

September 2026

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 Sep 2026

350 069

13.7% ↑
compared to YTD Sep 2025 (308 015)

2022

2023

2024

2025

363 682

347 367

351 553

422 459



Light Commercial Bakkies & Mini Buses - YTD Sep 2026

116 993

10.2% ↑
compared to YTD Sep 2025 (106 203)

2022

2023

2024

2025

135 711

151 490

133 375

143 962



Medium Trucks & Buses - YTD Sep 2026

6 368

4.8% ↑
compared to YTD Sep 2025 (6 076)

2022

2023

2024

2025

8 297

8 252

7 722

8 159



Heavy Trucks & Buses - YTD Sep 2026

18 771

9.9% ↑
compared to YTD Sep 2025 (17 083)

2022

2023

2024

2025

21 645

24 438

23 453

22 752



New Vehicle Sales Totals and Export Sales

	Sep 2026		Sep 2025		Var %		Aug 2026		Sep 2026 YTD		Sep 2025 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	44 291	20 896	38 615	22 768	14.7%	-8.2%	41 095	22 457	350 069	199 181	308 015	197 543	13.7%	0.8%
Light CV < 3501kg	14 361	10 178	13 099	15 802	9.6%	-35.6%	13 720	12 509	116 993	80 061	106 203	114 218	10.2%	-29.9%
Medium CV 3501-8500kg	789	27	763	19	3.4%	42.1%	764	30	6 368	179	6 076	80	4.8%	123.8%
Heavy CV 8501-16500kg	686	31	612	21	12.1%	47.6%	642	35	5 660	321	4 919	124	15.1%	158.9%
Extra Heavy CV > 16500kg	1 448	337	1 479	166	-2.1%	103.0%	1 475	154	12 528	1 680	11 444	804	9.5%	109.0%
Bus > 8500kg	70	4	138	6	-49.3%	-33.3%	65	7	583	36	720	40	-19.0%	-10.0%
Industry Total	61 645	31 473	54 706	38 782	12.7%	-18.8%	57 761	35 192	492 201	281 458	437 377	312 809	12.5%	-10.0%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	15 366	3 652
SUZUKI AUTO	6 668	15
VOLKSWAGEN GROUP SA	5 968	10 112
FORD MOTOR COMPANY	3 190	6 161
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 057	-
ISUZU MOTORS SOUTH AFRICA	3 022	498
CHERY AUTO SOUTH AFRICA	3 004	-
GWM SA	2 700	125
JETOUR SOUTH AFRICA	2 036	12
KIA SOUTH AFRICA	1 840	-
RENAULT	1 711	-
OMODA AND JAECOO SOUTH AFRICA	1 503	-
MAHINDRA	1 398	5
BMW GROUP	1 396	6 150
TATA MOTORS PV	883	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	535	248
TOYOTA	406	3
ISUZU MOTORS SOUTH AFRICA	311	4
DAIMLER TRUCK SOUTHERN AFRICA	266	4
UD TRUCKS SOUTHERN AFRICA	244	6
VOLVO GROUP SOUTHERN AFRICA	232	-
SCANIA	201	9
MAN	140	-
POWERSTAR	98	3
SINOTRUK	95	-
FOTON SOUTH AFRICA	86	-
MERCEDES-BENZ SA *	67	-
TATA	46	12
VECV SOUTH AFRICA	46	-
VOLKSWAGEN GROUP SA	44	-

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	14 960	3 649	406	3	15 366	3 652
SUZUKI AUTO	6 668	15	-	-	6 668	15
VOLKSWAGEN GROUP SA	5 924	10 112	44	-	5 968	10 112
FORD MOTOR COMPANY	3 170	6 161	20	-	3 190	6 161
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 034	-	23	-	3 057	-
ISUZU MOTORS SOUTH AFRICA	2 711	494	311	4	3 022	498
CHERY AUTO SOUTH AFRICA	3 004	-	-	-	3 004	-
GWM SA	2 700	125	-	-	2 700	125
JETOUR SOUTH AFRICA	2 036	12	-	-	2 036	12
KIA SOUTH AFRICA	1 840	-	-	-	1 840	-
RENAULT	1 711	-	-	-	1 711	-
OMODA AND JAECCO SOUTH AFRICA	1 503	-	-	-	1 503	-
MAHINDRA	1 398	5	-	-	1 398	5
BMW GROUP	1 396	6 150	-	-	1 396	6 150
TATA MOTORS PV	883	-	-	-	883	-
NISSAN	801	67	-	-	801	67
STELLANTIS	700	-	-	-	700	-
BYD	659	-	-	-	659	-
MERCEDES-BENZ SA *	509	4 200	67	-	576	4 200
FAW TRUCKS	-	-	535	248	535	248
FOTON SOUTH AFRICA	344	-	86	-	430	-
CHANGAN MOTORS	331	-	-	-	331	-
JAC MOTORS SOUTH AFRICA	289	-	24	-	313	-
DAIMLER TRUCK SOUTHERN AFRICA	-	-	266	4	266	4
MG	260	-	-	-	260	-
MAZDA SOUTHERN AFRICA	247	-	-	-	247	-
UD TRUCKS SOUTHERN AFRICA	-	-	244	6	244	6
HONDA	239	40	-	-	239	40
JAGUAR LAND ROVER	239	-	-	-	239	-
SALVADOR CAETANO GROUP	223	-	12	-	235	-
VOLVO GROUP SOUTHERN AFRICA	-	-	232	-	232	-
SCANIA	-	-	201	9	201	9
MITSUBISHI MOTORS SA	193	37	-	-	193	37
VOLVO CARS	167	-	-	-	167	-
LDV	165	-	-	-	165	-
MAN	-	-	140	-	140	-
PORSCHE *	118	-	-	-	118	-
BAIC	104	7	-	-	104	7
POWERSTAR	-	-	98	3	98	3

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

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
SINOTRUK	-	-	95	-	95	-
SUBARU	81	-	-	-	81	-
TATA	4	-	46	12	50	12
VECV SOUTH AFRICA	-	-	46	-	46	-
PROTON SOUTH AFRICA	36	-	-	-	36	-
IVECO	-	-	34	-	34	-
SHACMAN	-	-	33	110	33	110
BABCOCK	-	-	30	-	30	-
SCUDERIA SOUTH AFRICA **	5	-	-	-	5	-

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