



September 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 Sep 2025

307 886 22.1% ↑
compared to YTD Sep 2024 (252 176)



2021	2022	2023	2024
304 338	363 682	347 366	351 551

Light Commercial Bakkies & Mini Buses - YTD Sep 2025

105 919 3.3% ↑
compared to YTD Sep 2024 (102 508)



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

Medium Trucks & Buses - YTD Sep 2025

6 080 8.1% ↑
compared to YTD Sep 2024 (5 622)



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

Heavy Trucks & Buses - YTD Sep 2025

16 969 -2.8% ↓
compared to YTD Sep 2024 (17 459)



2021	2022	2023	2024
19 386	21 645	24 438	23 323

New Vehicle Sales Totals and Export Sales

	Sep 2025		Sep 2024		Var %		Aug 2025		Sep 2025 YTD		Sep 2024 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	38 603	30 354	30 167	18 542	28.0%	63.7%	36 846	22 327	307 886	201 183	252 176	214 620	22.1%	-6.3%
Light CV < 3501kg	13 078	8 212	10 924	10 562	19.7%	-22.2%	12 322	15 093	105 919	106 626	102 508	75 992	3.3%	40.3%
Medium CV 3501-8500kg	767	17	782	8	-1.9%	112.5%	692	14	6 080	78	5 622	44	8.1%	77.3%
Heavy CV 8501-16500kg	622	20	527	13	18.0%	53.8%	678	9	4 929	123	3 896	142	26.5%	-13.4%
Extra Heavy CV > 16500kg	1 492	163	1 514	51	-1.5%	219.6%	1 144	79	11 320	563	12 905	378	-12.3%	48.9%
Bus > 8500kg	138	6	86	4	60.5%	50.0%	93	2	720	40	658	31	9.4%	29.0%
Industry Total	54 700	38 772	44 000	29 180	24.3%	32.9%	51 775	37 524	436 854	308 613	377 765	291 207	15.6%	6.0%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	14 146	8 138
SUZUKI AUTO	6 072	15
VOLKSWAGEN GROUP SA	5 763	11 376
FORD MOTOR COMPANY	3 093	7 590
HYUNDAI AUTOMOTIVE SOUTH AFRICA	3 005	-
GWM SA	2 620	47
ISUZU MOTORS SOUTH AFRICA	2 478	507
CHERY AUTO SOUTH AFRICA	2 264	-
KIA SOUTH AFRICA	1 706	-
MAHINDRA	1 524	1
RENAULT	1 376	-
NISSAN	1 362	382
BMW GROUP	1 220	7 060
OMODA AND JAECCO SOUTH AFRICA	1 201	-
STELLANTIS	848	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	503	126
TOYOTA	452	-
DAIMLER TRUCK SOUTHERN AFRICA	313	4
ISUZU MOTORS SOUTH AFRICA	302	7
SCANIA	268	6
VOLVO GROUP SOUTHERN AFRICA	212	-
UD TRUCKS SOUTHERN AFRICA	191	9
MAN	161	-
POWERSTAR	140	4
MERCEDES-BENZ SA *	75	-
TATA	64	-
VECV SOUTH AFRICA	62	-
SINOTRUK	59	-
FOTON SOUTH AFRICA	38	-
VOLKSWAGEN GROUP SA	38	-

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	13 694	8 138	452	-	14 146	8 138
SUZUKI AUTO	6 072	15	-	-	6 072	15
VOLKSWAGEN GROUP SA	5 725	11 376	38	-	5 763	11 376
FORD MOTOR COMPANY	3 058	7 590	35	-	3 093	7 590
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 971	-	34	-	3 005	-
GWM SA	2 620	47	-	-	2 620	47
ISUZU MOTORS SOUTH AFRICA	2 176	500	302	7	2 478	507
CHERY AUTO SOUTH AFRICA	2 264	-	-	-	2 264	-
KIA SOUTH AFRICA	1 706	-	-	-	1 706	-
MAHINDRA	1 524	1	-	-	1 524	1
RENAULT	1 376	-	-	-	1 376	-
NISSAN	1 362	382	-	-	1 362	382
BMW GROUP	1 220	7 060	-	-	1 220	7 060
OMODA AND JAECOO SOUTH AFRICA	1 201	-	-	-	1 201	-
STELLANTIS	848	-	-	-	848	-
JETOUR SOUTH AFRICA	815	-	-	-	815	-
MG	557	-	-	-	557	-
MERCEDES-BENZ SA *	450	3 400	75	-	525	3 400
FAW TRUCKS	-	-	503	126	503	126
FOTON SOUTH AFRICA	372	-	38	-	410	-
HONDA	386	14	-	-	386	14
DAIMLER TRUCK SOUTHERN AFRICA	-	-	313	4	313	4
SCANIA	-	-	268	6	268	6
JAGUAR LAND ROVER	229	-	-	-	229	-
MAZDA SOUTHERN AFRICA	228	-	-	-	228	-
JAC MOTORS SOUTH AFRICA	214	-	11	-	225	-
VOLVO GROUP SOUTHERN AFRICA	-	-	212	-	212	-
UD TRUCKS SOUTHERN AFRICA	-	-	191	9	191	9
MAN	-	-	161	-	161	-
MITSUBISHI MOTORS SA	160	43	-	-	160	43
POWERSTAR	-	-	140	4	140	4
BAIC	124	-	-	-	124	-
VOLVO CARS	108	-	-	-	108	-
PORSCHE *	96	-	-	-	96	-
SUBARU	82	-	-	-	82	-
TATA	-	-	64	-	64	-
VECV SOUTH AFRICA	-	-	62	-	62	-
SINOTRUK	-	-	59	-	59	-
PROTON SOUTH AFRICA	35	-	-	-	35	-

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	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
IVECO	-	-	32	-	32	-
BABCOCK	-	-	19	-	19	-
SHACMAN	-	-	10	50	10	50
SCUDERIA SOUTH AFRICA	8	-	-	-	8	-

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