



October 2023

# 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 2023

290 862 -3.5% ↓  
compared to YTD Oct 2022 (301 520)



| 2019    | 2020    | 2021    | 2022    |
|---------|---------|---------|---------|
| 355 379 | 246 540 | 304 341 | 363 695 |

Light Commercial Bakkies & Mini Buses - YTD Oct 2023

128 373 14.9% ↑  
compared to YTD Oct 2022 (111 761)



| 2019    | 2020    | 2021    | 2022    |
|---------|---------|---------|---------|
| 153 221 | 110 912 | 133 077 | 135 712 |

Medium Trucks & Buses - YTD Oct 2023

6 888 4.4% ↑  
compared to YTD Oct 2022 (6 597)



| 2019  | 2020  | 2021  | 2022  |
|-------|-------|-------|-------|
| 8 690 | 6 735 | 7 520 | 8 308 |

Heavy Trucks & Buses - YTD Oct 2023

20 754 15.5% ↑  
compared to YTD Oct 2022 (17 972)



| 2019   | 2020   | 2021   | 2022   |
|--------|--------|--------|--------|
| 19 322 | 16 019 | 19 555 | 21 844 |

New Vehicle Sales Totals and Export Sales

|                          | Oct 2023      |               | Oct 2022      |               | Var %        |              | Sep 2023      |               | Oct 2023 YTD   |                | Oct 2022 YTD   |                | Var %       |              |
|--------------------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|----------------|----------------|----------------|----------------|-------------|--------------|
|                          | Local         | Exp           | Local         | Exp           | Local        | Exp          | Local         | Exp           | Local          | Exp            | Local          | Exp            | Local       | Exp          |
| Passenger                | 29 912        | 25 617        | 30 980        | 18 100        | -3.4%        | 41.5%        | 29 646        | 23 950        | 290 862        | 215 454        | 301 520        | 197 999        | -3.5%       | 8.8%         |
| Light CV < 3501kg        | 12 361        | 14 635        | 12 748        | 10 679        | -3.0%        | 37.0%        | 13 179        | 11 494        | 128 373        | 113 337        | 111 761        | 93 573         | 14.9%       | 21.1%        |
| Medium CV 3501-8500kg    | 807           | 20            | 745           | 43            | 8.3%         | -53.5%       | 817           | 3             | 6 888          | 105            | 6 597          | 123            | 4.4%        | -14.6%       |
| Heavy CV 8501-16500kg    | 462           | 15            | 515           | 35            | -10.3%       | -57.1%       | 482           | 19            | 4 575          | 222            | 4 996          | 289            | -8.4%       | -23.2%       |
| Extra Heavy CV > 16500kg | 1 835         | 11            | 1 295         | 32            | 41.7%        | -65.6%       | 1 787         | 29            | 15 603         | 343            | 12 446         | 248            | 25.4%       | 38.3%        |
| Bus > 8500kg             | 68            | 4             | 67            | 2             | 1.5%         | 100.0%       | 86            | 4             | 576            | 39             | 530            | 51             | 8.7%        | -23.5%       |
| <b>Industry Total</b>    | <b>45 445</b> | <b>40 302</b> | <b>46 350</b> | <b>28 891</b> | <b>-2.0%</b> | <b>39.5%</b> | <b>45 997</b> | <b>35 499</b> | <b>446 877</b> | <b>329 500</b> | <b>437 850</b> | <b>292 283</b> | <b>2.1%</b> | <b>12.7%</b> |

Total Vehicle Sales by Manufacturer (Top 15)

| * Sales are estimates ** Reported aggregate sales numbers only | Local  | Exp    |
|--|--------|--------|
| TOYOTA   | 12 440 | 7 480  |
| VOLKSWAGEN GROUP SA  | 6 595  | 12 309 |
| SUZUKI AUTO  | 4 480  | 13     |
| HYUNDAI AUTOMOTIVE SOUTH AFRICA                                | 2 638  | -      |
| FORD MOTOR COMPANY   | 2 318  | 6 544  |
| NISSAN   | 2 178  | 338    |
| ISUZU MOTORS SOUTH AFRICA                                      | 1 848  | 570    |
| RENAULT  | 1 606  | -      |
| KIA SOUTH AFRICA   | 1 417  | -      |
| HAVAL MOTORS SA  | 1 389  | 66     |
| CHERY AUTO SOUTH AFRICA  | 1 302  | -      |
| BMW GROUP *  | 1 179  | 5 500  |
| MAHINDRA   | 827    | -      |
| STELLANTIS   | 778    | 3      |
| MERCEDES-BENZ SA **  | 669    | 7 364  |

Total Commercial Vehicle Sales by Manufacturer (Top 15)

| * Sales are estimates ** Reported aggregate sales numbers only | Local | Exp |
|--|-------|-----|
| DAIMLER TRUCK SOUTHERN AFRICA                                  | 605   | 22  |
| FAW TRUCKS   | 420   | -   |
| TOYOTA   | 334   | 1   |
| SCANIA   | 288   | 4   |
| VOLVO GROUP SOUTHERN AFRICA                                    | 287   | -   |
| ISUZU MOTORS SOUTH AFRICA                                      | 284   | 2   |
| MAN  | 208   | -   |
| UD TRUCKS SOUTHERN AFRICA                                      | 176   | 20  |
| IVECO  | 166   | 1   |
| MERCEDES-BENZ SA **  | 90    | -   |
| TATA   | 75    | -   |
| POWERSTAR  | 61    | -   |
| VOLKSWAGEN GROUP SA  | 57    | -   |
| BABCOCK  | 29    | -   |
| FORD MOTOR COMPANY   | 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   | 12 106        | 7 479  | 334        | 1   | 12 440 | 7 480  |
| VOLKSWAGEN GROUP SA  | 6 538         | 12 309 | 57         | -   | 6 595  | 12 309 |
| SUZUKI AUTO  | 4 480         | 13     | -          | -   | 4 480  | 13     |
| HYUNDAI AUTOMOTIVE SOUTH AFRICA                                | 2 622         | -      | 16         | -   | 2 638  | -      |
| FORD MOTOR COMPANY   | 2 296         | 6 544  | 22         | -   | 2 318  | 6 544  |
| NISSAN   | 2 178         | 338    | -          | -   | 2 178  | 338    |
| ISUZU MOTORS SOUTH AFRICA                                      | 1 564         | 568    | 284        | 2   | 1 848  | 570    |
| RENAULT  | 1 606         | -      | -          | -   | 1 606  | -      |
| KIA SOUTH AFRICA   | 1 417         | -      | -          | -   | 1 417  | -      |
| HAVAL MOTORS SA  | 1 389         | 66     | -          | -   | 1 389  | 66     |
| CHERY AUTO SOUTH AFRICA  | 1 302         | -      | -          | -   | 1 302  | -      |
| BMW GROUP *  | 1 179         | 5 500  | -          | -   | 1 179  | 5 500  |
| MAHINDRA   | 827           | -      | -          | -   | 827    | -      |
| STELLANTIS   | 776           | 3      | 2          | -   | 778    | 3      |
| MERCEDES-BENZ SA **  | 579           | 7 364  | 90         | -   | 669    | 7 364  |
| DAIMLER TRUCK SOUTHERN AFRICA                                  | -             | -      | 605        | 22  | 605    | 22     |
| FAW TRUCKS   | -             | -      | 420        | -   | 420    | -      |
| SCANIA   | -             | -      | 288        | 4   | 288    | 4      |
| VOLVO GROUP SOUTHERN AFRICA                                    | -             | -      | 287        | -   | 287    | -      |
| MAZDA SOUTHERN AFRICA  | 254           | -      | -          | -   | 254    | -      |
| HONDA  | 239           | 32     | -          | -   | 239    | 32     |
| MITSUBISHI MOTORS SA   | 221           | 36     | -          | -   | 221    | 36     |
| MAN  | -             | -      | 208        | -   | 208    | -      |
| JAGUAR LAND ROVER  | 198           | -      | -          | -   | 198    | -      |
| UD TRUCKS SOUTHERN AFRICA                                      | -             | -      | 176        | 20  | 176    | 20     |
| IVECO  | -             | -      | 166        | 1   | 166    | 1      |
| JAC MOTORS SOUTH AFRICA  | 116           | -      | 16         | -   | 132    | -      |
| PROTON SOUTH AFRICA  | 129           | -      | -          | -   | 129    | -      |
| VOLVO CARS   | 94            | -      | -          | -   | 94     | -      |
| PORSCHE *  | 93            | -      | -          | -   | 93     | -      |
| TATA   | -             | -      | 75         | -   | 75     | -      |
| SUBARU   | 62            | -      | -          | -   | 62     | -      |
| POWERSTAR  | -             | -      | 61         | -   | 61     | -      |
| BABCOCK  | -             | -      | 29         | -   | 29     | -      |
| VECV SOUTH AFRICA  | -             | -      | 21         | -   | 21     | -      |
| SINOTRUK   | -             | -      | 15         | -   | 15     | -      |
| SCUDERIA SOUTH AFRICA  | 8             | -      | -          | -   | 8      | -      |

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