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Toyota South Africa Motors maintains market leadership in March with solid sales performance

- Market share at 22.9%
- 13 323 new vehicles sold
- Overall market growth across key segments
- Hilux maintains podium position in LCV segment

Sandton - Toyota South Africa Motors (TSAM) recorded 13 323 new vehicle sales in March, maintaining its position as South Africa's leading automotive brand with a 22.9% share of the domestic market.

Industry data released by naamsa indicates that total domestic new vehicle sales reached 58 060 units in March 2026. The data reflects a 17.3% year-on-year increase and marks the strongest March performance since 2007. According to naamsa, growth was largely supported by steady retail demand, improved business confidence and the cumulative impact of interest rate reductions earlier in the cycle.

Against this backdrop, Toyota delivered a performance that exceeded overall market growth across key segments. In the passenger car segment, Toyota sold 7 505 units, a 19.1% market share that reflects steady demand across both entry level and SUV segments. With 5 424 units sold, Toyota's Light Commercial Vehicles (LCV) achieved a strong 34.9% market share.

The medium commercial vehicles (241 units), heavy commercial vehicles (110 units) and the extra-heavy commercial vehicles (43 units) also contributed to Toyota's continued market leadership with market shares of 29.3%, 15.8% and 2.8% respectively.

"Toyota's March performance reflects steady demand across our product portfolio and the ongoing resilience of our operations in a competitive and evolving market. While achieving 13 323 sales and a 22.9% market share is encouraging, this outcome is first and foremost a reflection of the collective efforts of our employees, the commitment and discipline of our dealer network and the continued trust our customers place in the Toyota brand. Their support enables us to deliver reliable, high-quality mobility solutions consistently, even as operating conditions become more challenging," said Leon Theron, Senior Vice President of Sales and Marketing at Toyota South Africa Motors.

Brand Performance

Toyota's March performance was supported by consistent demand across its passenger, commercial and premium vehicle ranges.

In the passenger vehicle segment, the Corolla Cross recorded 1 538 units, remaining a key contributor in the compact SUV category. The Starlet achieved 1 174 units, while the Urban Cruiser delivered 816 units, reflecting continued demand in the entry and compact SUV segments. The Fortuner closed the month with 999 units, reinforcing its reputation as South Africa's best-selling SUV.

The Lexus brand recorded 93 new vehicle sales during March. The Lexus NX led the range with 32 units, followed by the GX (26 units) and the LX (23 units), indicating sustained demand across the premium SUV line-up.

In the Light Commercial Vehicle segment, the Hilux recorded 4 118 units, continuing to anchor Toyota's performance in this category. Other notable mentions include the Hiace (725 units), Land Cruiser 79 pick-up (371 units) and the Quantum Bus (111 units).

In the Medium and Heavy Commercial Vehicle segments, Hino recorded steady volumes. The Hino 300 achieved 126 units, while the combined sales of the Hino 500 and Hino 700 amounted to 149 units, reflecting ongoing activity in distribution, logistics and infrastructure-linked sectors.

Shifting gears to Toyota's fleet performance, the division closed off the quarter on a strong note with a solid performance that reflects a 15.7% growth versus March last year. Strong contributions from Fortuner, the Hilux range and Vitz supported this performance strong B2B demand.

The aftersales and parts division exceeded their previous months' performance and closed of the quarter with over two million domestic parts pieces and exported an additional 368 298 parts.

Looking ahead, Leon added: "As we enter April, we remain mindful of the pressures facing both consumers and businesses, particularly rising fuel costs and broader global uncertainty. Toyota will continue to focus on responsible growth, operational efficiency and delivering dependable mobility solutions aligned to customer needs."

ENDS.

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