



January 2024

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 2024

28 790 -6.7% ↓
compared to YTD Jan 2023 (30 863)



2020	2021	2022	2023
246 540	304 341	363 689	347 654

Light Commercial Bakkies & Mini Buses - YTD Jan 2024

10 871 2.3% ↑
compared to YTD Jan 2023 (10 623)



2020	2021	2022	2023
110 912	133 077	135 711	151 506

Medium Trucks & Buses - YTD Jan 2024

520 13.3% ↑
compared to YTD Jan 2023 (459)



2020	2021	2022	2023
6 735	7 520	8 308	8 251

Heavy Trucks & Buses - YTD Jan 2024

1 455 7.9% ↑
compared to YTD Jan 2023 (1 349)



2020	2021	2022	2023
16 019	19 555	21 841	24 656

New Vehicle Sales Totals and Export Sales

	Jan 2024		Jan 2023		Var %		Dec 2023		Jan 2024 YTD		Jan 2023 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	28 790	13 831	30 863	11 482	-6.7%	20.5%	27 535	14 349	28 790	13 831	30 863	11 482	-6.7%	20.5%
Light CV < 3501kg	10 871	6 367	10 623	9 136	2.3%	-30.3%	10 188	12 699	10 871	6 367	10 623	9 136	2.3%	-30.3%
Medium CV 3501-8500kg	520	2	459	5	13.3%	-60.0%	602	-	520	2	459	5	13.3%	-60.0%
Heavy CV 8501-16500kg	341	18	335	28	1.8%	-35.7%	455	14	341	18	335	28	1.8%	-35.7%
Extra Heavy CV > 16500kg	1 079	23	967	29	11.6%	-20.7%	1 412	24	1 079	23	967	29	11.6%	-20.7%
Bus > 8500kg	35	1	47	4	-25.5%	-75.0%	76	3	35	1	47	4	-25.5%	-75.0%
Industry Total	41 636	20 242	43 294	20 684	-3.8%	-2.1%	40 268	27 089	41 636	20 242	43 294	20 684	-3.8%	-2.1%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	10 855	1 587
VOLKSWAGEN GROUP SA	5 522	6 974
SUZUKI AUTO	5 235	14
FORD MOTOR COMPANY	2 420	4 130
NISSAN	2 315	351
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 185	-
ISUZU MOTORS SOUTH AFRICA	1 610	336
HAVAL MOTORS SA	1 463	54
CHERY AUTO SOUTH AFRICA	1 425	-
RENAULT	1 411	-
KIA SOUTH AFRICA	1 344	-
MAHINDRA	878	-
BMW GROUP *	821	5 100
MERCEDES-BENZ SA **	505	1 586
STELLANTIS	423	16

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
FAW TRUCKS	370	-
DAIMLER TRUCK SOUTHERN AFRICA	259	16
TOYOTA	248	3
ISUZU MOTORS SOUTH AFRICA	205	-
SCANIA	176	3
MAN	141	-
UD TRUCKS SOUTHERN AFRICA	120	8
VOLVO GROUP SOUTHERN AFRICA	92	14
IVECO	66	-
MERCEDES-BENZ SA **	56	-
TATA	50	-
POWERSTAR	42	-
SINOTRUK	37	-
VOLKSWAGEN GROUP SA	32	-
FORD MOTOR COMPANY	29	-

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

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	10 607	1 584	248	3	10 855	1 587
VOLKSWAGEN GROUP SA	5 490	6 974	32	-	5 522	6 974
SUZUKI AUTO	5 235	14	-	-	5 235	14
FORD MOTOR COMPANY	2 391	4 130	29	-	2 420	4 130
NISSAN	2 315	351	-	-	2 315	351
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 171	-	14	-	2 185	-
ISUZU MOTORS SOUTH AFRICA	1 405	336	205	-	1 610	336
HAVAL MOTORS SA	1 463	54	-	-	1 463	54
CHERY AUTO SOUTH AFRICA	1 425	-	-	-	1 425	-
RENAULT	1 411	-	-	-	1 411	-
KIA SOUTH AFRICA	1 344	-	-	-	1 344	-
MAHINDRA	878	-	-	-	878	-
BMW GROUP *	821	5 100	-	-	821	5 100
MERCEDES-BENZ SA **	449	1 586	56	-	505	1 586
STELLANTIS	423	16	-	-	423	16
FAW TRUCKS	-	-	370	-	370	-
MAZDA SOUTHERN AFRICA	302	-	-	-	302	-
BAIC	295	-	-	-	295	-
HONDA	293	25	-	-	293	25
DAIMLER TRUCK SOUTHERN AFRICA	-	-	259	16	259	16
JAGUAR LAND ROVER	254	-	-	-	254	-
MITSUBISHI MOTORS SA	237	28	-	-	237	28
SCANIA	-	-	176	3	176	3
JAC MOTORS SOUTH AFRICA	131	-	10	-	141	-
MAN	-	-	141	-	141	-
VOLVO CARS	121	-	-	-	121	-
UD TRUCKS SOUTHERN AFRICA	-	-	120	8	120	8
VOLVO GROUP SOUTHERN AFRICA	-	-	92	14	92	14
PORSCHE *	77	-	-	-	77	-
PROTON SOUTH AFRICA	68	-	-	-	68	-
IVECO	-	-	66	-	66	-
SUBARU	50	-	-	-	50	-
TATA	-	-	50	-	50	-
POWERSTAR	-	-	42	-	42	-
SINOTRUK	-	-	37	-	37	-
BABCOCK	-	-	16	-	16	-
VECV SOUTH AFRICA	-	-	12	-	12	-
SCUDERIA SOUTH AFRICA	5	-	-	-	5	-

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