



March 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 Mar 2023

93 100 -0.6% ↓  
compared to YTD Mar 2022 (93 644)



2019	2020	2021	2022
355 379	246 540	304 341	363 697

Light Commercial Bakkies & Mini Buses - YTD Mar 2023

39 130 9.0% ↑  
compared to YTD Mar 2022 (35 886)



2019	2020	2021	2022
153 221	110 912	133 077	135 713

Medium Trucks & Buses - YTD Mar 2023

2 028 13.4% ↑  
compared to YTD Mar 2022 (1 788)



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

Heavy Trucks & Buses - YTD Mar 2023

5 179 6.3% ↑  
compared to YTD Mar 2022 (4 874)



2019	2020	2021	2022
19 322	16 019	19 555	21 845

New Vehicle Sales Totals and Export Sales

	Mar 2023		Mar 2022		Var %		Feb 2023		Mar 2023 YTD		Mar 2022 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	31 631	23 481	33 788	22 910	-6.4%	2.5%	29 818	20 079	93 100	54 786	93 644	59 245	-0.6%	-7.5%
Light CV < 3501kg	15 529	10 578	13 973	10 107	11.1%	4.7%	12 978	10 047	39 130	29 761	35 886	28 969	9.0%	2.7%
Medium CV 3501-8500kg	870	18	790	14	10.1%	28.6%	699	33	2 028	56	1 788	24	13.4%	133.3%
Heavy CV 8501-16500kg	491	32	540	20	-9.1%	60.0%	431	8	1 257	68	1 396	48	-10.0%	41.7%
Extra Heavy CV > 16500kg	1 593	25	1 330	56	19.8%	-55.4%	1 244	40	3 804	94	3 385	74	12.4%	27.0%
Bus > 8500kg	43	-	44	1	-2.3%	-100.0%	28	5	118	9	93	3	26.9%	200.0%
<b>Industry Total</b>	<b>50 157</b>	<b>34 134</b>	<b>50 465</b>	<b>33 108</b>	<b>-0.6%</b>	<b>3.1%</b>	<b>45 198</b>	<b>30 212</b>	<b>139 437</b>	<b>84 774</b>	<b>136 192</b>	<b>88 363</b>	<b>2.4%</b>	<b>-4.1%</b>

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	13 406	3 804
VOLKSWAGEN GROUP SA	6 139	10 029
SUZUKI AUTO	3 734	42
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 032	-
NISSAN	3 012	479
FORD MOTOR COMPANY	2 993	5 708
ISUZU MOTORS SOUTH AFRICA	2 691	763
RENAULT	2 058	-
HAVAL MOTORS SA	2 002	48
KIA SOUTH AFRICA	1 833	-
CHERY AUTO SOUTH AFRICA	1 502	-
MAHINDRA	1 434	-
BMW GROUP	1 394	5 988
MERCEDES-BENZ SA **	839	7 075
DAIMLER TRUCK SOUTHERN AFRICA	499	7

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
DAIMLER TRUCK SOUTHERN AFRICA	499	7
TOYOTA	432	9
ISUZU MOTORS SOUTH AFRICA	330	9
FAW TRUCKS	321	-
UD TRUCKS SOUTHERN AFRICA	242	28
SCANIA	238	5
VOLVO GROUP SOUTHERN AFRICA	221	15
MAN	190	-
IVECO	99	2
MERCEDES-BENZ SA **	93	-
TATA	70	-
POWERSTAR	65	-
VOLKSWAGEN GROUP SA	65	-
FORD MOTOR COMPANY	41	-
BABCOCK	31	-

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	12 974	3 795	432	9	13 406	3 804
VOLKSWAGEN GROUP SA	6 074	10 029	65	-	6 139	10 029
SUZUKI AUTO	3 734	42	-	-	3 734	42
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 010	-	22	-	3 032	-
NISSAN	3 012	479	-	-	3 012	479
FORD MOTOR COMPANY	2 952	5 708	41	-	2 993	5 708
ISUZU MOTORS SOUTH AFRICA	2 361	754	330	9	2 691	763
RENAULT	2 058	-	-	-	2 058	-
HAVAL MOTORS SA	2 002	48	-	-	2 002	48
KIA SOUTH AFRICA	1 833	-	-	-	1 833	-
CHERY AUTO SOUTH AFRICA	1 502	-	-	-	1 502	-
MAHINDRA	1 434	-	-	-	1 434	-
BMW GROUP	1 394	5 988	-	-	1 394	5 988
MERCEDES-BENZ SA **	746	7 075	93	-	839	7 075
DAIMLER TRUCK SOUTHERN AFRICA	-	-	499	7	499	7
MAZDA SOUTHERN AFRICA	378	-	-	-	378	-
HONDA	377	87	-	-	377	87
JAGUAR LAND ROVER	372	-	-	-	372	-
STELLANTIS	334	1	12	-	346	1
FAW TRUCKS	-	-	321	-	321	-
MITSUBISHI MOTORS SA	302	53	-	-	302	53
UD TRUCKS SOUTHERN AFRICA	-	-	242	28	242	28
SCANIA	-	-	238	5	238	5
VOLVO GROUP SOUTHERN AFRICA	-	-	221	15	221	15
MAN	-	-	190	-	190	-
IVECO	-	-	99	2	99	2
PORSCHE *	88	-	-	-	88	-
JAC MOTORS SOUTH AFRICA	76	-	5	-	81	-
VOLVO CARS	77	-	-	-	77	-
TATA	-	-	70	-	70	-
SUBARU	69	-	-	-	69	-
POWERSTAR	-	-	65	-	65	-
BABCOCK	-	-	31	-	31	-
VECV SOUTH AFRICA	-	-	21	-	21	-
SCUDERIA SOUTH AFRICA	1	-	-	-	1	-

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