



January 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 Jan 2025

34 530

18.3% ↑
compared to YTD Jan 2024 (29 181)

2021

2022

2023

2024

304 338

363 682

347 377

351 556



Light Commercial Bakkies & Mini Buses - YTD Jan 2025

9 901

-9.1% ↓
compared to YTD Jan 2024 (10 894)

2021

2022

2023

2024

133 078

135 711

151 490

133 252



Medium Trucks & Buses - YTD Jan 2025

569

11.6% ↑
compared to YTD Jan 2024 (510)

2021

2022

2023

2024

7 520

8 297

8 252

7 722



Heavy Trucks & Buses - YTD Jan 2025

1 398

-2.8% ↓
compared to YTD Jan 2024 (1 438)

2021

2022

2023

2024

19 386

21 645

24 438

23 323



New Vehicle Sales Totals and Export Sales

	Jan 2025		Jan 2024		Var %		Dec 2024		Jan 2025 YTD		Jan 2024 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	34 530	17 593	29 181	14 083	18.3%	24.9%	29 585	14 413	34 530	17 593	29 181	14 083	18.3%	24.9%
Light CV < 3501kg	9 901	7 695	10 894	5 405	-9.1%	42.4%	9 134	15 438	9 901	7 695	10 894	5 405	-9.1%	42.4%
Medium CV 3501-8500kg	569	12	510	2	11.6%	500.0%	658	-	569	12	510	2	11.6%	500.0%
Heavy CV 8501-16500kg	360	17	341	18	5.6%	-5.6%	432	5	360	17	341	18	5.6%	-5.6%
Extra Heavy CV > 16500kg	997	29	1 062	36	-6.1%	-19.4%	1 179	74	997	29	1 062	36	-6.1%	-19.4%
Bus > 8500kg	41	2	35	1	17.1%	100.0%	104	5	41	2	35	1	17.1%	100.0%
Industry Total	46 398	25 348	42 023	19 545	10.4%	29.7%	41 092	29 935	46 398	25 348	42 023	19 545	10.4%	29.7%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	12 152	4 751
SUZUKI AUTO	6 399	16
VOLKSWAGEN GROUP SA	5 676	10 168
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 760	-
FORD MOTOR COMPANY	2 467	2 239
CHERY AUTO SOUTH AFRICA	1 913	25
GWM SA	1 756	87
ISUZU MOTORS SOUTH AFRICA	1 733	498
MAHINDRA	1 463	-
KIA SOUTH AFRICA	1 428	-
RENAULT	1 409	-
BMW GROUP *	1 184	3 700
NISSAN	1 162	611
OMODA AND JAECON SOUTH AFRICA	743	-
JETOUR SOUTH AFRICA	451	-

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	334	16
TOYOTA	289	2
DAIMLER TRUCK SOUTHERN AFRICA	238	14
ISUZU MOTORS SOUTH AFRICA	237	3
SCANIA	131	4
MAN	126	-
UD TRUCKS SOUTHERN AFRICA	122	21
VOLVO GROUP SOUTHERN AFRICA	87	-
POWERSTAR	75	-
SINOTRUK	64	-
TATA	60	-
MERCEDES-BENZ SA *	55	-
VOLKSWAGEN GROUP SA	42	-
IVECO	30	-
HYUNDAI AUTOMOTIVE SOUTH AFRICA	20	-

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	11 863	4 749	289	2	12 152	4 751
SUZUKI AUTO	6 399	16	-	-	6 399	16
VOLKSWAGEN GROUP SA	5 634	10 168	42	-	5 676	10 168
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 740	-	20	-	2 760	-
FORD MOTOR COMPANY	2 455	2 239	12	-	2 467	2 239
CHERY AUTO SOUTH AFRICA	1 913	25	-	-	1 913	25
GWM SA	1 756	87	-	-	1 756	87
ISUZU MOTORS SOUTH AFRICA	1 496	495	237	3	1 733	498
MAHINDRA	1 463	-	-	-	1 463	-
KIA SOUTH AFRICA	1 428	-	-	-	1 428	-
RENAULT	1 409	-	-	-	1 409	-
BMW GROUP *	1 184	3 700	-	-	1 184	3 700
NISSAN	1 162	611	-	-	1 162	611
OMODA AND JAECOO SOUTH AFRICA	743	-	-	-	743	-
JETOUR SOUTH AFRICA	451	-	-	-	451	-
MERCEDES-BENZ SA *	359	3 100	55	-	414	3 100
STELLANTIS	384	4	-	-	384	4
FAW TRUCKS	-	-	334	16	334	16
MAZDA SOUTHERN AFRICA	269	-	-	-	269	-
BAIC	251	-	-	-	251	-
JAGUAR LAND ROVER	241	-	-	-	241	-
DAIMLER TRUCK SOUTHERN AFRICA	-	-	238	14	238	14
HONDA	207	35	-	-	207	35
JAC MOTORS SOUTH AFRICA	188	-	13	-	201	-
MITSUBISHI MOTORS SA	176	59	-	-	176	59
SCANIA	-	-	131	4	131	4
MAN	-	-	126	-	126	-
UD TRUCKS SOUTHERN AFRICA	-	-	122	21	122	21
VOLVO GROUP SOUTHERN AFRICA	-	-	87	-	87	-
VOLVO CARS	81	-	-	-	81	-
PORSCHE *	75	-	-	-	75	-
POWERSTAR	-	-	75	-	75	-
SINOTRUK	-	-	64	-	64	-
TATA	-	-	60	-	60	-
SUBARU	52	-	-	-	52	-
PROTON SOUTH AFRICA	43	-	-	-	43	-
IVECO	-	-	30	-	30	-
BABCOCK	-	-	17	-	17	-
VECV SOUTH AFRICA	-	-	15	-	15	-

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						
SCUDERIA SOUTH AFRICA	9	-	-	-	9	-

Notes

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