



December 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 Dec 2024

351 302 1.1% ↑
 compared to YTD Dec 2023 (347 379)

2020	2021	2022	2023
246 539	304 338	363 682	347 379



Light Commercial Bakkies & Mini Buses - YTD Dec 2024

133 254 -12.0% ↓
 compared to YTD Dec 2023 (151 490)

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



Medium Trucks & Buses - YTD Dec 2024

7 714 -6.5% ↓
 compared to YTD Dec 2023 (8 252)

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



Heavy Trucks & Buses - YTD Dec 2024

23 442 -4.9% ↓
 compared to YTD Dec 2023 (24 654)

2020	2021	2022	2023
16 019	19 555	21 841	24 654



New Vehicle Sales Totals and Export Sales

	Dec 2024		Dec 2023		Var %		Nov 2024		Dec 2024 YTD		Dec 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	29 775	10 667	27 529	14 349	8.2%	-25.7%	35 063	15 126	351 302	192 542	347 379	258 266	1.1%	-25.4%
Light CV < 3501kg	9 136	15 178	10 188	12 699	-10.3%	19.5%	10 827	14 255	133 254	115 192	151 490	140 529	-12.0%	-18.0%
Medium CV 3501-8500kg	648	1	602	-	7.6%	0.0%	702	6	7 714	55	8 252	110	-6.5%	-50.0%
Heavy CV 8501-16500kg	429	6	455	14	-5.7%	-57.1%	552	16	5 489	163	5 459	261	0.5%	-37.5%
Extra Heavy CV > 16500kg	1 181	74	1 412	24	-16.4%	208.3%	1 310	11	17 008	378	18 458	383	-7.9%	-1.3%
Bus > 8500kg	104	5	76	3	36.8%	66.7%	103	10	945	50	737	45	28.2%	11.1%
Industry Total	41 273	25 931	40 262	27 089	2.5%	-4.3%	48 557	29 424	515 712	308 380	531 775	399 594	-3.0%	-22.8%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only

	Local	Exp
TOYOTA	11 422	10 338
VOLKSWAGEN GROUP SA	4 832	572
SUZUKI AUTO	4 514	18
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 826	-
FORD MOTOR COMPANY	2 607	4 145
CHERY AUTO SOUTH AFRICA	1 867	25
GWM SA	1 686	105
KIA SOUTH AFRICA	1 496	-
ISUZU MOTORS SOUTH AFRICA	1 364	277
RENAULT	1 105	-
MAHINDRA	1 054	17
BMW GROUP	990	1 570
NISSAN	807	756
OMODA AND JAECCO SOUTH AFRICA	655	-
STELLANTIS	554	1

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only

	Local	Exp
TOYOTA	418	1
DAIMLER TRUCK SOUTH AFRICA	382	5
FAW TRUCKS	274	50
ISUZU MOTORS SOUTH AFRICA	244	-
SCANIA	176	8
VOLVO GROUP SOUTHERN AFRICA	151	10
UD TRUCKS SOUTHERN AFRICA	138	10
SINOTRUK	130	-
FORD MOTOR COMPANY	87	-
MAN	85	-
MERCEDES-BENZ SA *	63	-
POWERSTAR	48	2
VOLKSWAGEN GROUP SA	47	-
IVECO	44	-
TATA	37	-

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	11 004	10 337	418	1	11 422	10 338
VOLKSWAGEN GROUP SA	4 785	572	47	-	4 832	572
SUZUKI AUTO	4 514	18	-	-	4 514	18
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 809	-	17	-	2 826	-
FORD MOTOR COMPANY	2 520	4 145	87	-	2 607	4 145
CHERY AUTO SOUTH AFRICA	1 867	25	-	-	1 867	25
GWM SA	1 686	105	-	-	1 686	105
KIA SOUTH AFRICA	1 496	-	-	-	1 496	-
ISUZU MOTORS SOUTH AFRICA	1 120	277	244	-	1 364	277
RENAULT	1 105	-	-	-	1 105	-
MAHINDRA	1 054	17	-	-	1 054	17
BMW GROUP	990	1 570	-	-	990	1 570
NISSAN	807	756	-	-	807	756
OMODA AND JAECCO SOUTH AFRICA	655	-	-	-	655	-
STELLANTIS	554	1	-	-	554	1
MERCEDES-BENZ SA *	488	8 000	63	-	551	8 000
DAIMLER TRUCK SOUTHERN AFRICA	-	-	382	5	382	5
JAGUAR LAND ROVER	334	-	-	-	334	-
FAW TRUCKS	-	-	274	50	274	50
HONDA	226	1	-	-	226	1
MAZDA SOUTHERN AFRICA	218	-	-	-	218	-
MITSUBISHI MOTORS SA	181	21	-	-	181	21
SCANIA	-	-	176	8	176	8
BAIC	159	-	-	-	159	-
VOLVO GROUP SOUTHERN AFRICA	-	-	151	10	151	10
UD TRUCKS SOUTHERN AFRICA	-	-	138	10	138	10
SINOTRUK	-	-	130	-	130	-
PORSCHE *	104	-	-	-	104	-
JAC MOTORS SOUTH AFRICA	98	-	5	-	103	-
MAN	-	-	85	-	85	-
VOLVO CARS	64	-	-	-	64	-
POWERSTAR	-	-	48	2	48	2
IVECO	-	-	44	-	44	-
TATA	-	-	37	-	37	-
PROTON SOUTH AFRICA	36	-	-	-	36	-
SUBARU	32	-	-	-	32	-
VECV SOUTH AFRICA	-	-	10	-	10	-
BABCOCK	-	-	6	-	6	-
SCUDERIA SOUTH AFRICA	5	-	-	-	5	-

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