



**naamsa**  
THE VOICE OF THE AUTOMOTIVE INDUSTRY



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# PRESS RELEASE

**FOR IMMEDIATE RELEASE | Thursday, April 01, 2021**

## naamsa ANNOUNCES NEW VEHICLE SALES TURNAROUND FOR MARCH 2021 and wishes all SA road-users a safe and a peaceful Easter Weekend

**PRETORIA: Thursday, April 01, 2021: naamsa** | The Automotive Business Council today, as it has become a monthly national ritual, released the March 2021 new vehicle statistics and said that the expected new vehicle market turnaround has commenced as the monthly comparisons would from now on, be with the COVID-19 affected months of 2020. Aggregate domestic sales in March 2021, at 44 217 units, reflected a substantial increase of 10 671 units, or 31,8%, from the 33 546 vehicles sold in March last year. Export sales also recorded a huge increase in March 2021 and at 40 026 units reflected a gain of 11 137 units, or 38,6%, compared to the 28 889 vehicles exported in March 2020.

**naamsa** CEO, Mikel Mabasa said “the turnaround in the new vehicle market has commenced during March 2021 compared to the corresponding month last year when the country lockdown restrictions resulted in the temporary suspension of vehicle production and sales towards the end of March 2020”.

“The industry is expected to start recapturing lost demand on its recovery path in 2021, considering the close correlation between new vehicle sales and the country’s anticipated annual GDP growth rate in excess of 3%. However, structural constraints, which exist in the economy, coupled with the growing debt of the country and the ongoing electricity capacity limitations that business may be faced with in the future do not bode well for a quick recovery. New vehicle sales in 2021 may also be hampered by stock shortages of some models in the coming months, caused by COVID-19 induced manufacturing supply chain disruptions, such as the current global shortage of semi-conductors, or computer chips, an important part of modern vehicles”, Mabasa said.

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**NATIONAL OFFICE BEARERS:** President | Andrew KIRBY | Chief Executive Officer | Toyota South Africa Motors  
Vice-President: Original Equipment Manufacturers | Neale HILL | Managing Director | Ford Motor Company  
Vice-President: Independent Vehicle Importers and Distributors | Gary SCOTT | Chief Executive Officer | Kia Motors  
Vice-President: Heavy Commercial Vehicles | Fabio SOUZA | Managing Director | Scania South Africa

**EXECUTIVE DIRECTOR:** Chief Executive Officer: Mikel MABASA |

**REGISTRATION DETAILS:** **naamsa** NPC: 2021/358607/08 | PBO No.: 930/023/609 | VAT No.: 4070109972



Overall, out of the total reported industry sales of 44 217 vehicles, an estimated 37 572 units, or 85,0%, represented dealer sales, an estimated 8,7% represented sales to the vehicle rental industry, 3,7% sales to government, and 2,6% to industry corporate fleets. The March 2021 new passenger car market at 27 330 units had registered an increase of 5 187 cars, or an improvement of 23,4%, compared to the 22 143 new cars sold in March 2020. The car rental industry accounted for a solid 12,3% of car sales in March 2021.

Domestic sales of new light commercial vehicles, bakkies and mini-buses at 14 375 units during March 2021 had recorded an improvement of 4 941 units, or a massive increase of 52,4%, from the 9 434 light commercial vehicles sold during the corresponding month last year. Sales for medium and heavy truck segments of the industry also reflected a positive performance and at 705 units and 1 807 units, respectively, showed an increase of 73 units, or 11,6% in the case of medium commercial vehicles, and, in the case of heavy trucks and buses a substantial gain of 470 vehicles, or an improvement of 35,2%, compared to the corresponding month last year.

The March 2021 exports sales number at 40 026 units reflected a massive increase of 11 137 vehicles or 38,6% compared to the 28 889 vehicles exported in March 2020. For the first three months of 2021 vehicle exports were now 13 019 units, or 16,8% above the corresponding period last year.

Vehicle export numbers gained significant upward momentum during the month and will be supported by the rebound in global economic growth prospects for 2021. In terms of a timeframe for a full recovery to pre-COVID-19 vehicle record export levels, much will depend on the ongoing path of the pandemic and how it is managed by the South African automotive industry's main trading partners.

Mabasa called on all road-users to take extra precautions as they prepare to travel for the Easter Weekend. He urged motorists to check the roadworthiness of their vehicles before they get onto the roads this long weekend. "Let us all make a conscious commitment to check if our vehicles are fit to be on the road. Go to your dealerships and speak to your mechanics to give you that extra peace of mind that you, your family and your vehicles are ready to travel or not", Mabasa said.

**ENDS**

## ABOUT THE SA AUTOMOBILE INDUSTRY

- the automotive industry contributes 6.4% to GDP [4.0% manufacturing and 2.4% retail];
- total automotive revenue in South Africa amounted to R500 billion in 2019;
- in 2019, the export of vehicles and automotive components reached a record amount of R201.7 billion, equating to 15,5% of South Africa's total exports;
- the industry accounts for 27.6% of the country's manufacturing output;
- vehicles and components are exported to 151 international markets;
- we are the country's 5th largest exporting sector out of all 104 sectors;
- the manufacturing segment of the industry presently employs more than 110,000 people across its various tiers of activity [from component manufacturing to vehicle assembly];
- combined with the industry's strong multiplier effect, the industry is responsible for approximately 457,000 jobs across the South African economy's formal sector.

## NOTES FOR EDITORS

- **Since 2021 naamsa introduced associate membership that offers tangible benefits such as access to information, visibility to key industry issues, business exposure, as well as related discounts.**
- **naamsa** is a pre-eminent industry representative that actively and responsibly represents, promote, advance, and protect the interests of local manufacturers and assemblers of passenger, light, and heavy commercial vehicles as well as major importers and distributors of new vehicles in South Africa. We represent 41 companies;
- Our vision is to be the most credible and respected thought leader and partner of a globally competitive and transformed automotive industry that actively contribute to the sustainable development of South Africa;
- Enquiries: Mikel MABASA, Chief Executive Officer, [mike@naamsa.co.za](mailto:mike@naamsa.co.za),
- Contact Numbers: +27 12 807 0152 or +27 82 909 6621;
- More information can be found on [www.naamsa.co.za](http://www.naamsa.co.za).

**naamsa OFFICES: PRETORIA** | Thursday, April 01, 2021

OUR STRATEGY:	REIMAGINING THE FUTURE TOGETHER
OUR AMBITION:	"the most credible thought leader and respected partner of a globally competitive and transformed automotive industry that actively contribute to the sustainable development of South Africa".
OUR VALUES:	Partnership   Consistency   Trust
OUR ASSETS:	#MOBILITYMatters   #naamsaAutolytics   #naamsaDreamsAcademy   SA-AutoWeek

