

PRESS RELEASE

FOR IMMEDIATE RELEASE | Thursday 10 September, 2026

**naamsa UNVEILS 2026 NOMINEES AS ACCELERATOR AWARDS CELEBRATE
FIVE YEARS OF AUTOMOTIVE EXCELLENCE**

**CELEBRATING AUTOMOTIVE EXCELLENCE, MARKET
PERFORMANCE AND TRANSFORMATION**

PRETORIA, SOUTH AFRICA | 10 September 2026 - naamsa | The Automotive Business Council is proud to announce the 5th iteration of the **naamsa Accelerator Awards powered by WesBank**, an industry recognition platform that continues to celebrate exceptional performance, transformation and contribution to the growth and competitiveness of South Africa's automotive industry.

The Accelerator Awards recognise organisations and industry participants that are not only achieving outstanding commercial results, but are also helping accelerate the transformation, industrialisation and long-term sustainability of the South African automotive sector.

The Awards are anchored around two principal pillars: **Market Performance** and **Transformation**.

RECOGNISING MARKET PERFORMANCE

The Sales Performance Awards recognise exceptional achievement across the South African new-vehicle market, drawing on credible industry sales data to celebrate manufacturers and brands that have demonstrated strong performance across key market segments.

Recognition will include achievements across passenger vehicles, light commercial vehicles, medium and heavy commercial vehicles, and other relevant market categories. The awards will also provide an opportunity to recognise performance in emerging segments, including New Energy Vehicles, as South Africa's automotive market continues to evolve.

Beyond absolute volumes, the Accelerator Awards are intended to tell a broader story about market competitiveness, customer confidence, product relevance and the ability of automotive companies to respond to a rapidly changing mobility landscape.

ACCELERATING TRANSFORMATION

A defining feature of the Accelerator Awards is the elevation of **transformation from a compliance conversation to a measure of industry performance and impact**.

The Transformation Awards recognise measurable progress in areas including employment creation, youth participation, women's economic participation, enterprise and supplier development, localisation, skills development and the advancement of historically disadvantaged participants throughout the automotive value chain.

Transformation categories place particular emphasis on measurable outcomes. This will include recognition of companies creating significant numbers of sustainable jobs, those achieving strong representation of young people and women within new employment opportunities, and initiatives that demonstrate tangible progress in developing black-owned, women-owned and youth-owned enterprises.

The intention is to recognise both **scale and impact**, ensuring that large employers are acknowledged for the magnitude of their contribution while also recognising organisations that achieve exceptional transformation intensity relative to their size.

FROM RECOGNITION TO ACCELERATION

The name **Accelerator Awards** reflects the initiative's ambition. South Africa's automotive industry is navigating one of the most significant periods of structural change in its history, shaped by new technologies, changing consumer preferences, global competition, decarbonisation, localisation imperatives and the transition towards New Energy Vehicles.

Against this backdrop, **naamsa** believes recognition should do more than celebrate past achievement. It should encourage the behaviours, investments and partnerships required to accelerate the industry towards its future.

The Awards continue to highlight organisations that demonstrate leadership in strengthening the industry's domestic market, manufacturing base, supplier ecosystem, skills pipeline and transformation outcomes.

"As we celebrate five years of the **naamsa Accelerator Awards**, we recognise that the progress of South Africa's automotive industry is driven by the collective contribution of manufacturers, suppliers, retailers, financial institutions, policymakers, organised labour, emerging enterprises and innovators. The Awards celebrate excellence with purpose, honouring those who are strengthening our value chain, advancing transformation, supporting localisation and shaping the future of mobility. Our partnership with WesBank enables us to elevate these important stories and give national recognition to the people and organisations moving our industry forward," said Shinny Gobiyeza, Chief Operations Officer of **naamsa**.

PARTNERSHIP WITH WESBANK

The partnership with **WesBank** brings together two institutions with deep roots in South Africa's automotive ecosystem.

As the powering partner of the Accelerator Awards, WesBank will support an industry platform intended to recognise excellence across the automotive value chain and strengthen the connection between market growth, consumer participation, industry development and economic transformation.

The partnership reflects a shared commitment to a competitive, inclusive and sustainable automotive industry capable of responding to the changing needs of South African consumers and the wider economy.

"Through our partnership with **naamsa** and the Accelerator Awards, WesBank is proud to celebrate the innovators and organisations shaping the future of mobility in South Africa. By recognising excellence and forward-thinking ideas, we are helping to build an automotive industry that delivers greater value for consumers, businesses and the broader economy," said **Robert Gwerengwe**, the **CEO of WesBank**.

AWARD ARCHITECTURE

Now in their 5th iteration, the **naamsa Accelerator Awards powered by WesBank** are structured around two flagship award families.



Sales Performance Awards will recognise achievements such as overall market performance, passenger vehicle performance, light commercial vehicle performance, medium and heavy commercial vehicle performance, market growth, New Energy Vehicle performance and other data-led market distinctions.

Transformation Accelerator Awards will recognise achievements including job creation, youth employment, women employment and advancement, skills development, localisation, supplier development, enterprise development and broader transformation impact.

Special recognition awards may also be introduced to acknowledge individuals, companies or initiatives that have made an exceptional contribution to the development of the South African automotive industry.

CREDIBILITY THROUGH MEASUREMENT

naamsa has established transparent eligibility criteria and measurement methodologies for each category, with awards determined through verifiable industry data and clearly defined assessment criteria.

Sales awards are primarily data-driven, while transformation categories combine quantitative evidence with appropriate validation and assessment mechanisms. This approach ensures that the Accelerator Awards remain a credible benchmark of automotive industry excellence.

CELEBRATING THE INDUSTRY THAT MOVES SOUTH AFRICA

South Africa's automotive industry remains one of the country's most strategically important industrial sectors, connecting manufacturing, technology, finance, logistics, retail, skills development and thousands of businesses across the value chain.

Through the **naamsa Accelerator Awards powered by WesBank**, the industry has a dedicated platform to recognise the organisations and individuals translating its potential into measurable progress.

Celebrating its fifth anniversary in 2026, the Awards honour an automotive industry that does far more than move vehicles. It moves people, ideas, investment, innovation and opportunity. It supports livelihoods, strengthens communities and contributes meaningfully to South Africa's industrial and economic development.

This fifth anniversary renews our collective commitment to building an automotive industry that is **globally competitive, technologically advanced, transformed, inclusive and ready for the future**.

ABOUT naamsa

naamsa | The Automotive Business Council represents the collective interests of the South African automotive industry and its members. It provides leadership on policy, market development, industrialisation, transformation, trade, sustainability and the transition towards the future of mobility in South Africa.

ABOUT WESBANK

WesBank is one of the leading vehicle and asset finance provider in South Africa and a longstanding participant in the country's automotive ecosystem.

STATEMENT ENDS



ABOUT THE SA AUTOMOBILE INDUSTRY

- the automotive industry contributes 5.2% to GDP [3.3% manufacturing and 1.9% retail];
- in 2025, the export of vehicles and automotive components reached a record amount of R291.0 billion, equating to 15.6% of South Africa's total exports;
- the industry accounts for 23.8% of the country's manufacturing output;
- vehicles and components are exported to 154 international markets;
- the manufacturing segment employs 113,000 people; and
- combined with multiplier effects, the industry sustains 498,000 jobs across the formal economy.

NOTES FOR EDITORS

- Since 2021, **naamsa** introduced associate membership with tangible benefits including industry data access and visibility;
- **naamsa** represents 42 companies manufacturing, assembling, distributing and importing new vehicles;
- Our vision is to be the most credible and respected automotive industry thought leader and partner for a globally competitive and transformed South African auto sector;
- Enquiries: Mr. Tshetlhe LITHEKO, Chief Policy Officer - tshetlhe@naamsa.co.za; +27 64 021 9400
- Website: www.naamsa.co.za.

naamsa OFFICES: PRETORIA | Thursday, September 10, 2026

NOMINATION LIST

TRANSFORMATION AWARDS

Locally Producing OEMs	Nominees
Job creator Award	BMW, Toyota, VW
Women Empowering (management)	BMW, Toyota, VW
Youth Empowering (management)	VW, Toyota, BMW
Next Gen workforce Award (New Entrants)	Toyota, VW, ISUZU

Importer OEMs	Nominees
Job creator Award	Hyundai, KIA, Suzuki
Women Empowering (management)	Mahindra, Jetour, Kia
Youth Empowering (management)	Jetour, Mazda, Hyundai
Next Gen workforce Award (New Entrants)	Hyundai, KIA, Mahindra

MHCV OEMs	Nominees
Job creator Award	Powerstar, MAN Automotive, BELL
Women Empowering (management)	UD Trucks, Scania
Youth Empowering (management)	UD Trucks, Scania
Next Gen workforce Award (New Entrants)	Scania, BELL, Daimler Trucks



Category	Nominees — Randomised Order
A1 Passenger Car of the Year	1. TOYOTA Starlet 2. VW Polo Vivo 3. HYUNDAI Grand i10 4. TOYOTA Corolla Cross 5. SUZUKI Swift
A2 Passenger Biggest Achiever of the Year	1. HONDA Elevate 2. GWM Tank 300 3. OMODA C5 4. RENAULT Duster 5. HYUNDAI Tucson
A3 Light Commercial Vehicle of the Year	1. MAHINDRA Scorpio Pik-Up 2. ISUZU D-MAX 3. TOYOTA Hi-Ace 4. FORD Ranger 5. TOYOTA Hilux
A4 LCV Biggest Achiever of the Year	1. JAC T-Series 2. VW Amarok 3. FORD Tourneo Custom 4. GWM P-Series 5. PEUGEOT Landtrek
A5 Medium Commercial Vehicle of the Year	1. VW Crafter 2. TOYOTA Quantum 3. ISUZU N-Series 4. TOYOTA Coaster 5. HINO 300 Series
A6 Heavy Commercial Vehicle of the Year	1. UD TRUCKS Croner 2. FAW CA 8 3. HINO 500 Series 4. ISUZU F-Series 5. FAW CA 15
A7 Extra-heavy Commercial Vehicle of the Year	1. SCANIA G-Series 2. FAW CA 28 3. UD TRUCKS Quester 4. MERCEDES-BENZ Actros 5. VOLVO FH



A8 Bus of the Year	1. VOLVO Bus 2. MAN Bus 3. VW Volk bus 4. SCANIA Bus 5. MERCEDES-BENZ Bus
A9 Other Commercial Vehicle Achiever of the Year	1. EICHER Pro 6016 2. DAF XF 3. FUSO FK 4. MAN TGX 5. EICHER Pro 2080
A10 New Energy – Battery Electric Vehicle of the Year	1. BYD Seal 2. CHANGAN Hunter 3. VOLVO EX30 4. BYD Dolphin 5. BYD Dolphin Surf
A11 New Energy – Plug-in Hybrid Vehicle of the Year	1. BYD Shark 6 2. Haval H6 3. JAECOO J7 4. CHERY Tiggo 7 5. BYD Sealion 6
A12 New Energy – Traditional Hybrid Vehicle of the Year	1. Haval Jolion 2. TOYOTA RAV 3. OMODA C5 4. TOYOTA Corolla Cross 5. CHERY Tiggo 4 Cross
A13 New Energy Achiever of the Year	1. LEXUS 2. MINI 3. Haval 4. TOYOTA 5. VOLVO
B1 Top Locally Manufactured Vehicle of the Year	1. TOYOTA Hilux 2. FORD Ranger 3. VW Polo 4. BMW X3 5. VW Polo Vivo
B2 Top Exported Vehicle of the Year	1. TOYOTA Hilux 2. VW Polo 3. BMW X3 4. NISSAN Navara 5. FORD Ranger



C1 Dealer of the Year (Passenger)	1. SUZUKI BASSONIA JHB 2. DURBAN SOUTH TOYOTA 3. HALFWAY TOYOTA HONEYDEW 4. HYUNDAI PINETOWN 5. SUZUKI FOURWAYS
C1a Dealer Achiever of the Year (Passenger)	1. MILNERTON NISSAN 2. CHERY SANDTON 3. MAHINDRA FOURWAYS 4. CMH EAST RAND 5. CARTER RENAULT JOHANNESBURG
C2 Imported Vehicle of the Year	1. Haval Jolion 2. SUZUKI Fronx 3. HYUNDAI Grand i10 4. TOYOTA Starlet 5. SUZUKI Swift

