

August 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 Aug 2025

269 351

21.3% ↑
compared to YTD Aug 2024 (222 009)

2021

2022

2023

2024

304 338

363 682

347 366

351 551



Light Commercial Bakkies & Mini Buses - YTD Aug 2025

92 845

1.4% ↑
compared to YTD Aug 2024 (91 584)

2021

2022

2023

2024

133 078

135 711

151 490

133 251



Medium Trucks & Buses - YTD Aug 2025

5 338

10.3% ↑
compared to YTD Aug 2024 (4 840)

2021

2022

2023

2024

7 520

8 297

8 252

7 722



Heavy Trucks & Buses - YTD Aug 2025

14 725

-4.0% ↓
compared to YTD Aug 2024 (15 332)

2021

2022

2023


2024

19 386

21 645

24 438

23 323



New Vehicle Sales Totals and Export Sales

	Aug 2025		Aug 2024		Var %		Jul 2025		Aug 2025 YTD		Aug 2024 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	36 914	22 324	30 128	25 383	22.5%	-12.1%	36 335	22 263	269 351	170 826	222 009	196 078	21.3%	-12.9%
Light CV < 3501kg	12 326	15 091	10 710	9 859	15.1%	53.1%	12 369	13 041	92 845	98 412	91 584	65 430	1.4%	50.4%
Medium CV 3501-8500kg	717	5	746	7	-3.9%	-28.6%	706	10	5 338	52	4 840	36	10.3%	44.4%
Heavy CV 8501-16500kg	678	5	432	14	56.9%	-64.3%	578	9	4 307	99	3 369	129	27.8%	-23.3%
Extra Heavy CV > 16500kg	1 152	73	1 600	46	-28.0%	58.7%	1 389	65	9 836	394	11 391	327	-13.7%	20.5%
Bus > 8500kg	93	2	76	1	22.4%	100.0%	112	4	582	34	572	27	1.7%	25.9%
Industry Total	51 880	37 500	43 692	35 310	18.7%	6.2%	51 489	35 392	382 259	269 817	333 765	262 027	14.5%	3.0%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	13 276	4 770
SUZUKI AUTO	6 534	22
VOLKSWAGEN GROUP SA	5 521	12 650
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 007	-
FORD MOTOR COMPANY	2 968	9 413
GWM SA	2 519	61
CHERY AUTO SOUTH AFRICA	2 228	-
ISUZU MOTORS SOUTH AFRICA	2 194	517
KIA SOUTH AFRICA	1 542	1
RENAULT	1 374	-
MAHINDRA	1 336	14
BMW GROUP *	1 223	5 200
OMODA AND JAECON SOUTH AFRICA	1 202	-
NISSAN	986	705
JETOUR SOUTH AFRICA	773	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	540	70
TOYOTA	349	-
ISUZU MOTORS SOUTH AFRICA	333	6
DAIMLER TRUCK SOUTHERN AFRICA	258	-
SCANIA	190	2
UD TRUCKS SOUTHERN AFRICA	182	5
VOLVO GROUP SOUTHERN AFRICA	168	2
MAN	135	-
POWERSTAR	105	-
TATA	72	-
MERCEDES-BENZ SA *	67	-
VOLKSWAGEN GROUP SA	52	-
VECV SOUTH AFRICA	40	-
SINOTRUK	34	-
IVECO	31	-

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	12 927	4 770	349	-	13 276	4 770
SUZUKI AUTO	6 534	22	-	-	6 534	22
VOLKSWAGEN GROUP SA	5 469	12 650	52	-	5 521	12 650
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 987	-	20	-	3 007	-
FORD MOTOR COMPANY	2 962	9 413	6	-	2 968	9 413
GWM SA	2 519	61	-	-	2 519	61
CHERY AUTO SOUTH AFRICA	2 228	-	-	-	2 228	-
ISUZU MOTORS SOUTH AFRICA	1 861	511	333	6	2 194	517
KIA SOUTH AFRICA	1 542	1	-	-	1 542	1
RENAULT	1 374	-	-	-	1 374	-
MAHINDRA	1 336	14	-	-	1 336	14
BMW GROUP *	1 223	5 200	-	-	1 223	5 200
OMODA AND JAECCO SOUTH AFRICA	1 202	-	-	-	1 202	-
NISSAN	986	705	-	-	986	705
JETOUR SOUTH AFRICA	773	-	-	-	773	-
STELLANTIS	660	-	-	-	660	-
FAW TRUCKS	-	-	540	70	540	70
MERCEDES-BENZ SA *	443	3 950	67	-	510	3 950
MG	453	-	-	-	453	-
FOTON SOUTH AFRICA	350	-	30	-	380	-
DAIMLER TRUCK SOUTHERN AFRICA	-	-	258	-	258	-
JAC MOTORS SOUTH AFRICA	237	-	14	-	251	-
JAGUAR LAND ROVER	233	-	-	-	233	-
MAZDA SOUTHERN AFRICA	207	-	-	-	207	-
SCANIA	-	-	190	2	190	2
BAIC	189	-	-	-	189	-
UD TRUCKS SOUTHERN AFRICA	-	-	182	5	182	5
MITSUBISHI MOTORS SA	168	79	-	-	168	79
VOLVO GROUP SOUTHERN AFRICA	-	-	168	2	168	2
HONDA	153	39	-	-	153	39
MAN	-	-	135	-	135	-
POWERSTAR	-	-	105	-	105	-
PORSCHE *	101	-	-	-	101	-
TATA	-	-	72	-	72	-
SUBARU	52	-	-	-	52	-
VOLVO CARS	42	-	-	-	42	-
VECV SOUTH AFRICA	-	-	40	-	40	-
SINOTRUK	-	-	34	-	34	-
IVECO	-	-	31	-	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

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
PROTON SOUTH AFRICA	29	-	-	-	29	-
BABCOCK	-	-	14	-	14	-
SCUDERIA SOUTH AFRICA	-	-	-	-	-	-

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