



May 2024

## Industry New Vehicle Sales

### REIMAGINING **THE FUTURE TOGETHER**

Partnership | Consistency | Trust

#### **OUR AMBITION**

To be the most credible and respected thought leader and partner for and on behalf of the automotive industry in South Africa.



Market at a Glance

Passenger Vehicles - YTD May 2024

135 040

-6.4% ↓  
compared to YTD May 2023 (144 304)

2020

2021

2022

2023

246 539

304 338

363 681

347 388



Light Commercial Bakkies & Mini Buses - YTD May 2024

58 756

-6.1% ↓  
compared to YTD May 2023 (62 574)

2020

2021

2022

2023

110 912

133 078

135 711

151 492



Medium Trucks & Buses - YTD May 2024

2 949

-6.4% ↓  
compared to YTD May 2023 (3 152)

2020

2021

2022

2023

6 735

7 520

8 308

8 251



Heavy Trucks & Buses - YTD May 2024

9 220

0.9% ↑  
compared to YTD May 2023 (9 140)

2020

2021

2022

2023

16 019

19 555

21 841

24 656



New Vehicle Sales Totals and Export Sales

|                          | May 2024 |        | May 2023 |        | Var %  |        | Apr 2024 |        | May 2024 YTD |         | May 2023 YTD |         | Var % |        |
|--------------------------|----------|--------|----------|--------|--------|--------|----------|--------|--------------|---------|--------------|---------|-------|--------|
|                          | Local    | Exp    | Local    | Exp    | Local  | Exp    | Local    | Exp    | Local        | Exp     | Local        | Exp     | Local | Exp    |
| Passenger                | 24 367   | 14 829 | 27 579   | 17 831 | -11.6% | -16.8% | 25 896   | 14 863 | 135 040      | 88 175  | 144 304      | 93 921  | -6.4% | -6.1%  |
| Light CV < 3501kg        | 10 334   | 9 344  | 12 832   | 12 061 | -19.5% | -22.5% | 9 654    | 7 788  | 58 756       | 40 197  | 62 574       | 51 220  | -6.1% | -21.5% |
| Medium CV 3501-8500kg    | 533      | 3      | 575      | 10     | -7.3%  | -70.0% | 570      | 8      | 2 949        | 17      | 3 152        | 77      | -6.4% | -77.9% |
| Heavy CV 8501-16500kg    | 425      | 19     | 431      | 9      | -1.4%  | 111.1% | 393      | 5      | 2 092        | 81      | 2 057        | 96      | 1.7%  | -15.6% |
| Extra Heavy CV > 16500kg | 1 375    | 36     | 1 772    | 34     | -22.4% | 5.9%   | 1 466    | 2      | 6 823        | 79      | 6 839        | 181     | -0.2% | -56.4% |
| Bus > 8500kg             | 71       | 4      | 53       | 2      | 34.0%  | 100.0% | 83       | 4      | 305          | 20      | 244          | 12      | 25.0% | 66.7%  |
| Industry Total           | 37 105   | 24 235 | 43 242   | 29 947 | -14.2% | -19.1% | 38 062   | 22 670 | 205 965      | 128 569 | 219 170      | 145 507 | -6.0% | -11.6% |

Total Vehicle Sales by Manufacturer (Top 15)

| * Sales are estimates ** Reported aggregate sales numbers only | Local | Exp   |
|----------------------------------------------------------------|-------|-------|
| TOYOTA                                                         | 8 795 | 2 447 |
| VOLKSWAGEN GROUP SA                                            | 4 939 | 2 912 |
| SUZUKI AUTO                                                    | 4 101 | 19    |
| FORD MOTOR COMPANY                                             | 2 860 | 6 246 |
| HYUNDAI AUTOMOTIVE SOUTH AFRICA                                | 2 185 | -     |
| ISUZU MOTORS SOUTH AFRICA                                      | 1 626 | 328   |
| CHERY AUTO SOUTH AFRICA                                        | 1 609 | -     |
| NISSAN                                                         | 1 522 | 295   |
| GWM SA                                                         | 1 205 | 44    |
| RENAULT                                                        | 1 110 | -     |
| BMW GROUP *                                                    | 1 068 | 4 300 |
| KIA SOUTH AFRICA                                               | 1 003 | -     |
| MAHINDRA                                                       | 941   | -     |
| STELLANTIS                                                     | 515   | 2     |
| MERCEDES-BENZ SA *                                             | 478   | 7 500 |

Total Commercial Vehicle Sales by Manufacturer (Top 15)

| * Sales are estimates ** Reported aggregate sales numbers only | Local | Exp |
|----------------------------------------------------------------|-------|-----|
| DAIMLER TRUCK SOUTHERN AFRICA                                  | 360   | 2   |
| FAW TRUCKS                                                     | 338   | -   |
| ISUZU MOTORS SOUTH AFRICA                                      | 275   | 5   |
| TOYOTA                                                         | 266   | 3   |
| SCANIA                                                         | 250   | 7   |
| UD TRUCKS SOUTHERN AFRICA                                      | 222   | 16  |
| VOLVO GROUP SOUTHERN AFRICA                                    | 190   | 29  |
| MAN                                                            | 147   | -   |
| MERCEDES-BENZ SA *                                             | 70    | -   |
| POWERSTAR                                                      | 64    | -   |
| TATA                                                           | 52    | -   |
| VOLKSWAGEN GROUP SA                                            | 46    | -   |
| IVECO                                                          | 29    | -   |
| SINOTRUK                                                       | 27    | -   |
| BABCOCK                                                        | 19    | -   |

## Total Vehicles Sales by Manufacturer

|                                                                | Passenger LCV |       | Commercial |     | Total |       |
|----------------------------------------------------------------|---------------|-------|------------|-----|-------|-------|
|                                                                | Local         | Exp   | Local      | Exp | Local | Exp   |
| * Sales are estimates ** Reported aggregate sales numbers only |               |       |            |     |       |       |
| TOYOTA                                                         | 8 529         | 2 444 | 266        | 3   | 8 795 | 2 447 |
| VOLKSWAGEN GROUP SA                                            | 4 893         | 2 912 | 46         | -   | 4 939 | 2 912 |
| SUZUKI AUTO                                                    | 4 101         | 19    | -          | -   | 4 101 | 19    |
| FORD MOTOR COMPANY                                             | 2 849         | 6 246 | 11         | -   | 2 860 | 6 246 |
| HYUNDAI AUTOMOTIVE SOUTH AFRICA                                | 2 166         | -     | 19         | -   | 2 185 | -     |
| ISUZU MOTORS SOUTH AFRICA                                      | 1 351         | 323   | 275        | 5   | 1 626 | 328   |
| CHERY AUTO SOUTH AFRICA                                        | 1 609         | -     | -          | -   | 1 609 | -     |
| NISSAN                                                         | 1 522         | 295   | -          | -   | 1 522 | 295   |
| GWM SA                                                         | 1 205         | 44    | -          | -   | 1 205 | 44    |
| RENAULT                                                        | 1 110         | -     | -          | -   | 1 110 | -     |
| BMW GROUP *                                                    | 1 068         | 4 300 | -          | -   | 1 068 | 4 300 |
| KIA SOUTH AFRICA                                               | 1 003         | -     | -          | -   | 1 003 | -     |
| MAHINDRA                                                       | 941           | -     | -          | -   | 941   | -     |
| STELLANTIS                                                     | 515           | 2     | -          | -   | 515   | 2     |
| MERCEDES-BENZ SA *                                             | 408           | 7 500 | 70         | -   | 478   | 7 500 |
| DAIMLER TRUCK SOUTHERN AFRICA                                  | -             | -     | 360        | 2   | 360   | 2     |
| FAW TRUCKS                                                     | -             | -     | 338        | -   | 338   | -     |
| MAZDA SOUTHERN AFRICA                                          | 251           | -     | -          | -   | 251   | -     |
| SCANIA                                                         | -             | -     | 250        | 7   | 250   | 7     |
| JAGUAR LAND ROVER                                              | 246           | -     | -          | -   | 246   | -     |
| UD TRUCKS SOUTHERN AFRICA                                      | -             | -     | 222        | 16  | 222   | 16    |
| HONDA                                                          | 201           | 18    | -          | -   | 201   | 18    |
| VOLVO GROUP SOUTHERN AFRICA                                    | -             | -     | 190        | 29  | 190   | 29    |
| MAN                                                            | -             | -     | 147        | -   | 147   | -     |
| MITSUBISHI MOTORS SA                                           | 140           | 70    | -          | -   | 140   | 70    |
| JAC MOTORS SOUTH AFRICA                                        | 129           | -     | 9          | -   | 138   | -     |
| VOLVO CARS                                                     | 122           | -     | -          | -   | 122   | -     |
| BAIC                                                           | 117           | -     | -          | -   | 117   | -     |
| PORSCHE *                                                      | 115           | -     | -          | -   | 115   | -     |
| PROTON SOUTH AFRICA                                            | 72            | -     | -          | -   | 72    | -     |
| POWERSTAR                                                      | -             | -     | 64         | -   | 64    | -     |
| TATA                                                           | -             | -     | 52         | -   | 52    | -     |
| SUBARU                                                         | 35            | -     | -          | -   | 35    | -     |
| IVECO                                                          | -             | -     | 29         | -   | 29    | -     |
| SINOTRUK                                                       | -             | -     | 27         | -   | 27    | -     |
| BABCOCK                                                        | -             | -     | 19         | -   | 19    | -     |
| VECV SOUTH AFRICA                                              | -             | -     | 10         | -   | 10    | -     |
| SCUDERIA SOUTH AFRICA                                          | 3             | -     | -          | -   | 3     | -     |

## 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](mailto:datasupport@naamsa.co.za)