



March 2025

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 2025

102 268 20.6% ↑
compared to YTD Mar 2024 (84 775)



2021	2022	2023	2024
304 338	363 682	347 375	351 557

Medium Trucks & Buses - YTD Mar 2025

1 992 8.0% ↑
compared to YTD Mar 2024 (1 845)



2021	2022	2023	2024
7 520	8 297	8 252	7 722

Light Commercial Bakkies & Mini Buses - YTD Mar 2025

35 047 -9.6% ↓
compared to YTD Mar 2024 (38 768)



2021	2022	2023	2024
133 078	135 711	151 490	133 251

Heavy Trucks & Buses - YTD Mar 2025

5 119 -4.3% ↓
compared to YTD Mar 2024 (5 347)



2021	2022	2023	2024
19 386	21 645	24 438	23 322

New Vehicle Sales Totals and Export Sales

	Mar 2025		Mar 2024		Var %		Feb 2025		Mar 2025 YTD		Mar 2024 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	33 447	24 801	26 691	23 159	25.3%	7.1%	33 707	22 249	102 268	64 648	84 775	64 360	20.6%	0.4%
Light CV < 3501kg	13 328	14 596	14 555	6 916	-8.4%	111.0%	11 816	9 937	35 047	31 522	38 768	23 065	-9.6%	36.7%
Medium CV 3501-8500kg	696	5	709	2	-1.8%	150.0%	720	10	1 992	27	1 845	7	8.0%	285.7%
Heavy CV 8501-16500kg	541	14	525	18	3.0%	-22.2%	513	9	1 411	40	1 272	59	10.9%	-32.2%
Extra Heavy CV > 16500kg	1 420	55	1 448	25	-1.9%	120.0%	1 105	4	3 524	88	3 924	99	-10.2%	-11.1%
Bus > 8500kg	61	6	61	3	0.0%	100.0%	82	6	184	14	151	12	21.9%	16.7%
Industry Total	49 493	39 477	43 989	30 123	12.5%	31.1%	47 943	32 215	144 426	96 339	130 735	87 602	10.5%	10.0%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	11 660	7 092
SUZUKI AUTO	5 284	26
VOLKSWAGEN GROUP SA	4 913	11 462
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 103	-
FORD MOTOR COMPANY	2 907	5 718
ISUZU MOTORS SOUTH AFRICA	2 759	651
NISSAN	2 303	1 428
MAHINDRA	2 253	3
GWM SA	2 066	130
CHERY AUTO SOUTH AFRICA	1 902	27
KIA SOUTH AFRICA	1 402	-
RENAULT	1 402	-
BMW GROUP	1 337	6 125
OMODA AND JAECCO SOUTH AFRICA	806	-
MERCEDES-BENZ SA *	563	6 700

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	433	46
TOYOTA	403	4
DAIMLER TRUCK SOUTHERN AFRICA	354	-
ISUZU MOTORS SOUTH AFRICA	336	2
UD TRUCKS SOUTHERN AFRICA	208	19
SCANIA	168	9
MAN	147	-
VOLVO GROUP SOUTHERN AFRICA	147	-
POWERSTAR	96	-
TATA	68	-
VOLKSWAGEN GROUP SA	65	-
MERCEDES-BENZ SA *	64	-
SINOTRUK	63	-
IVECO	45	-
BABCOCK	36	-

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	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	11 257	7 088	403	4	11 660	7 092
SUZUKI AUTO	5 284	26	-	-	5 284	26
VOLKSWAGEN GROUP SA	4 848	11 462	65	-	4 913	11 462
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 088	-	15	-	3 103	-
FORD MOTOR COMPANY	2 903	5 718	4	-	2 907	5 718
ISUZU MOTORS SOUTH AFRICA	2 423	649	336	2	2 759	651
NISSAN	2 303	1 428	-	-	2 303	1 428
MAHINDRA	2 253	3	-	-	2 253	3
GWM SA	2 066	130	-	-	2 066	130
CHERY AUTO SOUTH AFRICA	1 902	27	-	-	1 902	27
KIA SOUTH AFRICA	1 402	-	-	-	1 402	-
RENAULT	1 402	-	-	-	1 402	-
BMW GROUP	1 337	6 125	-	-	1 337	6 125
OMODA AND JAECOO SOUTH AFRICA	806	-	-	-	806	-
MERCEDES-BENZ SA *	499	6 700	64	-	563	6 700
STELLANTIS	525	-	-	-	525	-
JETOUR SOUTH AFRICA	523	-	-	-	523	-
FAW TRUCKS	-	-	433	46	433	46
DAIMLER TRUCK SOUTHERN AFRICA	-	-	354	-	354	-
JAGUAR LAND ROVER	309	-	-	-	309	-
FOTON SOUTH AFRICA	267	-	24	-	291	-
JAC MOTORS SOUTH AFRICA	236	-	17	-	253	-
MAZDA SOUTHERN AFRICA	230	-	-	-	230	-
UD TRUCKS SOUTHERN AFRICA	-	-	208	19	208	19
MITSUBISHI MOTORS SA	197	7	-	-	197	7
HONDA	181	33	-	-	181	33
BAIC	172	1	-	-	172	1
SCANIA	-	-	168	9	168	9
VOLVO CARS	151	-	-	-	151	-
MAN	-	-	147	-	147	-
VOLVO GROUP SOUTHERN AFRICA	-	-	147	-	147	-
PORSCHE *	101	-	-	-	101	-
POWERSTAR	-	-	96	-	96	-
PROTON SOUTH AFRICA	71	-	-	-	71	-
TATA	-	-	68	-	68	-
SINOTRUK	-	-	63	-	63	-
IVECO	-	-	45	-	45	-
SUBARU	38	-	-	-	38	-
BABCOCK	-	-	36	-	36	-

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	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
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VECV SOUTH AFRICA	-	-	25	-	25	-
SCUDERIA SOUTH AFRICA	1	-	-	-	1	-

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