

New vehicle sales slide continues

By  [Henrie Geyser](#)

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Local new vehicle sales continued its downhill run in October with a decline of 8.6% over the same month last year with export sales down even further with a drop of 13.9% over October last year.



Image: www.freedigitalphotos.net

According to the latest NAAMSA figures only 54 244 vehicles were sold compared to the 59 335 in October last year. Of these, estimated 43 863 units or 80.9% represented dealer sales, 12.2% represented sales to the vehicle rental industry, 3.5% to industry corporate fleets and 3.4% constituted sales to government.

The industry's drop in export numbers were led by the Ford Ranger old model run out and the new model introduction but various other manufacturers also registered declines which NAAMSA says could be the advent of a possible slow down in global markets. However, vehicle exports for 2015 remain on target to reach a record export number of about 335 000. (2014: 276 873 export units).

Total new car sales of 36 175 reflect a decline of 4 433 units or a fall of 10.9% compared to the 40 608 new cars sold in October last year. NAAMSA expects that domestic new car and aggregate commercial vehicle sales to remain under pressure for the rest of the year although vehicle production remain on a strong footing with higher new vehicle export sales continuing to support the industry's output, thereby contributing positively to South Africa's balance of payments.

ABOUT HENRIE GEYSER

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