



DEALERSHIPS REMAIN HUB FOR CUSTOMER EXPERIENCE

Notwithstanding the fuel price, tariffs, rising living costs and a very slow-growing economy, the sale of new vehicles in South Africa seems to have increased month after month.

The influx of new brands, mainly from China, entering the South African automotive market has stimulated dealership growth. It is more than just another showroom floor to display new vehicles; it is about providing greater access for customers to servicing and parts availability.

It is, however, not only the Chinese manufacturers but also a mix of legacy brands and Indian brands that are joining the fight for their share of the automotive market.

Expansion can be attributed firstly to the value-packed Chinese brands and secondly to the electric vehicle and plug-in hybrid brands such as BYD, which is rapidly growing its dealer network. BYD now has 32 dealerships across the country.

One example is Lepas, the luxury brand under the Chery umbrella. With only one model currently available (more to arrive soon), it has already established 27 dealerships in just a few months. <https://dealerfloor.co.za/dealer-news/lepas-dealerships-open-at-a-rapid-pace-in-sa>

Even some of the legacy brands that struggle under the Chinese onslaught remain committed to securing their share of the business. Mazda The Glen recently opened its doors in the southern part of Johannesburg as a full-fledged dealership, moving up from previously being only a service agent. <https://dealerfloor.co.za/dealer-news/taking-the-mazda-name-to-new-heights>

Stellantis, with its wide portfolio of brands, is also expanding. The SCW Mobility Group in Cape Town has opened a brand-new facility housing several Stellantis marques. <https://dealerfloor.co.za/dealer-news/stellantis-expands-dealer-network-with-scw-mobility-group-in-ct>

Isuzu has opened a new dealership in Westonaria, where the Automotive Industry Transformation Fund (AITF) assisted Fumani Holdings to establish an OEM-approved dealership under Isuzu Motors South Africa. This marks a significant step in its progression into formal automotive retail. <https://dealerfloor.co.za/dealer-news/aitf-backs-new-isuzu-dealership-in-westonaria>



Mahindra has expanded its footprint with the opening of its first dealership in Tygervalley, Western Cape, as part of Motus. While much of the current narrative has centred on the rise of Chinese automotive brands, Mahindra's steady ascent presents a compelling alternative. <https://dealerfloor.co.za/dealer-news/motus-expands-footprint-with-first-mahindra-dealer-in-tygervalley>

Another non-Chinese brand strengthening its dealer network is Tata, which already comprises more than 40 locations across South Africa. <https://dealerfloor.co.za/dealer-news/daphne-will-drive-dealer-and-sales-growth-for-tata>

In March, Hyundai opened a new dealership in Cape Town in response to growing demand for its products and service facilities. <https://dealerfloor.co.za/dealer-news/local-demand-for-the-hyundai-reason-for-new-dealership>

In conclusion, dealerships are increasingly becoming lifestyle centres, places where customers can relax in comfort with good coffee and Wi-Fi while waiting for a service, minor repairs or paperwork. Dealerships are creating environments that are inviting and customer-focused, sending the message that care extends beyond the usual parameters.