



February 2025

Industry New Vehicle Sales



OUR AMBITION:

TO BE THE MOST CREDIBLE AND RESPECTED THOUGHT
LEADER AND PARTNER FOR AND ON BEHALF OF THE
AUTOMOTIVE INDUSTRY IN SOUTH AFRICA



REIMAGINING **THE FUTURE TOGETHER**
Partnership | Consistency | Trust

Market at a Glance

Passenger Vehicles - YTD Feb 2025

68 871 18.6% ↑
compared to YTD Feb 2024 (58 084)



2021	2022	2023	2024
304 338	363 682	347 376	351 557

Light Commercial Bakkies & Mini Buses - YTD Feb 2025

21 705 -10.4% ↓
compared to YTD Feb 2024 (24 213)



2021	2022	2023	2024
133 078	135 711	151 490	133 252

Medium Trucks & Buses - YTD Feb 2025

1 297 14.2% ↑
compared to YTD Feb 2024 (1 136)



2021	2022	2023	2024
7 520	8 297	8 252	7 722

Heavy Trucks & Buses - YTD Feb 2025

3 095 -6.6% ↓
compared to YTD Feb 2024 (3 313)



2021	2022	2023	2024
19 386	21 645	24 438	23 322

New Vehicle Sales Totals and Export Sales

	Feb 2025		Feb 2024		Var %		Jan 2025		Feb 2025 YTD		Feb 2024 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	33 757	22 211	28 903	27 118	16.8%	-18.1%	35 114	17 598	68 871	39 809	58 084	41 201	18.6%	-3.4%
Light CV < 3501kg	11 802	12 417	13 319	10 744	-11.4%	15.6%	9 903	6 989	21 705	19 406	24 213	16 149	-10.4%	20.2%
Medium CV 3501-8500kg	721	10	626	3	15.2%	233.3%	576	12	1 297	22	1 136	5	14.2%	340.0%
Heavy CV 8501-16500kg	514	9	406	23	26.6%	-60.9%	357	17	871	26	747	41	16.6%	-36.6%
Extra Heavy CV > 16500kg	1 101	4	1 414	38	-22.1%	-89.5%	999	29	2 100	33	2 476	74	-15.2%	-55.4%
Bus > 8500kg	83	5	55	8	50.9%	-37.5%	41	2	124	7	90	9	37.8%	-22.2%
Industry Total	47 978	34 656	44 723	37 934	7.3%	-8.6%	46 990	24 647	94 968	59 303	86 746	57 479	9.5%	3.2%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	11 743	5 968
SUZUKI AUTO	6 044	20
VOLKSWAGEN GROUP SA	5 249	10 686
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 074	-
FORD MOTOR COMPANY	2 900	5 795
ISUZU MOTORS SOUTH AFRICA	2 298	290
CHERY AUTO SOUTH AFRICA	1 924	25
GWM SA	1 713	52
MAHINDRA	1 610	4
NISSAN	1 497	709
KIA SOUTH AFRICA	1 491	-
RENAULT	1 466	-
BMW GROUP *	1 256	4 300
OMODA AND JAECCO SOUTH AFRICA	772	-
STELLANTIS	501	4

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	414	12
TOYOTA	346	2
ISUZU MOTORS SOUTH AFRICA	259	6
DAIMLER TRUCK SOUTHERN AFRICA	254	1
VOLVO GROUP SOUTHERN AFRICA	173	-
UD TRUCKS SOUTHERN AFRICA	168	2
SCANIA	162	5
POWERSTAR	119	-
MAN	109	-
TATA	83	-
MERCEDES-BENZ SA *	63	-
IVECO	53	-
VOLKSWAGEN GROUP SA	53	-
SINOTRUK	38	-
JAC MOTORS SOUTH AFRICA	29	-

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.

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Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	11 397	5 966	346	2	11 743	5 968
SUZUKI AUTO	6 044	20	-	-	6 044	20
VOLKSWAGEN GROUP SA	5 196	10 686	53	-	5 249	10 686
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 048	-	26	-	3 074	-
FORD MOTOR COMPANY	2 898	5 795	2	-	2 900	5 795
ISUZU MOTORS SOUTH AFRICA	2 039	284	259	6	2 298	290
CHERY AUTO SOUTH AFRICA	1 924	25	-	-	1 924	25
GWM SA	1 713	52	-	-	1 713	52
MAHINDRA	1 610	4	-	-	1 610	4
NISSAN	1 497	709	-	-	1 497	709
KIA SOUTH AFRICA	1 491	-	-	-	1 491	-
RENAULT	1 466	-	-	-	1 466	-
BMW GROUP *	1 256	4 300	-	-	1 256	4 300
OMODA AND JAECCO SOUTH AFRICA	772	-	-	-	772	-
STELLANTIS	501	4	-	-	501	4
MERCEDES-BENZ SA *	416	6 700	63	-	479	6 700
JETOUR SOUTH AFRICA	456	-	-	-	456	-
FAW TRUCKS	-	-	414	12	414	12
JAGUAR LAND ROVER	255	-	-	-	255	-
DAIMLER TRUCK SOUTHERN AFRICA	-	-	254	1	254	1
FOTON SOUTH AFRICA	220	-	28	-	248	-
HONDA	248	30	-	-	248	30
BAIC	243	7	-	-	243	7
MAZDA SOUTHERN AFRICA	231	-	-	-	231	-
JAC MOTORS SOUTH AFRICA	181	-	29	-	210	-
MITSUBISHI MOTORS SA	183	46	-	-	183	46
VOLVO GROUP SOUTHERN AFRICA	-	-	173	-	173	-
UD TRUCKS SOUTHERN AFRICA	-	-	168	2	168	2
SCANIA	-	-	162	5	162	5
POWERSTAR	-	-	119	-	119	-
MAN	-	-	109	-	109	-
PORSCHE *	104	-	-	-	104	-
TATA	-	-	83	-	83	-
VOLVO CARS	74	-	-	-	74	-
IVECO	-	-	53	-	53	-
SUBARU	50	-	-	-	50	-
PROTON SOUTH AFRICA	46	-	-	-	46	-
SINOTRUK	-	-	38	-	38	-
VECV SOUTH AFRICA	-	-	22	-	22	-

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	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
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BABCOCK	-	-	18	-	18	-

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