

Chinese automotive company JAC Motors maintains market growth in SA

The JAC Motors Group has announced that its annual sales in the Chinese domestic market have grown to 453,000 units. This sales performance is 7.6% higher year-on-year (YoY) despite new-vehicle sales of the most prominent car market in the world declining by 1.4% YoY, mainly due to the impact of Covid-19.



Source: new.quickpic.co.za

Similarly, in South Africa, JAC Motors has maintained its market growth since its market inception in 2017 and consistently grew its sales over this period despite the decline of new-car sales of 2.8% and 21.9% in 2019 and 2020.

"Establishing and growing the JAC Motors brand in South Africa has been extremely rewarding," says Karl-Heinz Göbel, CEO of JAC Motors South Africa.

"Many results over this period exceeded my expectations by far. From local customer acceptance of our product range to the global introduction of the company's new N55EV electric truck, all characterise the makings of a successful automotive brand."

Increased dealer footprint to cater to a bigger target audience

In July 2017, JAC Motors introduced its pick-up and commercial range of trucks in the South African market, marking a significant breakthrough for the company, which entered the African market through Algeria in 2002. Since then, the company has steadily grown its African footprint and is currently exporting to 28 different countries on the continent.

"From the time we introduced the JAC Motors brand to the South African motoring public, our biggest priorities have been the extension of our dealer network and the implementation of rigid after-sales service capabilities, including a five-year/150 000-kilometre manufacturer warranty," says Göbel.

Starting with only ten dealers in 2017 and selling an average of 15 units per month, JAC Motors has grown its dealer footprint to 52 dealers countrywide, including 15 dealers selling and servicing its medium and heavy commercial truck ranges.

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