



April 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 Apr 2025

131 877 19.3% ↑  
compared to YTD Apr 2024 (110 526)



2021	2022	2023	2024
304 338	363 682	347 372	351 555

Light Commercial Bakkies & Mini Buses - YTD Apr 2025

45 095 -6.9% ↓  
compared to YTD Apr 2024 (48 422)



2021	2022	2023	2024
133 078	135 711	151 490	133 251

Medium Trucks & Buses - YTD Apr 2025

2 647 9.6% ↑  
compared to YTD Apr 2024 (2 416)



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

Heavy Trucks & Buses - YTD Apr 2025

6 814 -6.3% ↓  
compared to YTD Apr 2024 (7 270)



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

New Vehicle Sales Totals and Export Sales

	Apr 2025		Apr 2024		Var %		Mar 2025		Apr 2025 YTD		Apr 2024 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	30 101	17 613	25 751	26 263	16.9%	-32.9%	33 316	24 813	131 877	83 505	110 526	90 623	19.3%	-7.9%
Light CV < 3501kg	9 961	14 132	9 654	7 788	3.2%	81.5%	13 415	14 573	45 095	45 631	48 422	30 853	-6.9%	47.9%
Medium CV 3501-8500kg	629	5	571	8	10.2%	-37.5%	722	5	2 647	32	2 416	15	9.6%	113.3%
Heavy CV 8501-16500kg	502	18	391	7	28.4%	157.1%	539	12	1 911	56	1 663	66	14.9%	-15.2%
Extra Heavy CV > 16500kg	1 151	52	1 449	19	-20.6%	173.7%	1 407	55	4 662	140	5 373	118	-13.2%	18.6%
Bus > 8500kg	57	2	83	3	-31.3%	-33.3%	61	6	241	16	234	15	3.0%	6.7%
<b>Industry Total</b>	<b>42 401</b>	<b>31 822</b>	<b>37 899</b>	<b>34 088</b>	<b>11.9%</b>	<b>-6.6%</b>	<b>49 460</b>	<b>39 464</b>	<b>186 433</b>	<b>129 380</b>	<b>168 634</b>	<b>121 690</b>	<b>10.6%</b>	<b>6.3%</b>

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	10 363	7 399
SUZUKI AUTO	5 977	15
VOLKSWAGEN GROUP SA	3 973	5 331
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 007	-
FORD MOTOR COMPANY	2 398	6 492
GWM SA	1 943	1
CHERY AUTO SOUTH AFRICA	1 852	28
ISUZU MOTORS SOUTH AFRICA	1 383	253
RENAULT	1 281	-
MAHINDRA	1 278	23
KIA SOUTH AFRICA	1 277	-
BMW GROUP *	1 146	5 200
OMODA AND JAECOO SOUTH AFRICA	865	-
NISSAN	794	353
JETOUR SOUTH AFRICA	573	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	456	44
TOYOTA	332	5
DAIMLER TRUCK SOUTHERN AFRICA	268	9
ISUZU MOTORS SOUTH AFRICA	211	2
VOLVO GROUP SOUTHERN AFRICA	189	-
UD TRUCKS SOUTHERN AFRICA	185	13
SCANIA	144	4
MAN	100	-
POWERSTAR	88	-
TATA	73	-
VOLKSWAGEN GROUP SA	67	-
MERCEDES-BENZ SA *	66	-
SINOTRUK	46	-
FOTON SOUTH AFRICA	28	-
JAC MOTORS SOUTH AFRICA	22	-

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	10 031	7 394	332	5	10 363	7 399
SUZUKI AUTO	5 977	15	-	-	5 977	15
VOLKSWAGEN GROUP SA	3 906	5 331	67	-	3 973	5 331
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 989	-	18	-	3 007	-
FORD MOTOR COMPANY	2 397	6 492	1	-	2 398	6 492
GWM SA	1 943	1	-	-	1 943	1
CHERY AUTO SOUTH AFRICA	1 852	28	-	-	1 852	28
ISUZU MOTORS SOUTH AFRICA	1 172	251	211	2	1 383	253
RENAULT	1 281	-	-	-	1 281	-
MAHINDRA	1 278	23	-	-	1 278	23
KIA SOUTH AFRICA	1 277	-	-	-	1 277	-
BMW GROUP *	1 146	5 200	-	-	1 146	5 200
OMODA AND JAECOO SOUTH AFRICA	865	-	-	-	865	-
NISSAN	794	353	-	-	794	353
JETOUR SOUTH AFRICA	573	-	-	-	573	-
STELLANTIS	527	4	-	-	527	4
MERCEDES-BENZ SA *	452	6 600	66	-	518	6 600
FAW TRUCKS	-	-	456	44	456	44
DAIMLER TRUCK SOUTHERN AFRICA	-	-	268	9	268	9
FOTON SOUTH AFRICA	225	-	28	-	253	-
MAZDA SOUTHERN AFRICA	249	-	-	-	249	-
BAIC	215	-	-	-	215	-
JAGUAR LAND ROVER	210	-	-	-	210	-
JAC MOTORS SOUTH AFRICA	185	-	22	-	207	-
VOLVO GROUP SOUTHERN AFRICA	-	-	189	-	189	-
UD TRUCKS SOUTHERN AFRICA	-	-	185	13	185	13
SCANIA	-	-	144	4	144	4
HONDA	137	19	-	-	137	19
PORSCHE *	116	-	-	-	116	-
MAN	-	-	100	-	100	-
MITSUBISHI MOTORS SA	93	34	-	-	93	34
POWERSTAR	-	-	88	-	88	-
TATA	-	-	73	-	73	-
PROTON SOUTH AFRICA	66	-	-	-	66	-
VOLVO CARS	59	-	-	-	59	-
SINOTRUK	-	-	46	-	46	-
SUBARU	37	-	-	-	37	-
IVECO	-	-	20	-	20	-
VECV SOUTH AFRICA	-	-	20	-	20	-

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	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
SCUDERIA SOUTH AFRICA	10	-	-	-	10	-
BABCOCK	-	-	5	-	5	-

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