICA	1 290	-
MAHINDRA	1 011	-
BMW GROUP *	956	6 400
STELLANTIS	603	-
MERCEDES-BENZ SA *	504	7 600

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	431	33
DAIMLER TRUCK SOUTHERN AFRICA	387	4
TOYOTA	350	2
SCANIA	328	1
ISUZU MOTORS SOUTH AFRICA	259	4
UD TRUCKS SOUTHERN AFRICA	214	14
VOLVO GROUP SOUTHERN AFRICA	188	10
MAN	135	-
POWERSTAR	115	-
IVECO	87	1
MERCEDES-BENZ SA *	81	-
VOLKSWAGEN GROUP SA	72	-
TATA	61	-
SINOTRUK	55	-
HYUNDAI AUTOMOTIVE SOUTH AFRICA	28	-

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	10 306	1 699	350	2	10 656	1 701
VOLKSWAGEN GROUP SA	5 573	2 910	72	-	5 645	2 910
SUZUKI AUTO	5 131	20	-	-	5 131	20
FORD MOTOR COMPANY	2 940	8 123	20	-	2 960	8 123
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 693	-	28	-	2 721	-
ISUZU MOTORS SOUTH AFRICA	1 702	451	259	4	1 961	455
CHERY AUTO SOUTH AFRICA	1 626	30	-	-	1 626	30
NISSAN	1 621	630	-	-	1 621	630
GWM SA	1 608	58	-	-	1 608	58
RENAULT	1 367	-	-	-	1 367	-
KIA SOUTH AFRICA	1 290	-	-	-	1 290	-
MAHINDRA	1 011	-	-	-	1 011	-
BMW GROUP *	956	6 400	-	-	956	6 400
STELLANTIS	603	-	-	-	603	-
MERCEDES-BENZ SA *	423	7 600	81	-	504	7 600
OMODA AND JAECOO SOUTH AFRICA	468	-	-	-	468	-
FAW TRUCKS	-	-	431	33	431	33
DAIMLER TRUCK SOUTHERN AFRICA	-	-	387	4	387	4
SCANIA	-	-	328	1	328	1
MAZDA SOUTHERN AFRICA	232	-	-	-	232	-
UD TRUCKS SOUTHERN AFRICA	-	-	214	14	214	14
HONDA	211	26	-	-	211	26
JAGUAR LAND ROVER	203	-	-	-	203	-
VOLVO GROUP SOUTHERN AFRICA	-	-	188	10	188	10
MITSUBISHI MOTORS SA	176	57	-	-	176	57
JAC MOTORS SOUTH AFRICA	137	-	16	-	153	-
MAN	-	-	135	-	135	-
VOLVO CARS	130	-	-	-	130	-
POWERSTAR	-	-	115	-	115	-
BAIC	113	-	-	-	113	-
IVECO	-	-	87	1	87	1
PORSCHE *	87	-	-	-	87	-
PROTON SOUTH AFRICA	70	-	-	-	70	-
TATA	-	-	61	-	61	-
SINOTRUK	-	-	55	-	55	-
SUBARU	54	-	-	-	54	-
VECV SOUTH AFRICA	-	-	20	-	20	-
BABCOCK	-	-	10	-	10	-
SCUDERIA SOUTH AFRICA	-	-	-	-	-	-

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