



September 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 Sep 2024

252 093 -3.3% ↓  
compared to YTD Sep 2023 (260 701)



2020	2021	2022	2023
246 539	304 338	363 682	347 381

Light Commercial Bakkies & Mini Buses - YTD Sep 2024

102 499 -11.6% ↓  
compared to YTD Sep 2023 (115 998)



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

Medium Trucks & Buses - YTD Sep 2024

5 663 -6.9% ↓  
compared to YTD Sep 2023 (6 081)



2020	2021	2022	2023
6 735	7 520	8 308	8 252

Heavy Trucks & Buses - YTD Sep 2024

17 580 -4.4% ↓  
compared to YTD Sep 2023 (18 389)



2020	2021	2022	2023
16 019	19 555	21 841	24 655

New Vehicle Sales Totals and Export Sales

	Sep 2024		Sep 2023		Var %		Aug 2024		Sep 2024 YTD		Sep 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	30 218	10 482	29 627	23 950	2.0%	-56.2%	30 116	17 346	252 093	154 888	260 701	189 837	-3.3%	-18.4%
Light CV < 3501kg	10 914	11 402	13 171	11 494	-17.1%	-0.8%	10 710	9 859	102 499	76 832	115 998	98 702	-11.6%	-22.2%
Medium CV 3501-8500kg	821	11	817	3	0.5%	266.7%	746	7	5 663	45	6 081	85	-6.9%	-47.1%
Heavy CV 8501-16500kg	570	13	482	19	18.3%	-31.6%	433	14	3 948	134	4 113	207	-4.0%	-35.3%
Extra Heavy CV > 16500kg	1 473	51	1 787	29	-17.6%	75.9%	1 600	46	12 976	267	13 768	332	-5.8%	-19.6%
Bus > 8500kg	85	5	86	4	-1.2%	25.0%	76	1	656	33	508	35	29.1%	-5.7%
<b>Industry Total</b>	<b>44 081</b>	<b>21 964</b>	<b>45 970</b>	<b>35 499</b>	<b>-4.1%</b>	<b>-38.1%</b>	<b>43 681</b>	<b>27 273</b>	<b>377 835</b>	<b>232 199</b>	<b>401 169</b>	<b>289 198</b>	<b>-5.8%</b>	<b>-19.7%</b>

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	10 890	2 031
VOLKSWAGEN GROUP SA	5 885	2 449
SUZUKI AUTO	5 023	23
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 841	-
FORD MOTOR COMPANY	2 823	8 603
ISUZU MOTORS SOUTH AFRICA	1 960	407
GWM SA	1 740	132
CHERY AUTO SOUTH AFRICA	1 614	30
RENAULT	1 426	-
NISSAN	1 425	434
KIA SOUTH AFRICA	1 284	-
MAHINDRA	1 014	-
BMW GROUP	961	1
MERCEDES-BENZ SA *	535	7 700
OMODA AND JAECCO SOUTH AFRICA	506	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	472	39
DAIMLER TRUCK SOUTHERN AFRICA	348	5
TOYOTA	327	8
ISUZU MOTORS SOUTH AFRICA	288	2
SCANIA	266	6
UD TRUCKS SOUTHERN AFRICA	233	11
VOLVO GROUP SOUTHERN AFRICA	185	8
IVECO	183	1
MAN	134	-
POWERSTAR	111	-
MERCEDES-BENZ SA *	102	-
VOLKSWAGEN GROUP SA	94	-
TATA	77	-
SINOTRUK	64	-
HYUNDAI AUTOMOTIVE SOUTH AFRICA	17	-

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	10 563	2 023	327	8	10 890	2 031
VOLKSWAGEN GROUP SA	5 791	2 449	94	-	5 885	2 449
SUZUKI AUTO	5 023	23	-	-	5 023	23
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 824	-	17	-	2 841	-
FORD MOTOR COMPANY	2 814	8 603	9	-	2 823	8 603
ISUZU MOTORS SOUTH AFRICA	1 672	405	288	2	1 960	407
GWM SA	1 740	132	-	-	1 740	132
CHERY AUTO SOUTH AFRICA	1 614	30	-	-	1 614	30
RENAULT	1 426	-	-	-	1 426	-
NISSAN	1 425	434	-	-	1 425	434
KIA SOUTH AFRICA	1 284	-	-	-	1 284	-
MAHINDRA	1 014	-	-	-	1 014	-
BMW GROUP	961	1	-	-	961	1
MERCEDES-BENZ SA *	433	7 700	102	-	535	7 700
OMODA AND JAECOO SOUTH AFRICA	506	-	-	-	506	-
STELLANTIS	505	2	-	-	505	2
FAW TRUCKS	-	-	472	39	472	39
DAIMLER TRUCK SOUTHERN AFRICA	-	-	348	5	348	5
JAGUAR LAND ROVER	312	-	-	-	312	-
SCANIA	-	-	266	6	266	6
HONDA	243	47	-	-	243	47
UD TRUCKS SOUTHERN AFRICA	-	-	233	11	233	11
BAIC	207	-	-	-	207	-
MAZDA SOUTHERN AFRICA	204	-	-	-	204	-
VOLVO GROUP SOUTHERN AFRICA	-	-	185	8	185	8
IVECO	-	-	183	1	183	1
MITSUBISHI MOTORS SA	175	17	-	-	175	17
JAC MOTORS SOUTH AFRICA	126	-	16	-	142	-
MAN	-	-	134	-	134	-
POWERSTAR	-	-	111	-	111	-
PORSCHE *	97	-	-	-	97	-
VOLVO CARS	83	-	-	-	83	-
TATA	-	-	77	-	77	-
PROTON SOUTH AFRICA	68	18	-	-	68	18
SINOTRUK	-	-	64	-	64	-
SUBARU	22	-	-	-	22	-
VECV SOUTH AFRICA	-	-	16	-	16	-
BABCOCK	-	-	7	-	7	-
SCUDERIA SOUTH AFRICA	-	-	-	-	-	-

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