



November 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 Nov 2024

321 565

0.5% ↑
compared to YTD Nov 2023 (319 850)

2020

2021

2022

2023

246 539

304 338

363 682

347 380



Light Commercial Bakkies & Mini Buses - YTD Nov 2024

124 118

-12.2% ↓
compared to YTD Nov 2023 (141 302)

2020

2021

2022

2023

110 912

133 078

135 711

151 490



Medium Trucks & Buses - YTD Nov 2024

7 063

-7.7% ↓
compared to YTD Nov 2023 (7 650)

2020

2021

2022

2023

6 735

7 520

8 308

8 252



Heavy Trucks & Buses - YTD Nov 2024

21 723

-4.4% ↓
compared to YTD Nov 2023 (22 711)

2020

2021

2022

2023

16 019

19 555

21 841

24 654



New Vehicle Sales Totals and Export Sales

	Nov 2024		Nov 2023		Var %		Oct 2024		Nov 2024 YTD		Nov 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	35 101	15 130	29 252	27 223	20.0%	-44.4%	34 283	13 023	321 565	181 879	319 850	243 917	0.5%	-25.4%
Light CV < 3501kg	10 827	15 255	12 937	15 369	-16.3%	-0.7%	10 782	9 767	124 118	101 014	141 302	127 830	-12.2%	-21.0%
Medium CV 3501-8500kg	699	6	770	5	-9.2%	20.0%	740	6	7 063	54	7 650	110	-7.7%	-50.9%
Heavy CV 8501-16500kg	551	17	432	25	27.5%	-32.0%	604	6	5 060	157	5 004	247	1.1%	-36.4%
Extra Heavy CV > 16500kg	1 305	12	1 451	16	-10.1%	-25.0%	1 501	25	15 823	304	17 046	359	-7.2%	-15.3%
Bus > 8500kg	102	11	85	3	20.0%	266.7%	80	4	840	46	661	42	27.1%	9.5%
Industry Total	48 585	30 431	44 927	42 641	8.1%	-28.6%	47 990	22 831	474 469	283 454	491 513	372 505	-3.5%	-23.9%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	12 106	4 088
VOLKSWAGEN GROUP SA	6 321	1 780
SUZUKI AUTO	6 004	25
FORD MOTOR COMPANY	3 071	10 574
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 940	-
ISUZU MOTORS SOUTH AFRICA	2 061	347
CHERY AUTO SOUTH AFRICA	2 006	35
GWM SA	1 847	61
KIA SOUTH AFRICA	1 662	-
RENAULT	1 505	-
MAHINDRA	1 368	1
NISSAN	1 326	299
BMW GROUP *	1 083	4 700
OMODA AND JAECEO SOUTH AFRICA	711	-
STELLANTIS	553	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	426	12
TOYOTA	367	4
DAIMLER TRUCK SOUTHERN AFRICA	339	9
ISUZU MOTORS SOUTH AFRICA	250	5
UD TRUCKS SOUTHERN AFRICA	219	1
SCANIA	217	9
MAN	200	-
VOLVO GROUP SOUTHERN AFRICA	139	6
POWERSTAR	89	-
TATA	83	-
MERCEDES-BENZ SA *	80	-
VOLKSWAGEN GROUP SA	64	-
BABCOCK	35	-
HYUNDAI AUTOMOTIVE SOUTH AFRICA	33	-
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	11 739	4 084	367	4	12 106	4 088
VOLKSWAGEN GROUP SA	6 257	1 780	64	-	6 321	1 780
SUZUKI AUTO	6 004	25	-	-	6 004	25
FORD MOTOR COMPANY	3 044	10 574	27	-	3 071	10 574
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 907	-	33	-	2 940	-
ISUZU MOTORS SOUTH AFRICA	1 811	342	250	5	2 061	347
CHERY AUTO SOUTH AFRICA	2 006	35	-	-	2 006	35
GWM SA	1 847	61	-	-	1 847	61
KIA SOUTH AFRICA	1 662	-	-	-	1 662	-
RENAULT	1 505	-	-	-	1 505	-
MAHINDRA	1 368	1	-	-	1 368	1
NISSAN	1 326	299	-	-	1 326	299
BMW GROUP *	1 083	4 700	-	-	1 083	4 700
OMODA AND JAECCO SOUTH AFRICA	711	-	-	-	711	-
STELLANTIS	553	-	-	-	553	-
MERCEDES-BENZ SA *	461	8 400	80	-	541	8 400
FAW TRUCKS	1	8	426	12	427	20
DAIMLER TRUCK SOUTHERN AFRICA	-	-	339	9	339	9
HONDA	274	30	-	-	274	30
MITSUBISHI MOTORS SA	269	36	-	-	269	36
JAGUAR LAND ROVER	260	-	-	-	260	-
MAZDA SOUTHERN AFRICA	254	-	-	-	254	-
UD TRUCKS SOUTHERN AFRICA	-	-	219	1	219	1
SCANIA	-	-	217	9	217	9
MAN	-	-	200	-	200	-
BAIC	196	10	-	-	196	10
JAC MOTORS SOUTH AFRICA	156	-	19	-	175	-
VOLVO GROUP SOUTHERN AFRICA	-	-	139	6	139	6
PORSCHE *	108	-	-	-	108	-
POWERSTAR	-	-	89	-	89	-
TATA	-	-	83	-	83	-
VOLVO CARS	52	-	-	-	52	-
PROTON SOUTH AFRICA	40	-	-	-	40	-
BABCOCK	-	-	35	-	35	-
SUBARU	32	-	-	-	32	-
IVECO	-	-	31	-	31	-
SINOTRUK	-	-	24	-	24	-
VECV SOUTH AFRICA	-	-	15	-	15	-
SCUDERIA SOUTH AFRICA	2	-	-	-	2	-

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