

May 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 May 2025

163 598

21.2% ↑
compared to YTD May 2024 (134 943)

2021

2022

2023

2024

304 338

363 682

347 370

351 553



Light Commercial Bakkies & Mini Buses - YTD May 2025

56 031

-4.6% ↓
compared to YTD May 2024 (58 759)

2021

2022

2023

2024

133 078

135 711

151 490

133 251



Medium Trucks & Buses - YTD May 2025

3 300

11.7% ↑
compared to YTD May 2024 (2 954)

2021

2022

2023

2024

7 520

8 297

8 252

7 722



Heavy Trucks & Buses - YTD May 2025

8 790

-3.6% ↓
compared to YTD May 2024 (9 115)

2021

2022

2023

2024

19 386

21 645

24 438

23 322



New Vehicle Sales Totals and Export Sales

	May 2025		May 2024		Var %		Apr 2025		May 2025 YTD		May 2024 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	31 741	17 384	24 419	26 689	30.0%	-34.9%	30 081	17 319	163 598	100 595	134 943	117 311	21.2%	-14.2%
Light CV < 3501kg	10 938	12 652	10 337	8 505	5.8%	48.8%	9 959	14 133	56 031	58 284	58 759	39 358	-4.6%	48.1%
Medium CV 3501-8500kg	660	5	538	3	22.7%	66.7%	622	5	3 300	37	2 954	18	11.7%	105.6%
Heavy CV 8501-16500kg	556	11	416	23	33.7%	-52.2%	508	18	2 473	67	2 079	89	19.0%	-24.7%
Extra Heavy CV > 16500kg	1 340	52	1 358	53	-1.3%	-1.9%	1 150	52	6 001	192	6 731	171	-10.8%	12.3%
Bus > 8500kg	73	8	71	4	2.8%	100.0%	59	2	316	24	305	19	3.6%	26.3%
Industry Total	45 308	30 112	37 139	35 277	22.0%	-14.6%	42 379	31 529	231 719	159 199	205 771	156 966	12.6%	1.4%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	10 330	5 566
SUZUKI AUTO	5 536	19
VOLKSWAGEN GROUP SA	4 582	4 305
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 251	-
FORD MOTOR COMPANY	2 932	6 963
GWM SA	2 069	86
CHERY AUTO SOUTH AFRICA	1 995	15
ISUZU MOTORS SOUTH AFRICA	1 961	373
MAHINDRA	1 524	-
KIA SOUTH AFRICA	1 406	-
RENAULT	1 302	-
BMW GROUP *	1 253	5 700
OMODA AND JAECON SOUTH AFRICA	924	-
NISSAN	907	367
STELLANTIS	641	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	487	64
ISUZU MOTORS SOUTH AFRICA	325	2
DAIMLER TRUCK SOUTHERN AFRICA	315	1
TOYOTA	288	1
SCANIA	283	8
UD TRUCKS SOUTHERN AFRICA	164	-
VOLVO GROUP SOUTHERN AFRICA	136	-
MAN	111	-
POWERSTAR	96	-
MERCEDES-BENZ SA *	80	-
SINOTRUK	68	-
VOLKSWAGEN GROUP SA	67	-
TATA	66	-
HYUNDAI AUTOMOTIVE SOUTH AFRICA	30	-
FOTON SOUTH AFRICA	27	-

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	10 042	5 565	288	1	10 330	5 566
SUZUKI AUTO	5 536	19	-	-	5 536	19
VOLKSWAGEN GROUP SA	4 515	4 305	67	-	4 582	4 305
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 221	-	30	-	3 251	-
FORD MOTOR COMPANY	2 924	6 963	8	-	2 932	6 963
GWM SA	2 069	86	-	-	2 069	86
CHERY AUTO SOUTH AFRICA	1 995	15	-	-	1 995	15
ISUZU MOTORS SOUTH AFRICA	1 636	371	325	2	1 961	373
MAHINDRA	1 524	-	-	-	1 524	-
KIA SOUTH AFRICA	1 406	-	-	-	1 406	-
RENAULT	1 302	-	-	-	1 302	-
BMW GROUP *	1 253	5 700	-	-	1 253	5 700
OMODA AND JAECCO SOUTH AFRICA	924	-	-	-	924	-
NISSAN	907	367	-	-	907	367
STELLANTIS	641	-	-	-	641	-
JETOUR SOUTH AFRICA	620	-	-	-	620	-
MERCEDES-BENZ SA *	443	6 600	80	-	523	6 600
FAW TRUCKS	-	-	487	64	487	64
DAIMLER TRUCK SOUTHERN AFRICA	-	-	315	1	315	1
SCANIA	-	-	283	8	283	8
FOTON SOUTH AFRICA	230	-	27	-	257	-
BAIC	254	-	-	-	254	-
JAGUAR LAND ROVER	242	-	-	-	242	-
JAC MOTORS SOUTH AFRICA	192	-	18	-	210	-
HONDA	200	12	-	-	200	12
MAZDA SOUTHERN AFRICA	198	-	-	-	198	-
MITSUBISHI MOTORS SA	167	33	-	-	167	33
UD TRUCKS SOUTHERN AFRICA	-	-	164	-	164	-
VOLVO GROUP SOUTHERN AFRICA	-	-	136	-	136	-
MAN	-	-	111	-	111	-
POWERSTAR	-	-	96	-	96	-
PORSCHE *	92	-	-	-	92	-
SINOTRUK	-	-	68	-	68	-
TATA	-	-	66	-	66	-
PROTON SOUTH AFRICA	60	-	-	-	60	-
VOLVO CARS	48	-	-	-	48	-
SUBARU	30	-	-	-	30	-
IVECO	-	-	26	-	26	-
VECV SOUTH AFRICA	-	-	21	-	21	-

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

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
BABCOCK	-	-	13	-	13	-
SCUDERIA SOUTH AFRICA	8	-	-	-	8	-

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