

AutoTrader



CAR
**INDUSTRY
REPORT**

Annual Report
January - December 2024

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About *AutoTrader*

SA's No.1 trusted motoring marketplace

With over 33 years of history, AutoTrader is the largest and most technologically advanced motoring marketplace in South Africa. Our platform provides unrivalled insights into local car shopping trends through live market data.

We have harnessed the power of our unique data to create a dynamic online marketplace that seamlessly connects buyers and sellers, bridging the gap between offline and online transactions.

INTRODUCTION

About the Study

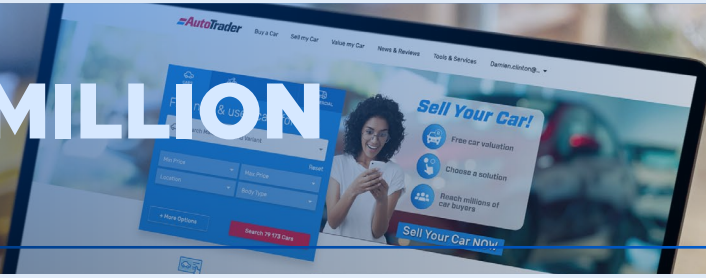
The 2024 AutoTrader Annual Car Industry Report represents the 18th comprehensive analysis, offering insights into car-shoppers purchasing behaviours. This year's report incorporates new intelligence and reveals new data points, focusing on used car market performance.

This study covers the full 2024 calendar year and examines over 20 automotive brands - The most ever showcasing how competitive the automotive industry has become in just 1 year.



FAST FACTS

OVER 950 MILLION
pages opened



663 MILLION
searches conducted in the
past 12 months



390 MILLION
consumer advert views



OVER 40 MILLION
total users



4min 02sec
average time on site



OVER 129 MILLION
total sessions



Average mileage
of sold cars
74 760km



Average price
of sold cars
R406 023



Average year model
of sold cars
2019



FOREWORD

GEORGE MIENIE

AutoTrader CEO

“AutoTrader advocates for dealers to embrace a different approach in 2025, being cognisant of new car-buying trends.”



The South African automotive market is experiencing a significant transformation: For the first time in history, consumer buying power is steering the market's direction, challenging traditional dynamics and redefining consumer priorities.

Traditionally, established automotive brands have relied on innovative technology and strong consumer brand loyalty to uphold their premium pricing structures. However, the recent shifts in consumer buying power is challenging this long-standing approach and prioritising affordability instead, leaving most popular car brands and used-car dealerships at a crossroads.

Around June 2024, top-selling automotive manufacturers such as Volkswagen, Toyota, BMW, Ford, and Mercedes-Benz experienced drastic sales declines across all regions in South Africa, reflecting a subtle consumer protest against unsustainable vehicle prices.

In contrast, the new Chinese car brands received a positive response from South Africans, with Chery becoming a new consumer favourite. This has posed the question of what these

Chinese brands have done differently in the market.

According to our sales-focused data, these brands' success stems from their ability to offer more affordable vehicles without compromising on quality or advanced features. This approach appeals to value-conscious consumers and significantly influences the current trend of buyers reconsidering their vehicle choices.

While this transformation benefits consumers, it presents a unique set of challenges for used-car dealers. More South Africans are showing an interest in budget-friendly vehicles that offer features comparable to popular premium car brands.

As a result, AutoTrader advocates for dealers to embrace a different approach in 2025, being cognisant of car-buying trends to ensure market relevancy. Car dealerships must pay closer attention to car-buying trends and customise their marketing and inventory strategies to meet the shifts in preferences of South African consumers, with a greater emphasis on affordability, long-term savings,



and quality vehicle options. This approach will not only enhance customer satisfaction and increase positive dealership reviews but also maximise profits and position dealers positively within consumers' car shopping journeys.

By sharing our data-driven insights, AutoTrader aims to bridge the gap between consumers and dealers and achieve a seamless vehicle-buying experience. We also want to reassure our business partners (i.e., our dealers) of our shared goals in redefining what it means to succeed in the South African automotive industry.



INDUSTRY COMMENTARY

AutoTrader aims to equip dealerships with detailed market insights to support their business growth. Feedback from previous reports revealed a need for enhanced market intelligence. The latest issue features new sections on market changes, electric vehicles and used car sales trends. The primary goal is to help both consumers and the trade make informed decisions based on evolving market shifts.

“

Juan-Pierre Coetzee | BB Omoda Sinoville

AutoTrader provides me with insightful and informative data that proves to be incredibly beneficial for my dealership. This information can be seamlessly incorporated into the dealership's daily operations, allowing us to optimise strategies, better understand market trends, and make informed decisions to drive success.

”

“

Sheldon Dames | Omoda Jaecoo Bryanston

Leveraging data analytics from AutoTrader has been valuable on selling trends and pricing strategies that have empowered us to make decisions that optimise our inventory and pricing structure.

”

“

Craig Nieuwenhuizen | Exclusive Auto's

As a car dealership, we continuously strive to stay informed about the evolving landscape of used vehicle sales. The insights provided by AutoTrader have been invaluable in helping us navigate these changing times.

”

AUTOTRADER CONVERSION FUNNEL

The AutoTrader Conversion Funnel is a marketing model designed to guide potential car buyers through the car-buying journey on AutoTrader's platform.

The Conversion Funnel is structured into four key primary phases:

Searches

This phase is often referred to as Consumer Consideration. It highlights consumer interest in various vehicles and serves as a barometer for vehicle popularity.

Advert Views

Also called Consumer Demand, it sheds light on the preference for specific cars, segments, and other features. This information is pivotal for benchmarking and comparing brands, models, and variants.

Enquiries

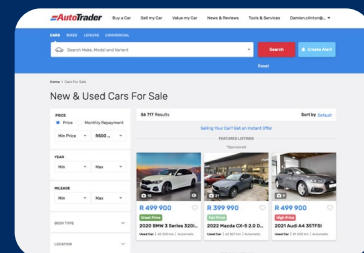
'Consumer Intent' is tracked by understanding a consumer's inquiry about a specific vehicle following an advert view. It offers a glimpse into the consumer's ultimate decision-making step before purchase and highlights which cars are close to being purchased.

Used Car Sales

Recently re-incorporated into our market analysis due to years of data cleansing and methodology optimisation, the Used Car Sales data stems from our comprehensive network of dealerships and reflects the sale of vehicles listed on our platform. This addition provides insight into the final steps of the customer's used car buying journey.



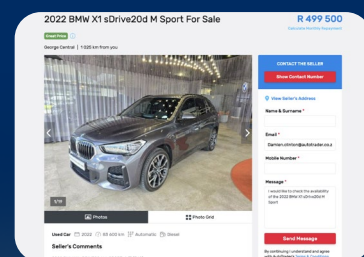
1. Consideration



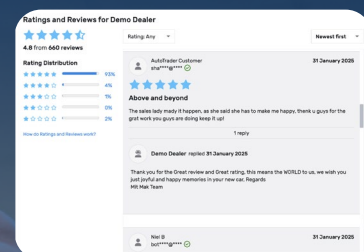
2. Demand



3. Intent



4. Sales





MARKET INDICATORS

This section dissects the macroeconomic market that impacts the South African automotive market locally and globally.

South Africa's Automotive Market - A Year in Review

South Africa's automotive market has faced a dynamic year shaped by a volatile economic landscape, shifting consumer priorities, and evolving car shopping behaviours. The interplay of macroeconomic factors such as inflation, interest rate changes, and fluctuating fuel prices, has left a noticeable imprint on car sales and consumer sentiment.

While consumers have shown signs of increased buying power due to rising income levels and innovative financing options, they have simultaneously become more discerning in their purchasing decisions, prioritising value, efficiency, and sustainability across all major and daily expenditures.

This evolving mindset has reshaped how South Africans approach car ownership. They are increasingly preferring affordable, energy-

efficient vehicles and relying more heavily on digital platforms to compare options, seek reviews, and ultimately secure the best deal.

Throughout 2024, South Africa's new vehicle market faced disruptions caused by economic pressures and uncertainty surrounding upcoming elections. Although sales kicked off the year just 0.9% below the pre-pandemic levels of 2019, hopes for a stronger second half unfortunately did not come to fruition.

New vehicle sales dropped by 3.0% compared to 2023, ending the year at 515 712 units. Despite easing inflation, interest rate cuts, and strong year-end rental sales, economic challenges and the rise of affordable Chinese brands reshaped the market as consumers sought cost-effective options under tough financial conditions.

In this year-in-review, we unpack the key trends and performance metrics that defined the South African automotive industry in 2024.

Chinese Automotive Market Capitalisation

The South African automotive market is undergoing a major transformation, driven by changing consumer behaviour and new competitors, notably China-based automakers. This shift is reshaping preferences, with consumers prioritising price over emotive factors and demanding more from their vehicles, such as comfort, tech, aesthetics, and affordability.

Of all the market players in 2024, Chinese brands are gaining significant traction, challenging established players. In the last year, key activity that has occurred includes:

1. Chinese Market Growth: Chinese vehicle searches surged by 112% in 2024, led by brands













like OMODA, which saw a 197% increase in interest. This growth is remarkable, considering overall searches grew by 42%. In particular, the SUV segment bloomed due to its alignment with South African consumer preferences.

2. Advert Views & Enquiries: Chinese brands also dominated advert views (up 88%) and enquiries (up 183%), indicating strong consumer intent. These trends are unusually high for new entrants, akin to the launch of new tech

like electric vehicles (EVs). Again curbing the average advert view growth of 29% across all brands with enquiries achieving an annual growth of 73%.

3. Sales Impact: While overall used car sales decreased by 2%, Chinese brands saw a 92% increase, albeit from a smaller base. EV sales also rose, with brands like BYD and GWM entering the top 10 EV sales chart.

	Brands	YoY Search	YoY Views	YoY Enquiries	YoY Sales
	Haval	76%	53%	57%	16%
	Chery	97%	72%	79%	60%
	GWM	98%	77%	63%	22%
	OMODA	213%	187%	565%	336%
	BAIC	41%	11%	44%	59%
	Jaecoo	Inactive in 2023	Inactive in 2023	Inactive in 2023	Inactive in 2023
	JAC	192%	163%	177%	Inactive in 2023
	BYD	Inactive in 2023	Inactive in 2023	Inactive in 2023	Inactive in 2023
	Jetour	Inactive in 2023	Inactive in 2023	Inactive in 2023	Inactive in 2023
	LDV	Inactive in 2023	Inactive in 2023	Inactive in 2023	Inactive in 2023
	GAC	Inactive in 2023	Inactive in 2023	Inactive in 2023	Inactive in 2023

Consumer Car Shopping Index

Various consumer-based metrics can be analysed to gain a comprehensive understanding of market dynamics. The two key metrics include the purchasing power of in-market car shoppers in South Africa and the relationship between used car pricing and inflation expressed in the AutoTrader Retail Price Index.

AutoTrader has continuously monitored these metrics and has also introduced Stock Velocity and inventory management metrics such as Time-to-Sell to assist dealerships with understanding the pulse of their businesses.



AutoTrader Retail Price Index (RPI) & Consumer Price Index (CPI)

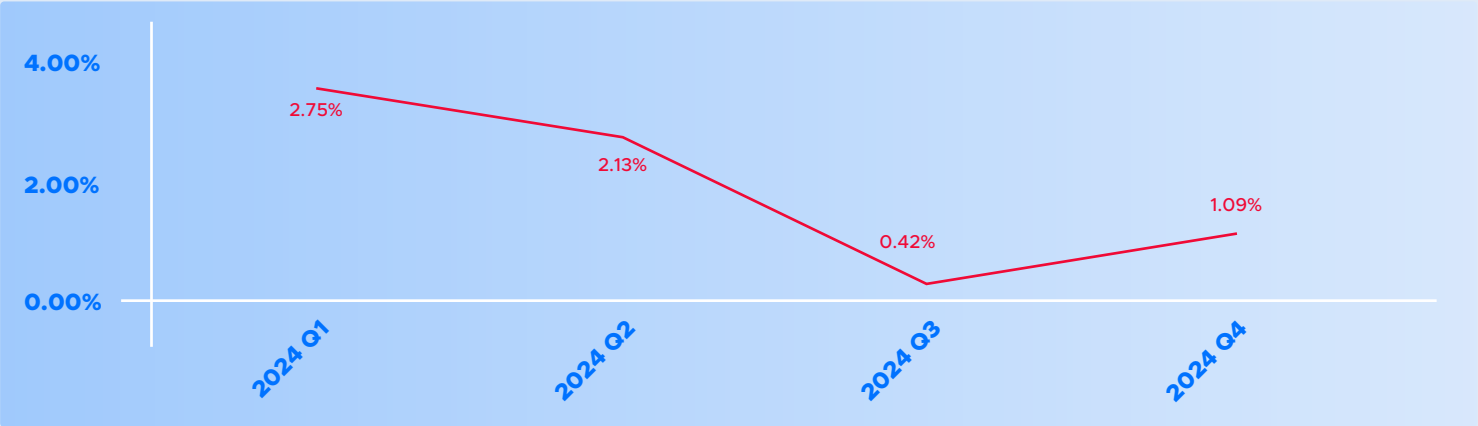
The South African economic landscape has shifted through the year, providing customers with some relief. By the end of the year, the CPI in South Africa averaged 4.4% vs 5.9% experienced in 2023. As CPI reduced over the year, consumers also enjoyed some relief at the pumps, all contributing to an increase in sales of both used and new passenger cars in the second half of 2024.

Used-car dealerships in South Africa have been balancing inflation, and have optimistically been in a better position in 2024 compared to the same time in 2023.

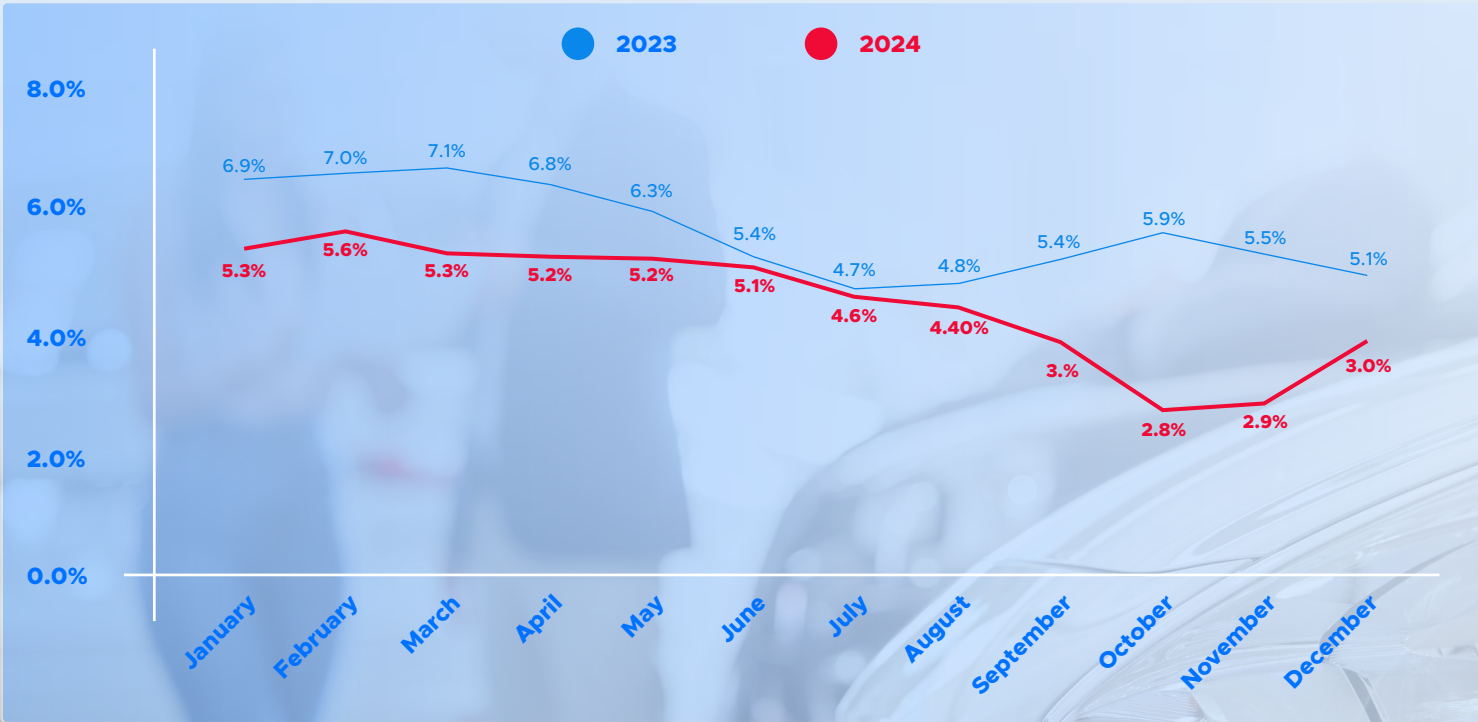
In 2023, RPI average was 5.6%, whereas in 2024, the average sits at 1.70%, indicating that average used-car price inflation is both lower than market inflation in 2024 and lower than 2023.

Q3 of 2024 experienced the largest decrease in quarterly inflation, as the greater macro-environment experienced some stability and easing from Q2.

AutoTrader Retail Price Index



South African Monthly CPI



Stock Velocity and Time to Sell Metrics

Stock Velocity measures how quickly vehicles are sold within a set period. In South Africa’s used car market, this metric directly impacts a dealership’s ability to turn over inventory and manage cash flow. Faster Stock Velocity means cars sell more quickly, reducing the time they sit on the lot, minimising costs whilst simultaneously increasing profit throughput.

For dealerships, high Stock Velocity ensures inventory remains fresh and aligned with demand. Factors such as pricing, brand popularity, and market conditions affect how quickly cars move onto and off the showroom floor. In 2024, dealers with a healthy stock velocity score were better positioned to capitalise on market opportunities, leading to improved business outcomes.

On average, AutoTrader noticed that dealerships who actively monitored their stock velocity metrics and adjusted their inventory, achieved quicker churn as a result of balancing the scales of supply and demand. On average in 2024, the average selling time for a used car was 35 days - 2 days faster than in 2023.

Time to Sell

January 2024	39 Days
February 2024	36 Days
March 2024	35 Days
April 2024	36 Days
May 2024	35 Days
June 2024	35 Days
July 2024	35 Days
August 2024	36 Days
September 2024	33 Days
October 2024	34 Days
November 2024	34 Days
December 2024	33 Days

Changing Lanes - Looking Ahead

Looking at the road ahead, the automotive market in South Africa continues to evolve amidst these economic uncertainties and shifting consumer dynamics. Dealerships and manufacturers alike are tasked with adapting to these changes, utilising innovation and customer-centric strategies to thrive in a competitive landscape. Embracing digital transformation, sustainable practices, and customer engagement will be crucial in driving growth and resilience across the industry.

While challenges exist, they also pave the way for innovation and adaptation within South Africa's automotive sector. By embracing durability, data analytics, and consumer-centric approaches, industry stakeholders can chart a course towards sustained success in the fast-evolving world of car retailing in 2025.





DEMAND

This section provides insights into the leading and lagging indicators of car shopping demand: Searches and Advert Views.

Searches

In 2024, over 663 million searches were conducted, reflecting a 42% increase from the previous year. This equates to more than 21 consumer searches occurring every second. 2024 revealed to the industry that consumers are voting for popularity with their wallets and not their aspirations, which has been the case for over a decade.

As early as mid-year 2024, BMW lost its position as the most searched-for Brand, which continued for the rest of the year. Topping the list in 2024 is Volkswagen, with over 80 million searches across its models. The Toyota Hilux continues to be the most searched-for model, with the Volkswagen Polo following closely behind. SA's 2023 Car of the Year, the Ford Ranger, rounds out the top three most searched-for model. The Volkswagen Golf GTI remains the most searched variant.

Top 10 Most Searched Brands

	Volkswagen	81 053 923
	BMW	79 299 132
	Toyota	71 047 526
	Mercedes-Benz	61 583 474
	Ford	38 588 250
	Audi	37 846 932
	Hyundai	19 477 674
	Land Rover	16 412 423
	Suzuki	15 456 275
	Nissan	15 430 021



Top 10 Most Searched Models

		Top Models	Searches	Rank Change
1		Toyota Hilux	12 371 080	+1 
2		Volkswagen Polo	11 305 009	+4 
3		Ford Ranger	9 366 333	-1 
4		Volkswagen Golf	7 048 674	-3 
5		BMW 3 Series	6 860 624	-1 
6		Volkswagen Polo Vivo	6 098 336	+4 
7		BMW M3	5 593 754	+2 
8		Mercedes-Benz C-Class	5 282 488	-3 
9		Toyota Fortuner	4 910 992	-1 
10		BMW X5	4 295 359	-3 

Top 10 Most Searched Variants

	Top Variants	Searches	Rank Change
1	Volkswagen Golf GTI	6 685 962	0
2	Volkswagen Golf R	5 468 655	0
3	Volkswagen Polo GTI	4 983 755	0
4	Volkswagen Polo 1.0TSI	4 925 622	0
5	Toyota Hilux 2.8GD-6	3 576 392	0
6	Ford Ranger Wildtrak	3 484 819	0
7	Mercedes-AMG C-Class C63	2 644 616	0
8	BMW 3 Series 320d	2 482 722	0
9	Mercedes-Benz C-Class C200	1 976 803	+4 
10	BMW 3 Series 320i	1 872 973	+2 



Volkswagen has continued its position as the most-searched brand



Toyota generated the highest increase in searches at a **12% YoY increase**

The top 3 brands make up **35%** of all searches on AutoTrader

Volkswagen's jump to the top was driven by a **74% increase** in Volkswagen Polo Vivo searches



The top 10 most searched brands make up less than 5% of all available market options, generating over **66% of all searches**


There were 2 new entrants in the top 10 searched variants
- **The Mercedes-Benz C200 & The BMW 3 Series 320i**



Advert Views

391 million Consumer Advert Views (CAVs) were accumulated in 2024, reflecting a year-on-year increase of 28%, marking the most significant increase in consumer views in AutoTrader's 33-year long history. Whilst BMW lost its position as the most searched-for brand, it remains the most-viewed brand in South Africa, generating slightly over 58 million advert views. All brands in the top 10 most-viewed rank achieved an increase of more than 26% year-on-year growth, with the highest increase being 46% by both Hyundai and Porsche. At a model level, the Volkswagen Polo captured the most attention from South African car shoppers, with over 10.3 million advert views.

Top 10 Most Viewed Brands

	BMW	57 914 085
	Volkswagen	52 702 496
	Mercedes-Benz	45 165 663
	Toyota	40 207 742
	Audi	25 172 196
	Ford	24 795 338
	Land Rover	11 663 327
	Hyundai	10 964 511
	Porsche	10 723 500
	Nissan	8 998 565



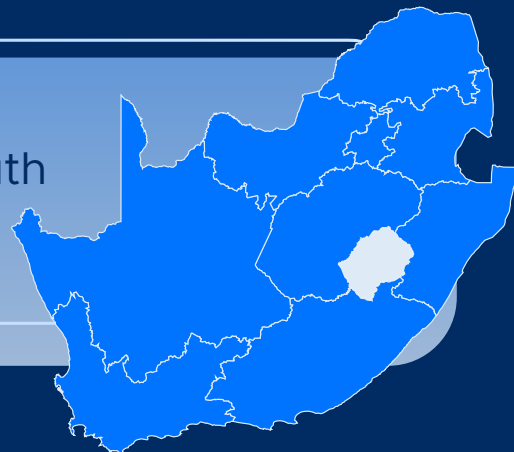
Top 10 Most Viewed Models

		Top Models	Advert Views	Rank Change
1		Volkswagen Polo	15 498 776	0
2		Ford Ranger	13 155 370	0
3		Volkswagen Golf	12 823 978	0
4		BMW 3 Series	12 218 746	0
5		Toyota Hilux	12 018 281	0
6		Mercedes-Benz C-Class	9 035 459	0
7		Volkswagen Polo Vivo	6 145 893	+1 
8		BMW 1 Series	5 775 453	-1 
9		Porsche 911	4 770 279	+1 
10		BMW X5	4 697 510	-1 

Top 10 Most Viewed Variants

	Top Variants	Advert Views	Rank Change
1	Volkswagen Polo 1.0TSI	11 195 809	+1 
2	Volkswagen Golf GTI	10 829 068	+1 
3	Toyota Hilux 2.8GD-6	8 742 225	-2 
4	Volkswagen Polo GTI	8 329 689	+1 
5	Volkswagen Golf R	7 840 473	-1 
6	Ford Ranger Wildtrak	5 950 753	+3 
7	Volkswagen Polo Vivo 1.4	4 944 718	-1 
8	BMW 3 Series 320i	4 873 143	-2 
9	Mercedes-Benz C-Class C200	4 798 951	-1 
10	Ford Ranger Raptor	4 609 874	+3 

Despite the increase in sales of Chinese brands, view performance shows that South Africa still researches and compares with historically popular brands and models



Advert Views highlight that consumers are researching more than ever before, carefully evaluating their options

There is a new top viewed variant -
The Volkswagen Polo 1.0TSI



Other notable increases outside the top 10 were
Suzuki's 74% increase, Haval's 57% increase,
and Chery's 78% increase versus the previous year





4 INTENT

Consumer Intent refers to the final stages of a consumer's purchase decision, which are characterised by the statement, "I want to buy this car."

Enquiries

In 2024, South African consumers purchased fewer new and used cars, marked by a year with various macro-economic challenges. Whilst competition below the top 10 most-enquired-about brands remains fierce, the top 10 most-enquired-about brands have only changed in rank, with a new entrant (Isuzu) in the top 10 most-enquired-about models.

Similar to data revealed in the mid-year report, 73% of all enquiries are represented in the top 10 Brands, whilst the top 10 Models represent 26% of all enquiries.

Toyota remains the most-enquired-about brand generating over 385 000 enquiries followed by Volkswagen and BMW. The competition for SA's most sought-after vehicle over the years has been dominated by the Volkswagen Polo and Toyota Hilux. However with financial constraints being top of mind for consumers, the Volkswagen Polo led the year with over 119 000 enquiries.

Top 10 Most Enquired on Brands

		Top Brands	Enquiries	Rank Change
1		Toyota	385 396	0
2		Volkswagen	368 001	0
3		BMW	247 369	0
4		Ford	210 662	+1 
5		Mercedes-Benz	218 988	-1 
6		Hyundai	109 625	+1 
7		Audi	101 834	-1 
8		Suzuki	94 512	0
9		Nissan	94 249	0
10		Isuzu	62 815	+2 



Top 10 Enquired on Models

1 VOLKSWAGEN POLO  Enquiries 119 430 Avg. Price R263 249 Avg. Mileage 70 848km Avg. Year 2020	2 TOYOTA HILUX  Enquiries 110 036 Avg. Price R448 638 Avg. Mileage 104 996km Avg. Year 2019	3 FORD RANGER  Enquiries 106 348 Avg. Price R466 609 Avg. Mileage 80 397km Avg. Year 2020	4 BMW 3 SERIES  Enquiries 65 444 Avg. Price R381 086 Avg. Mileage 106 523km Avg. Year 2016	5 +2 ↑ VOLKSWAGEN POLO VIVO  Enquiries 63 223 Avg. Price R197 130 Avg. Mileage 58 867km Avg. Year 2020
6 -1 ↓ MERCEDES-BENZ C-CLASS  Enquiries 58 291 Avg. Price R445 996 Avg. Mileage 94 888km Avg. Year 2017	7 -1 ↓ VOLKSWAGEN GOLF  Enquiries 52 337 Avg. Price R394 923 Avg. Mileage 100 312km Avg. Year 2017	8 TOYOTA FORTUNER  Enquiries 46 490 Avg. Price R463 743 Avg. Mileage 105 264km Avg. Year 2018	9 BMW 1 SERIES  Enquiries 31 390 Avg. Price R370 417 Avg. Mileage 89 888km Avg. Year 2017	10 +20 ↑ SUZUKI SWIFT  Enquiries 27 496 Avg. Price R189 761 Avg. Mileage 37 068km Avg. Year 2022



Isuzu and Suzuki
are not in the top 10 most-viewed brands

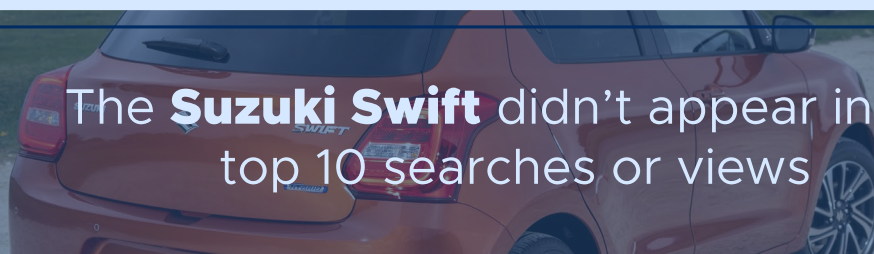
Suzuki Swift is a new entrant into
the top 10 most-enquired-about



The **Ford Fiesta**
falls out of the top 10



The **Suzuki Swift** didn't appear in the
top 10 searches or views



Market share continues to grow for
more affordable models in the top 10



A man and a woman are looking at a car in a dealership. The man is wearing a blue shirt and the woman is wearing a white shirt. They are standing in front of a large glass window that reflects the outside world. A white car is visible outside the window. A large blue semi-transparent circle is overlaid on the right side of the image, containing the text 'USED CAR SALES AND OEM PERFORMANCE'.











USED CAR SALES AND OEM PERFORMANCE

AutoTrader has the most registered dealerships of any online platform in South Africa, making it a reliable indicator of the used car market's condition.

Used Car Sales

358,431 used passenger cars were sold in South Africa, a 2% decrease year-on-year, at an average price of R406 023 with an average mileage of 74 760Km. South Africans on average are still seeking vehicles with an average age of 6 years and below. The average sold figures compared to the to the average supply statistics reveal that the sold price was 3% lower than the market supply average prices. The most sold used car brand remains Toyota, with 17% of the total market share.

Top 10 Most Sold Used Brands











		Top Brands	Sold Units	Avg. Price	Avg. Mileage	Avg. Year
1		Toyota	60 450	R416 767	82 695km	2020
2		Volkswagen	50 616	R318 549	72 883km	2019
3		Ford	38 141	R391 023	83 671km	2019
4		BMW	22 613	R603 859	83 468km	2018
5		Mercedes-Benz	21 015	R698 386	84 205km	2017
6		Hyundai	19 245	R248 436	80 110km	2018
7		Suzuki	17 037	R222 146	36 855km	2022
8		Nissan	16 981	R250 252	79 782km	2019
9		Kia	14 632	R271 702	54 871km	2020
10		Renault	12 587	R181 154	57 924km	2020

AutoTrader's Price Ratings data reveals that **62%** of sold cars were either priced Great or Fair



Top 10 Most Sold Used Models

29% of all models sold are represented in the top 10 most sold despite representing only 9.7% of all the available sold models. In 2024, the honour of the most sold used model belonged to the Ford Ranger, which retained its position from the previous year.

		Top Models	Sold Units	Avg. Price	Avg. Mileage	Avg. Year
1		Ford Ranger	20 914	R466 609	80 397km	2020
2		Toyota Hilux	17 294	R448 638	104 996km	2019
3		Volkswagen Polo	15 710	R263 249	70 848km	2020
4		Volkswagen Polo Vivo	12 835	R197 130	58 867km	2020
5		Toyota Fortuner	8 438	R463 743	105 264km	2018
6		Mercedes-Benz C-Class	6 894	R445 996	94 888km	2017
7		Suzuki Swift	6 136	R189 761	37 068km	2022
8		BMW 3 Series	5 753	R381 086	106 523km	2016
9		Nissan NP200	5 405	R177 690	78 899km	2020
10		Isuzu D-Max	4 824	R433 412	61 252km	2022

The average price for the top 10 most sold models was

R406 023









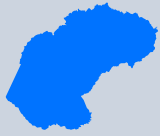


The **Suzuki Swift** has entered the top 10 most sold list for the first time

Provincial Performance

Historically, Gauteng has been the largest market for passenger car sales, with the Western Cape and Kwa-Zulu Natal making up the second and third position respectively. In 2024, the three regions alone made up 87% of the total used passenger car market.



Provincial Sales Models

	Province	Sold Units	Market Share
	Gauteng	201 443	56%
	Western Cape	67 801	19%
	KwaZulu-Natal	43 613	12%
	North West	12602	4%
	Mpumalanga	11 630	3%
	Eastern Cape	10 206	3%
	Free State	5 168	1%
	Limpopo	4 034	1%
	Northern Cape	1 934	1%

SA’s top 4 best-selling used cars

also feature as the best-selling models in the 9 South African provinces, namely the Ford Ranger, Volkswagen Polo, Toyota Hilux, and the Volkswagen Polo Vivo

Provincial Sales Models

Each province in South Africa offers its own distinct blend of landscape, culture, and consumer needs. What works in Gauteng’s urban sprawl is not always ideal for the rugged terrain of the Northern Cape, where the demand shifts toward a more versatile, all-terrain vehicle built for both adventure and practicality. The contrasts between these regions highlight the diversity in market preferences shaped by geography and lifestyle.



Province		Models	Sold Units	Provincial Share
 Gauteng		Ford Ranger	10 819	5%
 Western Cape		Volkswagen Polo	3 674	5%
 KwaZulu Natal		Ford Ranger	2 654	6%
 North West		Ford Ranger	1 458	12%
 Mpumalanga		Ford Ranger	1 003	9%
 Eastern Cape		Ford Ranger	559	6%
 Free State		Volkswagen Polo Vivo	437	9%
 Limpopo		Toyota Hilux	342	9%
 Northern Cape		Ford Ranger	183	10%

South African Original Equipment Manufacturer Sales

In South Africa, there are currently seven Original Equipment Manufacturers (OEMs) in operation. These OEMs are automotive companies that design and produce vehicle components locally, rather than relying on imports. These seven OEMs struggled throughout the year as all new car sellers experienced various challenges.



Toyota

Toyota maintained its position as a leading brand in South Africa's used car market, selling approximately 60 450 used passenger vehicles and capturing over 23% market share. The average selling price of Toyota's used cars was R416 767, with an average mileage of 82 695 kilometres and an average age of five years. The top three best-selling new models were the Toyota Hilux (17 294 units), the Toyota Fortuner (8 438 units), and the Toyota Starlet (4 603 units).



Ford

Ford held an 11% market share, selling over 38,141 used passenger cars in South Africa - a 5% drop year-on-year. These vehicles were sold at an average price of R391 023, with an average mileage of 83 671 kilometres and an average model year of 2019. The top three best-selling used Ford models were the Ranger (20 914 units), EcoSport (4 565 units), and Fiesta (3 258 units). The Ranger was also the top-selling vehicle in South Africa.



Volkswagen

Volkswagen retained its position as the second-highest selling OEM, with over 50 616 used cars sold, capturing 14% of the market. The average price for used Volkswagen vehicles was R318 549, with an average mileage of 73 883 kilometres and an average model year of 2019. The top three used models sold were the Volkswagen Polo (15 710 units), the Polo Vivo (12 835 units), and the T-Cross (3 861 units), with the T-Cross surpassing the Golf in annual sales for the first time.



BMW

BMW sold approximately 22 613 used cars, capturing a 6% market share, marking no change since mid-year results and a 9% year-on-year decrease. The average price of these vehicles was R603 859, with an average mileage of 83 468 kilometers and a model year of 2018. This is in part as a result of the average price of BMWs also increasing. The top three best-selling used BMW models were the 3 Series (5 753 units, excluding M models), X3 (2 997 units, excluding M models), and 1 Series (2 762 units).



Mercedes-Benz

Mercedes-Benz sold approximately 21 015 used cars, capturing a 6% market share. The average price of these vehicles was R698 386, with an average mileage of 84 205 kilometres and a model year of 2017, making it the oldest brand among the top-selling manufacturers. The top three best-selling used models were the Mercedes-Benz C-Class (6 894 units), the A-Class (2 678 units), and the GLC (1 684 units).



Nissan

In 2024, Nissan sold just over 16,981 used cars, capturing a 5% market share. The average price of these vehicles was R250 252, with an average mileage of 79 782 kilometers and a typical model year of 2019. The top three best-selling used Nissan models were the NP200 (5 405 units), the Navara (2 234 units), and the Magnite (2 090 units).













Isuzu

Isuzu ranked as the 12th best-selling brand in South Africa in 2024, with 7 857 used vehicles sold. These units had an average price of R398 099, an average mileage of 84 187 kilometers, and an average age of five years. The top three best-selling used Isuzu models were the D-Max (4 824 units), KB (2 010 units), and mu-X (691 units).



Fastest Selling Models

One of the key metrics mentioned earlier is the Fasted Selling Metric which aims to provide insight into which cars spend the least time on the market before being sold indicating its demand. The difficulty with this metric is that it is impacted by scarcity and sales velocity is not the only factor impacting demand. Below is a table for the average selling days for the top 10 most sold cars with the average days required to sell one unit.

		Top Models	Days to Sell	Qualifying Sales
1		Ford Ranger	35	13 597
2		Toyota Hilux	32	11 553
3		Volkswagen Polo	30	10 266
4		Volkswagen Polo Vivo	35	8 318
5		Toyota Fortuner	31	5 568
6		Mercedes-Benz C-Class	38	4 520
7		Suzuki Swift	25	3 994
8		BMW 3 Series	30	3 761
9		Nissan NP200	36	3 562
10		Volkswagen Golf	32	3 324



Body-Type Demand

Sales figures in South Africa are almost always driven by which body-type is the most popular with consumers. AutoTrader actively measures and records the various changes in body-type demand to provide valuable insights into the preferences and needs of South African consumers.

Top 3 Most Sold by Body-Type



SUV		Sold Units
1	Toyota Fortuner	8 438
2	Ford EcoSport	4 565
3	Toyota Corolla Cross	4 163



Sedan		Sold Units
1	Mercedes-Benz C-Class	5 957
2	BMW 3 Series	5 525
3	Toyota Corolla Quest	3 253



Double-Cab		Sold Units
1	Ford Ranger	16 677
2	Toyota Hilux	9 753
3	Isuzu D-Max	3 119



Single-Cab		Sold Units
1	Nissan NP200	5 405
2	Toyota Hilux	4 059
3	Ford Ranger	1 853



Hatchback		Sold Units
1	Volkswagen Polo	13 873
2	Volkswagen Polo Vivo	12 230
3	Suzuki Swift	6 121









Coupé		Sold Units
1	BMW 2 Series	894
2	Mercedes-Benz C-Class	723
3	Porsche 911	651

The top-selling brand, Toyota,

has achieved its success by having significant market presence across four of the six most-sold body-type groups

Sales Averages by Body-Type

By evaluating the average price, mileage and model year sold in South Africa, dealerships can evaluate their stock against national averages and add another data point when conducting and planning their inventory. The top 6 body-types represent 92% of the entire sold used-car market.

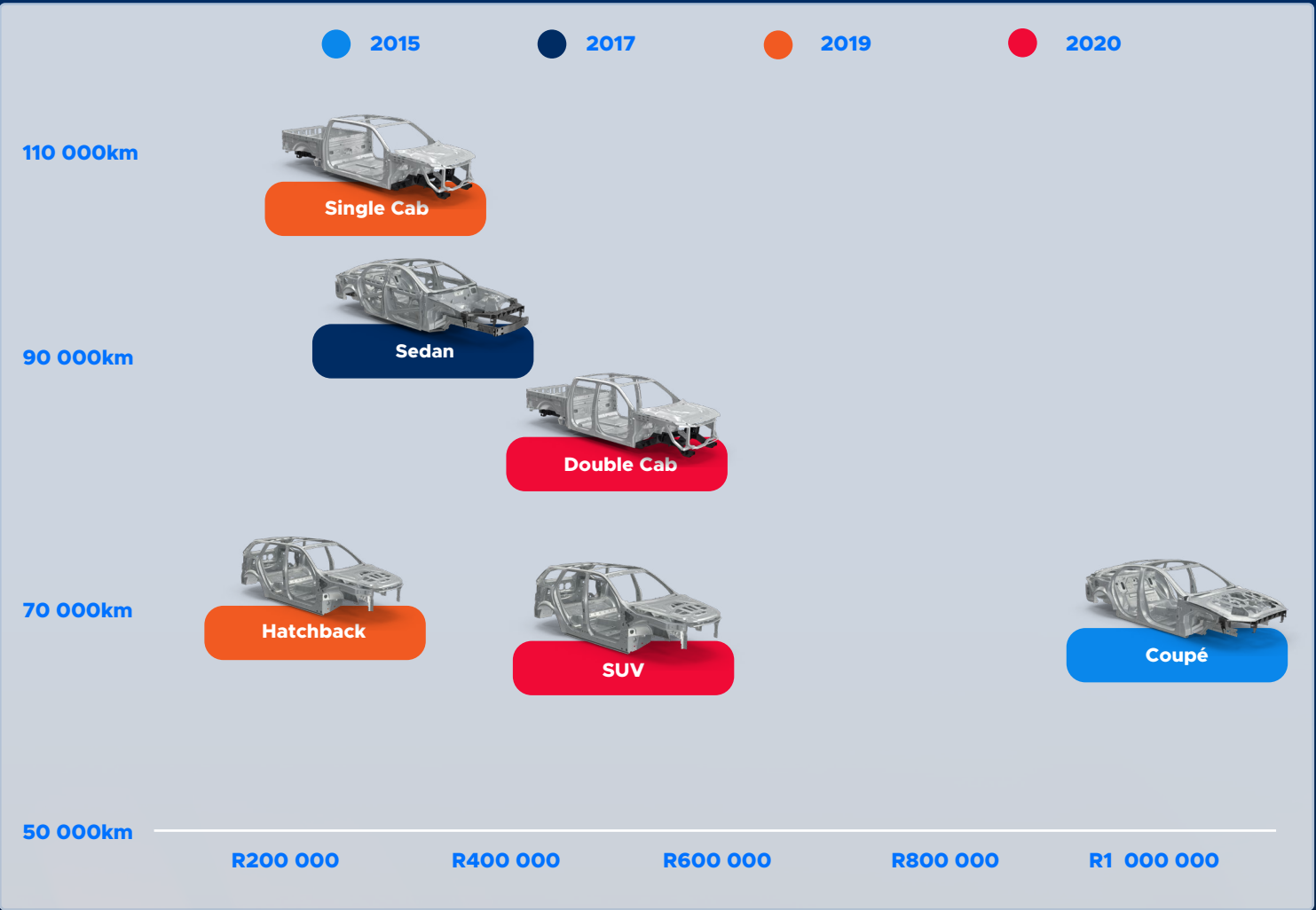
	Body-Type	Sold Units	Avg. Price	Avg. Mileage	Avg. Year	Price/Mileage
	SUV	126 320	R497 964	65 866km	2020	R8
	Hatchback	95 484	R222 207	68 309km	2019	R3
	Double cab	41 561	R498 860	82 307km	2020	R6
	Sedan	37 118	R349 770	90 296km	2017	R4
	Single cab	20 988	R255 737	96 307km	2019	R3
	Coupé	7 580	R1 083 683	67 691km	2015	R16

SUVs capture **35%**
of the South African market



Hatchbacks and **Single Cabs** are the cheapest relative to average price per average mileage at R3 per kilometre - This figure has been the sweet spot for over four years

Sales Value by Body-Type



A woman and a man in business attire are looking at a car in a dealership. The woman is on the left, smiling and holding a clipboard. The man is on the right, looking at the car. The background shows other cars in the dealership.

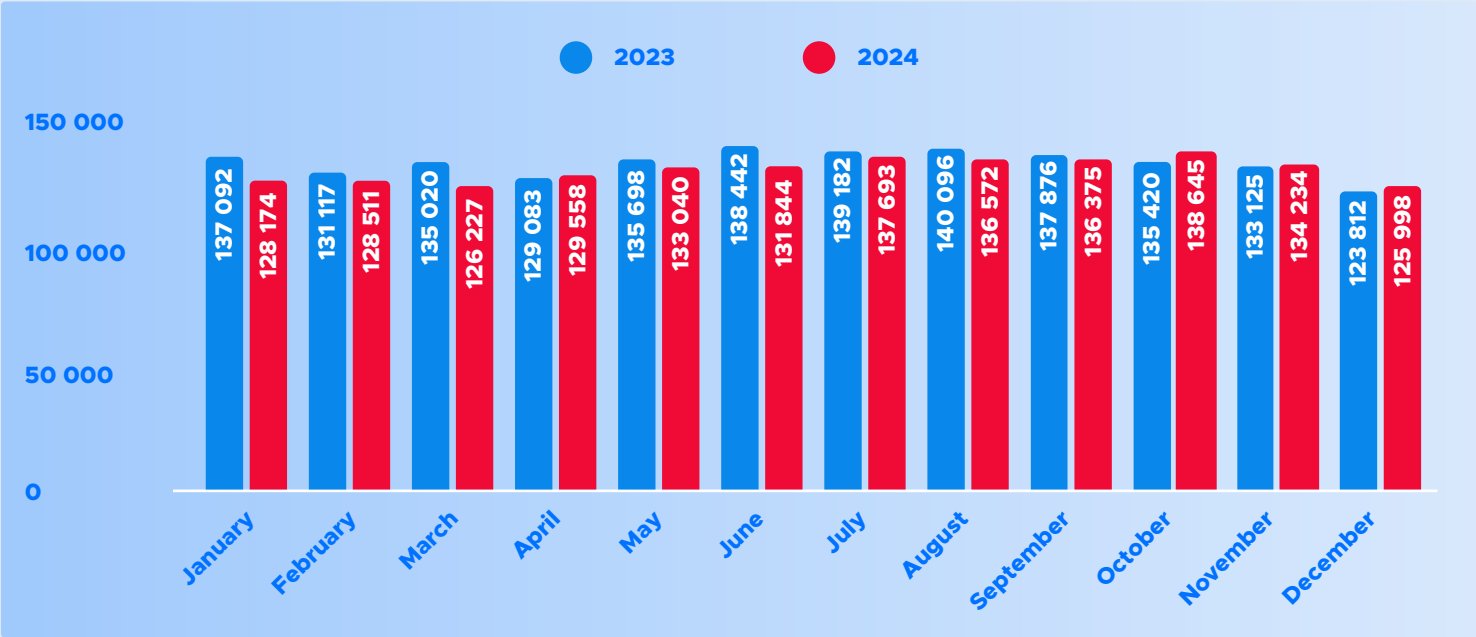
SUPPLY

AutoTrader only allows sellers to list by VIN number, ensuring that each vehicle listed on the AutoTrader marketplace is unique. This unique listing approach positions us well to utilise these trends as valuable market insights.

Supply Trends

As the largest Automotive marketplace in South Africa, AutoTrader has the largest inventory of listed cars available to South Africans at any given time. Analysing the Year-on-Year data, the market’s monthly stock has decreased by 2%. However, this is an increase since the 4% decline experienced during the first half of 2024.

Monthly Listings



Average Listing Mileage and Price

With the market favouring consumers throughout 2024, the average used car price decreased by 3.5%, ending at R417,271 vs R432,407 in 2023. The average mileage for listed used cars in 2024 was 76,602 km. 2023 led to a decrease in consumers selling their vehicles. However, in late 2024, consumer economic confidence increased, leading to an increase in supply as more consumers entered the market.



Top 10 Most Listed Used Model Averages

29% of the total car stock is accounted for in the top 10 most listed cars. This also represents the top searched, viewed, enquired on and sold used cars, indicating a healthy market.

		Top Models	Avg. Price	Avg. Mileage	Avg. Year
1		Ford Ranger	R474 927	84 169km	2020
2		Toyota Hilux	R455 228	105 108km	2019
3		Volkswagen Polo	R280 768	68 000km	2019
4		Volkswagen Polo Vivo	R207 340	59 153km	2020
5		Toyota Fortuner	R471 962	106 456km	2018
6		Mercedes-Benz C-Class	R439 541	96 306km	2016
7		BMW 3 Series	R453 673	104 748km	2016
8		Isuzu D-Max	R462 037	57 469km	2022
9		Suzuki Swift	R192 643	35 979km	2021
10		Ford EcoSport	R229 662	65 975km	2019





NEW ENERGY VEHICLES

It is no secret that the world is gearing up for a greener and more sustainable future, and the automotive industry is rapidly transitioning towards new energy vehicles (NEVs). This shift has prompted increased attention and adoption of hybrid cars, with an aim to move to full-battery electric vehicles (EVs).

NEV Supply and Sold

By Q3 2024, NEV sales had already surged by 60% in 2024 vs 2023. By the end of the year 3,449 new energy vehicles, including hybrids and battery electric vehicles (BEV), were sold in the country. In the used-car market, 3 449 NEVs were sold, representing an increase of 92% year-on-year. Price has always been the largest hindrance in adoption, with prices in 2024 averaging R804 391.

The Toyota Corolla Cross Hybrid remains the most popular NEV on the market and generates the most sales in South Africa for any new energy vehicle. According to our research, the Toyota Corolla Cross addresses many of the pain points of a new energy vehicle in South Africa—namely, it provides a vehicle under R600,000 and a range of over 500 kilometres.

83%

of all sold NEVs
are hybrid vehicles

84%

of listed NEVs
are hybrid vehicles



The average listing price for a used BEV was

46%

 higher than a hybrid vehicle

The average sold price of a BEV was

38%

 higher than hybrid vehicles

Hybrid Supply and Sales

Listings and sold numbers reveal that hybrid vehicles are the clear favourite amongst South Africans because the electrically-assisted platform addresses the three key pain points, namely range, charge time, and price. In 2024, 2,864 used hybrid cars were sold.

Top Most Listed Hybrid Models

		Top Models	Avg. Price	Avg. Mileage	Avg. Year
1		Toyota Corolla Cross Hybrid	R458 033	16 301km	2023
2		Haval H6 HEV	R583 132	14 582km	2023
3		Toyota Corolla Hybrid	R444 254	20 666km	2023
4		Haval Jolion Hybrid	R488 836	8 839km	2024
5		Toyota RAV4 Hybrid	R692 714	18 586km	2023
6		Lexus UX	R722 240	19 800km	2022
7		Toyota Fortuner Hybrid	R789 165	7 592km	2024
8		Toyota Hilux Hybrid	R789 739	7 384km	2024
9		BMW i8	R1 129 978	42 564km	2017
10		Lexus RX	R1 057 330	88 909km	2018

There was a **96%**
year-on-year increase in hybrids sold in 2024



Toyota Corolla Cross Hybrid generates the top sales and listings in South Africa for any new energy vehicle

The average price of a sold used hybrid car reduced from R872 180 to R748 096 in 2024, a **14% decrease**

Top 10 Most Sold Hybrid Models

1

TOYOTA COROLLA CROSS HYBRID



Units Sold	950
Avg. Price	R439 289
Avg. Mileage	18 016km
Avg. Year	2023

2

HAVAL H6 HEV



Units Sold	264
Avg. Price	R525 986
Avg. Mileage	18 804km
Avg. Year	2023

3

TOYOTA COROLLA HYBRID



Units Sold	248
Avg. Price	R411 814
Avg. Mileage	22 395km
Avg. Year	2023

4

TOYOTA RAV4 HYBRID



Units Sold	202
Avg. Price	R673 847
Avg. Mileage	16 779km
Avg. Year	2023

5

HAVAL JOLION HYBRID



Units Sold	157
Avg. Price	R452 096
Avg. Mileage	9 085km
Avg. Year	2024

6

LEXUS UX



Units Sold	86
Avg. Price	R651 727
Avg. Mileage	23 021km
Avg. Year	2023

7

BMW i8



Units Sold	75
Avg. Price	R1 170 921
Avg. Mileage	38 933km
Avg. Year	2017

8

VOLVO XC60 HYBRID



Units Sold	67
Avg. Price	R1 196 048
Avg. Mileage	5 671km
Avg. Year	2024

9

VOLVO XC90 HYBRID



Units Sold	66
Avg. Price	R1 255 683
Avg. Mileage	34 672km
Avg. Year	2022

10

TOYOTA FORTUNER HYBRID



Units Sold	63
Avg. Price	R774 630
Avg. Mileage	5 846km
Avg. Year	2024



Battery Electric Vehicle Supply and Sales

AutoTrader data reveals an increase in EV advert views, supply, and sales, primarily driven by the introduction of new EV models and variants that address many of the identified consumer pain points. The average sold and listed price of EVs in South Africa also reduced, marking more buying power for consumers and aiding in EV Adoption rates.

Top Most Listed BEV Models

		Top Models	Avg. Price	Avg. Mileage	Avg. Year
1		GWM ORA 03	R780 061	4 074km	2024
2		Volvo XC40	R1 087 085	6 468km	2023
3		BMW i3	R513 868	63 324km	2018
4		BMW iX	R1 443 650	16 966km	2022
5		MINI Hatch SE	R554 543	19 402km	2022
6		Volvo EX30	R941 970	3 641km	2024
7		Audi e-tron	R1 711 764	17 364km	2022
8		BMW iX3	R1 079 589	14 241km	2023
9		Jaguar I-Pace	R1 114 032	28 251km	2021
10		BMW i4	R1 290 897	12 237km	2023






There was a **76%**
year-on-year increase in sold BEVs in 2024

In 2024, there were over **1 589 listings**
of EVs in South Africa - the most ever

The Volvo EX30 concludes
2024 as the most sold BEV
in South Africa



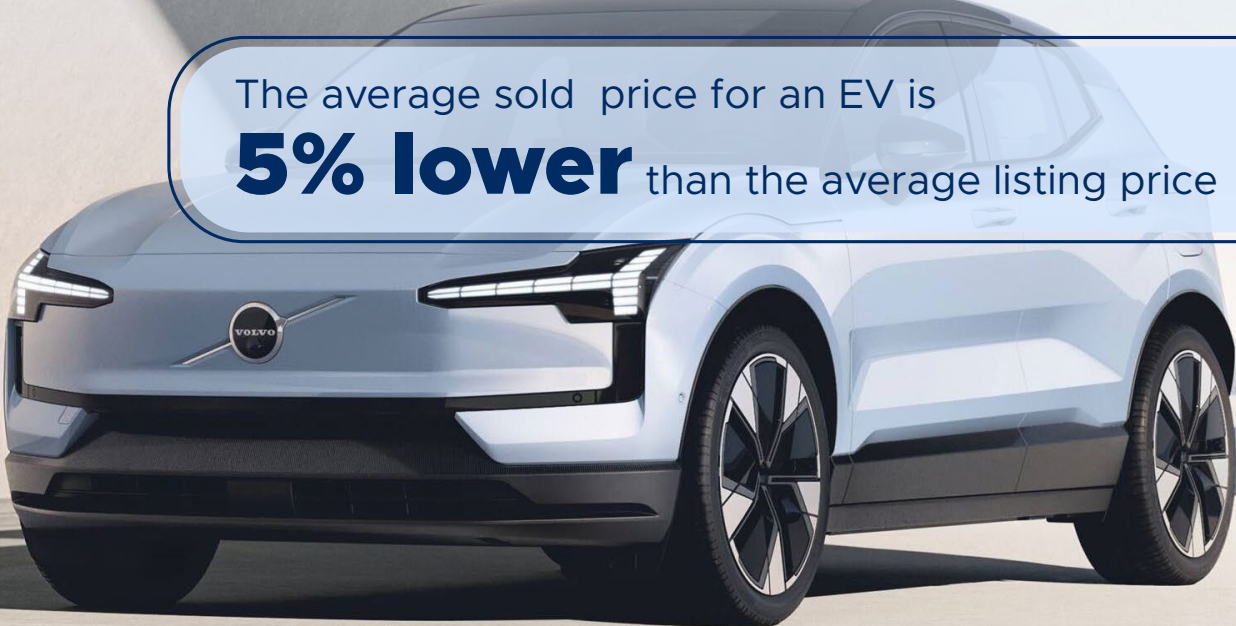
Top 10 Most Sold EV Models

<div>1</div> <div>VOLVO EX30</div> <div></div> <div><div>Units Sold74</div><div>Avg. PriceR927 583</div><div>Avg. Mileage3 382km</div><div>Avg. Year2024</div></div>	<div>2</div> <div>VOLVO XC40</div> <div></div> <div><div>Units Sold73</div><div>Avg. PriceR1 081 090</div><div>Avg. Mileage5 847km</div><div>Avg. Year2023</div></div>	<div>3</div> <div>BMW i3</div> <div></div> <div><div>Units Sold64</div><div>Avg. PriceR509 711</div><div>Avg. Mileage58 455km</div><div>Avg. Year2018</div></div>	<div>4</div> <div>BMW iX</div> <div></div> <div><div>Units Sold61</div><div>Avg. PriceR1 349 055</div><div>Avg. Mileage19 116km</div><div>Avg. Year2022</div></div>	<div>5</div> <div>MINI HATCH SE</div> <div></div> <div><div>Units Sold50</div><div>Avg. PriceR512 059</div><div>Avg. Mileage19 307km</div><div>Avg. Year2022</div></div>
<div>6</div> <div>BMW iX3</div> <div></div> <div><div>Units Sold41</div><div>Avg. PriceR1 037 433</div><div>Avg. Mileage14 124km</div><div>Avg. Year2023</div></div>	<div>7</div> <div>AUDI e-TRON</div> <div></div> <div><div>Units Sold28</div><div>Avg. PriceR1 296 915</div><div>Avg. Mileage18 702km</div><div>Avg. Year2022</div></div>	<div>8</div> <div>VOLVO C40</div> <div></div> <div><div>Units Sold27</div><div>Avg. PriceR1 237 869</div><div>Avg. Mileage2 526km</div><div>Avg. Year2024</div></div>	<div>9</div> <div>JAGUAR I-PACE</div> <div></div> <div><div>Units Sold27</div><div>Avg. PriceR996 124</div><div>Avg. Mileage27 472km</div><div>Avg. Year2021</div></div>	<div>10</div> <div>BMW i4</div> <div></div> <div><div>Units Sold24</div><div>Avg. PriceR1 266 290</div><div>Avg. Mileage11 591km</div><div>Avg. Year2023</div></div>

Despite being the most listed EV on the market, the GWM Ora was not in the top 10 most sold used EVs



The average sold price for an EV is **5% lower** than the average listing price





CAR INDUSTRY REPORT

Annual Report
January - December 2024



AutoTrader,
154 Bram Fischer Drive, Randburg
Gauteng 2194

Methodology

The data for the 2024 AutoTrader Annual Car Industry Report was extracted from AutoTrader's data analytics tools & internal data sources over the period of
1 January - 30 December 2024.

For press queries, please send an email to pr@autotrader.co.za

