

Dealers show resilience in tough new vehicle market

While new vehicle sales in August showed a decline of 2.5% year-on-year, the performance of the industry has remained relatively flat from a year-to-date perspective at -0.6% over the first eight months of 2018.



Of the 47,964 total industry sales last month, 66% went to the passenger vehicle segment which is down 2.2% year-on-year and is flat year-to-date according to data released by the National Association of Automobile Manufacturers of South Africa (Naamsa).

Top-10 best-selling passenger vehicles	
VW Polo	2993
VW Polo Vivo	1900
KIA Picanto	1071
Hyundai Grand i10	1020
Toyota Etios	900
Toyota Fortuner	888
Toyota Yaris	884
Toyota Corolla Quest	845
Renault Kwid	767
Ford Figo	732

Light commercials, which contributed 29% of total sales, are down 5.8% year-on-year and 2.5% year-to-date. The commercial segment comprising buses, medium, heavy and extra-heavy vehicles made up the final 5%, and is up 16% year-on-year and 2.1% year-to-date.



Best-selling new vehicles in SA

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“Despite perpetual pressure on the economy this year with total industry sales remaining subdued, the dealer channel has been resilient showing 2.4% year-to-date growth.” said Ghana Msibi, WesBank’s executive head for sales and marketing.

Top-10 best-selling light commercial vehicles	
Toyota Hilux	3366
Ford Ranger	2535
Nissan NP200	1634

Isuzu KB	1542
Toyota Quantum	1477
Nissan NP300	905
Hyundai H100 Bakkie	337
Mahindra Scorpio Pik-UP	233
VW Caddy	190
Nissan Hardbody	187

“With four months remaining in 2018, WesBank’s forecast of 3% growth is still possible. However, if the deterioration of the rand to foreign currencies continues as we’ve seen in August, consumers could feel more of a pinch when buying new cars going forward.”

Rentals grew by 1.6% year-on-year in August, but remained 7.6% down when compared to the first eight months of last year which saw the highest rental sales ever recorded.

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