



March 2024

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 2024

84 837 -8.0% ↓
compared to YTD Mar 2023 (92 246)



2020	2021	2022	2023
246 539	304 338	363 681	347 388

Light Commercial Bakkies & Mini Buses - YTD Mar 2024

39 083 -0.2% ↓
compared to YTD Mar 2023 (39 143)



2020	2021	2022	2023
110 912	133 078	135 711	151 492

Medium Trucks & Buses - YTD Mar 2024

1 862 -7.8% ↓
compared to YTD Mar 2023 (2 020)



2020	2021	2022	2023
6 735	7 520	8 308	8 251

Heavy Trucks & Buses - YTD Mar 2024

5 419 5.0% ↑
compared to YTD Mar 2023 (5 161)



2020	2021	2022	2023
16 019	19 555	21 841	24 656

New Vehicle Sales Totals and Export Sales

	Mar 2024		Mar 2023		Var %		Feb 2024		Mar 2024 YTD		Mar 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	26 577	17 274	31 601	23 483	-15.9%	-26.4%	28 883	26 421	84 837	57 526	92 246	55 823	-8.0%	3.1%
Light CV < 3501kg	14 870	6 858	15 542	9 578	-4.3%	-28.4%	13 319	10 744	39 083	23 007	39 143	28 761	-0.2%	-20.0%
Medium CV 3501-8500kg	726	1	862	18	-15.8%	-94.4%	626	3	1 862	6	2 020	56	-7.8%	-89.3%
Heavy CV 8501-16500kg	534	16	488	32	9.4%	-50.0%	406	23	1 281	57	1 254	68	2.2%	-16.2%
Extra Heavy CV > 16500kg	1 469	9	1 577	25	-6.8%	-64.0%	1 443	9	3 987	41	3 788	94	5.3%	-56.4%
Bus > 8500kg	61	3	44	-	38.6%	0.0%	55	8	151	12	119	9	26.9%	33.3%
Industry Total	44 237	24 161	50 114	33 136	-11.7%	-27.1%	44 732	37 208	131 201	80 649	138 570	84 811	-5.3%	-4.9%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	11 109	2 033
VOLKSWAGEN GROUP SA	5 219	4 579
SUZUKI AUTO	4 335	13
NISSAN	3 995	739
ISUZU MOTORS SOUTH AFRICA	2 587	706
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 436	-
FORD MOTOR COMPANY	2 409	3 610
GWM SA	1 564	37
CHERY AUTO SOUTH AFRICA	1 531	-
RENAULT	1 301	-
MAHINDRA	1 163	-
BMW GROUP	1 068	5 554
KIA SOUTH AFRICA	1 007	-
MERCEDES-BENZ SA *	567	6 800
FAW TRUCKS	440	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	509	-
FAW TRUCKS	440	-
DAIMLER TRUCK SOUTHERN AFRICA	313	-
ISUZU MOTORS SOUTH AFRICA	307	20
SCANIA	255	4
MAN	202	-
VOLVO GROUP SOUTHERN AFRICA	173	1
UD TRUCKS SOUTHERN AFRICA	143	4
IVECO	96	-
POWERSTAR	77	-
MERCEDES-BENZ SA *	66	-
TATA	57	-
VOLKSWAGEN GROUP SA	51	-
BABCOCK	35	-
SINOTRUK	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

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	10 600	2 033	509	-	11 109	2 033
VOLKSWAGEN GROUP SA	5 168	4 579	51	-	5 219	4 579
SUZUKI AUTO	4 335	13	-	-	4 335	13
NISSAN	3 995	739	-	-	3 995	739
ISUZU MOTORS SOUTH AFRICA	2 280	686	307	20	2 587	706
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 421	-	15	-	2 436	-
FORD MOTOR COMPANY	2 396	3 610	13	-	2 409	3 610
GWM SA	1 564	37	-	-	1 564	37
CHERY AUTO SOUTH AFRICA	1 531	-	-	-	1 531	-
RENAULT	1 301	-	-	-	1 301	-
MAHINDRA	1 163	-	-	-	1 163	-
BMW GROUP	1 068	5 554	-	-	1 068	5 554
KIA SOUTH AFRICA	1 007	-	-	-	1 007	-
MERCEDES-BENZ SA *	501	6 800	66	-	567	6 800
FAW TRUCKS	-	-	440	-	440	-
STELLANTIS	410	5	-	-	410	5
DAIMLER TRUCK SOUTHERN AFRICA	-	-	313	-	313	-
JAGUAR LAND ROVER	312	-	-	-	312	-
MAZDA SOUTHERN AFRICA	281	-	-	-	281	-
HONDA	267	15	-	-	267	15
SCANIA	-	-	255	4	255	4
MAN	-	-	202	-	202	-
MITSUBISHI MOTORS SA	201	61	-	-	201	61
VOLVO GROUP SOUTHERN AFRICA	-	-	173	1	173	1
JAC MOTORS SOUTH AFRICA	158	-	9	-	167	-
UD TRUCKS SOUTHERN AFRICA	-	-	143	4	143	4
BAIC	123	-	-	-	123	-
VOLVO CARS	107	-	-	-	107	-
PROTON SOUTH AFRICA	103	-	-	-	103	-
PORSCHE *	99	-	-	-	99	-
IVECO	-	-	96	-	96	-
POWERSTAR	-	-	77	-	77	-
TATA	-	-	57	-	57	-
SUBARU	56	-	-	-	56	-
BABCOCK	-	-	35	-	35	-
SINOTRUK	-	-	22	-	22	-
VECV SOUTH AFRICA	-	-	7	-	7	-
SCUDERIA SOUTH AFRICA	-	-	-	-	-	-

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