

MEDIA RELEASE

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TOYOTA KICKS OFF LAST QUARTER SALES IN HIGH GEAR

Toyota South Africa Motors (TSAM) continues to lead local vehicle sales, achieving 11,891 sales of the overall 47,942 units sold to domestic customers during October. This translates to a market share of 24.8%. TSAM also topped the charts in the Passenger, Light Commercial Vehicle (LCV) and Medium Commercial Vehicle (MCV) segments.

Reflecting on the new vehicle sales statistics, Naamsa said that the positive start to the last quarter with the highest sales month of the year, including the highest passenger car sales month since October 2019, was encouraging for the medium-term new vehicle market outlook.

Looking at aggregate domestic new vehicle sales in October 2024, at 47,942 units, they reflected an increase of 2,506 units, or a gain of 5.5%, from the 45,418 vehicles sold in October 2023.

The Toyota Hilux continues to be a fan favourite leading the way and securing the number one spot in the LCV segment with 2,793 units sold. Hiace Ses'fikile sales continue to regain momentum with 554 units sold, a significant increase from the 168 recorded in September. The Land Cruiser 79 pick-up and the Quantum registered 128 and 77 sales, respectively. In total, Toyota retailed 3,646 LCV units.

The Toyota Corolla Cross secured second place in the passenger segment with 2,104 units sold, while the Toyota Vitz at 676, Toyota Urban Cruiser at 629 and Toyota Starlet at 1,358 – selling a whopping 732 more units compared to the previous month – all contributed significantly to the Toyota passenger category sales. The new kid on the block, the Toyota Starlet Cross, went up a notch from 713 units in September to 805 units sold in October. Other noteworthy showings included the Toyota Corolla Quest at 603 and the Toyota Rumion at 446. Toyota claimed the lead in the Passenger category with a total of 7,916 sales an impressive increase of 1,048 units compared to the previous month.

Also making a remarkable contribution to Passenger sales were large SUV models: the Fortuner at 905, the Land Cruiser 300 at 87 and the Land Cruiser Prado with at 82 units sold.

On the luxury front, Lexus registered a total of 70 units – with NX and RX posting double digits of 29 and 21 respectively.

In trucking, the Hino 500 series posted 79 units, the 200 series posted 36 units, while the 300 series retailed 134 new homes. Toyota led the overall charge in the Medium Commercial vehicle segment with 210 units sold.

For the month of October 2, 056, 371 parts were supplied to domestic dealers while a further 345, 735 parts were shipped to foreign markets.

“The decrease in the inflation rate and the reduction of fuel costs have shown a positive impact on spending and have improved household finances, which, in turn, has strengthened consumer confidence. As we prepare to close out the year, we celebrate the success of our October sales.

“We are hopeful that the market will continue its upward trend. Naturally, we cannot undervalue the power of our dealer network, TSAM staff, fleet owners and rental companies. We are sincerely grateful to all of you as you help us maintain our leadership position month after month,” says Leon Theron, Senior Vice President of Sales and Marketing at TSAM.

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