naamsa
THE AUTOMOTIVE BUSINESS COUNCIL

October 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 Oct 2026

395 163 13.6% ↑ compared to YTD Oct 2025 (347 718)

2022	2023	2024	2025
363 682	347 367	351 553	422 458

Light Commercial Bakkies & Mini Buses - YTD Oct 2026

130 666 9.3% ↑ compared to YTD Oct 2025 (119 601)

2022	2023	2024	2025
135 711	151 490	133 375	143 962

Medium Trucks & Buses - YTD Oct 2026

7 090 3.5% ↑ compared to YTD Oct 2025 (6 853)

2022	2023	2024	2025
8 297	8 252	7 722	8 159

Heavy Trucks & Buses - YTD Oct 2026

21 162 9.9% ↑ compared to YTD Oct 2025 (19 255)

2022	2023	2024	2025
21 645	24 438	23 453	22 752

New Vehicle Sales Totals and Export Sales

	Oct 2026		Oct 2025		Var %		Sep 2026		Oct 2026 YTD		Oct 2025 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	45 084	24 851	39 704	25 228	13.6%	-1.5%	44 322	20 891	395 163	224 201	347 718	222 771	13.6%	0.6%
Light CV < 3501kg	13 689	12 974	13 398	10 437	2.2%	24.3%	14 345	10 186	130 666	93 043	119 601	124 655	9.3%	-25.4%
Medium CV 3501-8500kg	770	11	777	32	-0.9%	-65.6%	743	24	7 090	187	6 853	112	3.5%	67.0%
Heavy CV 8501-16500kg	738	37	641	63	15.1%	-41.3%	719	30	6 433	357	5 560	187	15.7%	90.9%
Extra Heavy CV > 16500kg	1 544	242	1 454	89	6.2%	171.9%	1 456	337	14 080	1 922	12 898	893	9.2%	115.2%
Bus > 8500kg	65	2	77	4	-15.6%	-50.0%	71	4	649	38	797	44	-18.6%	-13.6%
Industry Total	**61 890**	**38 117**	**56 051**	**35 853**	**10.4%**	**6.3%**	**61 656**	**31 472**	**554 081**	**319 748**	**493 427**	**348 662**	**12.3%**	**-8.3%**

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	14 495	7 110
SUZUKI AUTO	7 292	14
VOLKSWAGEN GROUP SA	6 515	12 913
FORD MOTOR COMPANY	3 353	5 607
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 207	-
GWM SA	2 919	120
CHERY AUTO SOUTH AFRICA	2 754	-
KIA SOUTH AFRICA	2 233	-
ISUZU MOTORS SOUTH AFRICA	2 123	628
JETOUR SOUTH AFRICA	2 102	16
RENAULT	1 706	-
MAHINDRA	1 484	20
BMW GROUP *	1 312	7 200
OMODA AND JAECOO SOUTH AFRICA	1 201	-
TATA MOTORS PV	1 057	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	687	249
TOYOTA	389	-
ISUZU MOTORS SOUTH AFRICA	379	8
DAIMLER TRUCK SOUTHERN AFRICA	245	5
VOLVO GROUP SOUTHERN AFRICA	207	3
SCANIA	199	5
UD TRUCKS SOUTHERN AFRICA	199	6
MAN	145	-
POWERSTAR	96	6
SINOTRUK	91	-
FOTON SOUTH AFRICA	73	-
MERCEDES-BENZ SA *	66	-
SHACMAN	60	9
TATA	55	1
VOLKSWAGEN GROUP SA	49	-

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	
* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp	Local	Exp	Local	Exp
TOYOTA	14 106	7 110	389	-	14 495	7 110
SUZUKI AUTO	7 292	14	-	-	7 292	14
VOLKSWAGEN GROUP SA	6 466	12 913	49	-	6 515	12 913
FORD MOTOR COMPANY	3 326	5 607	27	-	3 353	5 607
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 185	-	22	-	3 207	-
GWM SA	2 919	120	-	-	2 919	120
CHERY AUTO SOUTH AFRICA	2 754	-	-	-	2 754	-
KIA SOUTH AFRICA	2 233	-	-	-	2 233	-
ISUZU MOTORS SOUTH AFRICA	1 744	620	379	8	2 123	628
JETOUR SOUTH AFRICA	2 102	16	-	-	2 102	16
RENAULT	1 706	-	-	-	1 706	-
MAHINDRA	1 484	20	-	-	1 484	20
BMW GROUP *	1 312	7 200	-	-	1 312	7 200
OMODA AND JAECOO SOUTH AFRICA	1 201	-	-	-	1 201	-
TATA MOTORS PV	1 057	-	-	-	1 057	-
STELLANTIS	1 028	-	-	-	1 028	-
BYD	814	-	-	-	814	-
NISSAN	698	44	-	-	698	44
FAW TRUCKS	-	-	687	249	687	249
MERCEDES-BENZ SA *	482	4 100	66	-	548	4 100
CHANGAN MOTORS	375	-	-	-	375	-
JAC MOTORS SOUTH AFRICA	331	-	22	-	353	-
FOTON SOUTH AFRICA	256	-	73	-	329	-
DAIMLER TRUCK SOUTHERN AFRICA	-	-	245	5	245	5
SALVADOR CAETANO GROUP	232	-	11	-	243	-
HONDA	226	2	-	-	226	2
MG	221	-	-	-	221	-
VOLVO GROUP SOUTHERN AFRICA	-	-	207	3	207	3
SCANIA	-	-	199	5	199	5
UD TRUCKS SOUTHERN AFRICA	-	-	199	6	199	6
JAGUAR LAND ROVER	195	-	-	-	195	-
MITSUBISHI MOTORS SA	188	59	-	-	188	59
BAIC	179	-	-	-	179	-
LDV	167	-	5	-	172	-
MAZDA SOUTHERN AFRICA	160	-	-	-	160	-
MAN	-	-	145	-	145	-
VOLVO CARS	113	-	-	-	113	-
PORSCHE *	110	-	-	-	110	-
POWERSTAR	-	-	96	6	96	6

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* Sales are estimates ** Reported aggregate sales numbers only	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
SINOTRUK	-	-	91	-	91	-
SUBARU	83	-	-	-	83	-
TATA	16	-	55	1	71	1
SHACMAN	-	-	60	9	60	9
VECV SOUTH AFRICA	-	-	43	-	43	-
IVECO	-	-	32	-	32	-
BABCOCK	-	-	15	-	15	-
SCUDERIA SOUTH AFRICA **	12	-	-	-	12	-
PROTON SOUTH AFRICA	-	-	-	-	-	-

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