15 Harold Pupkewitz Street | Eros | Windhoek
P.O Box 24867 | Windhoek
+264 61 307 728
info@hei.com.na
www.hei.com.na

Vehicle Sales Report

July 2024

1. Executive summary

- In July 2024, 1,172 vehicles were sold in Namibia, marking an 18% monthly increase. The vehicle sales market displayed mixed performances across various segments.
- The Passenger Vehicle market saw a significant rise in sales, increasing by 42.4% from 396 units in June to 564 units in July 2024.
- Light Commercial Vehicles also experienced growth, with sales climbing by 7.6%, from 510 units to 549 units.
- Medium Commercial Vehicles had a modest increase of 4.8%, with sales rising by just one unit, from 21 to 22 units.
- Conversely, the Heavy Commercial Vehicle segment saw a substantial decline of 40%, as sales dropped from 15 units to 9 units.
- Extra Heavy Commercial Vehicles and Bus sales also decreased sharply, with reductions of 44.4% and 50%, respectively.
- These declines highlight challenges in the heavy-duty vehicle sectors, contrasting with the strong performance in the passenger and light commercial vehicle segments.

Table 1: Monthly vehicle sales by type (June 2024 and July 2024)

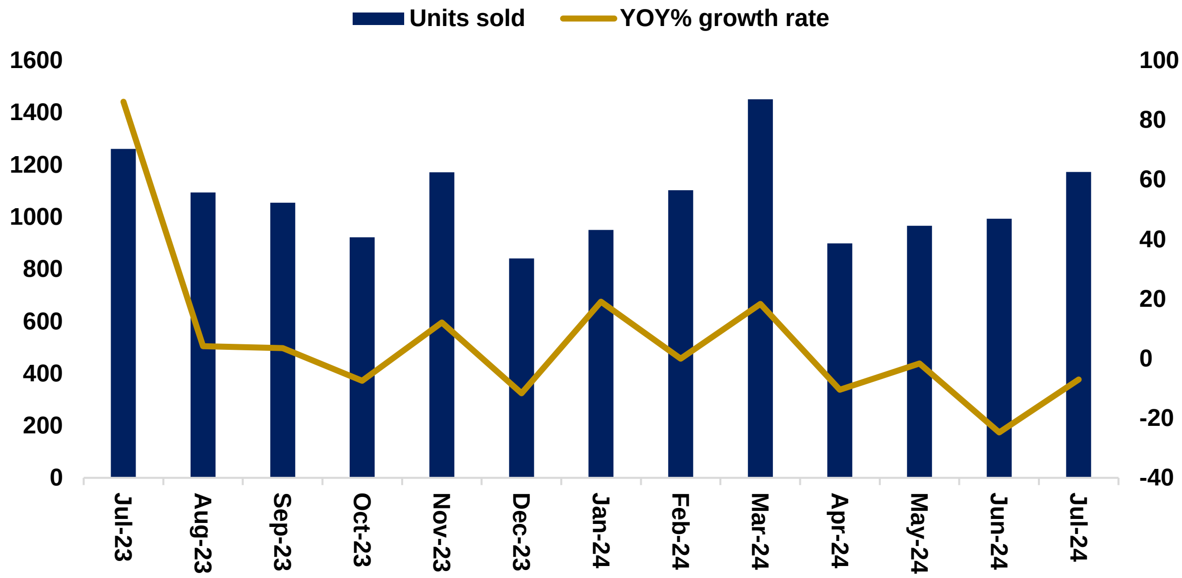
Market	June 2024	July 2024	Change	% Change
Passenger vehicles	396	564	168	42.4%
Light commercial vehicles	510	549	39	7.6%
Medium commercial vehicles	21	22	1	4.8%
Heavy commercial vehicles	15	9	-6	-40.0%
Extra heavy commercial vehicles	45	25	-20	-44.4%
Bus	6	3	-3	-50.0%
Total	993	1172	179	18.0%

2. Analysis

- On an annual basis, vehicle sales declined by 6.9%, indicating that while there has been a month-on-month increase, the market has not yet fully recovered to last year's levels (see Figure 1).
- On a monthly basis, the Passenger Vehicle segment was the best-selling, with 564 units sold. This increase could be influenced by improved consumer confidence, leading to higher demand as July typically represents a mid-year point where consumers might purchase new vehicles. Notably, many of these passenger vehicles were sold to car rental companies.
- Light Commercial Vehicles were the second-best-selling segment, with 549 units sold. The uptick in sales could be attributed to increased small business activities requiring light commercial vehicles for transportation and logistics, suggesting a positive economic environment for small businesses during this period.
- The Medium Commercial Vehicle segment, with 22 units sold, reflects a stable but niche demand. These vehicles cater to specific commercial needs, which may be more consistent but less variable compared to other segments (see Figure 2).
- The Extra Heavy Commercial Vehicle segment saw a decline of 20 units compared to June 2024. This drop could indicate reduced activity in industries that rely on such vehicles, such as mining, construction, or logistics, possibly influenced by delays in new projects.
- Heavy Commercial Vehicle sales also declined by 6 units. This drop could be linked to low demand, potentially influenced by delayed infrastructure projects or decreased business operations requiring heavy commercial vehicles.
- Bus sales declined by 3 units, likely due to reduced demand from public transport operators, possibly influenced by a decrease in passenger numbers (see Table 1).
- Analyzing the market by vehicle type, the Toyota Hilux led sales with 323 units, significantly surpassing other models. The Toyota Fortuner ranked second with 102 units sold, followed by the Toyota Corolla Cross with 57 units, and the Toyota Starlet with 56 units.

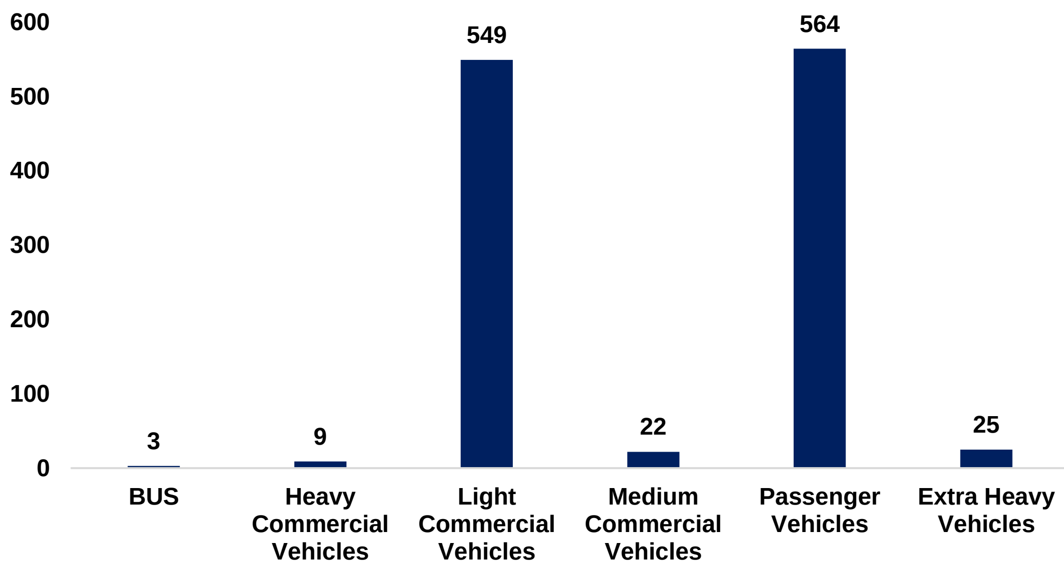
  Non-Toyota brands followed, with the Ford Ranger selling 50 units, and the KIA Sonet closely behind with 34 units sold. Sales of VW models were lower, with 28 units for the VW Polo Vivo, 24 units for the VW Amarok, and 20 units for the VW Polo. Overall, Toyota's dominance in the market is evident.

Figure 1: Monthly Vehicle Sales (July 2023 – July 2024)



Source: Lightstone (Pty) Ltd & HEI RESEARCH

Figure 2: Monthly vehicle sales by Market (July 2024)

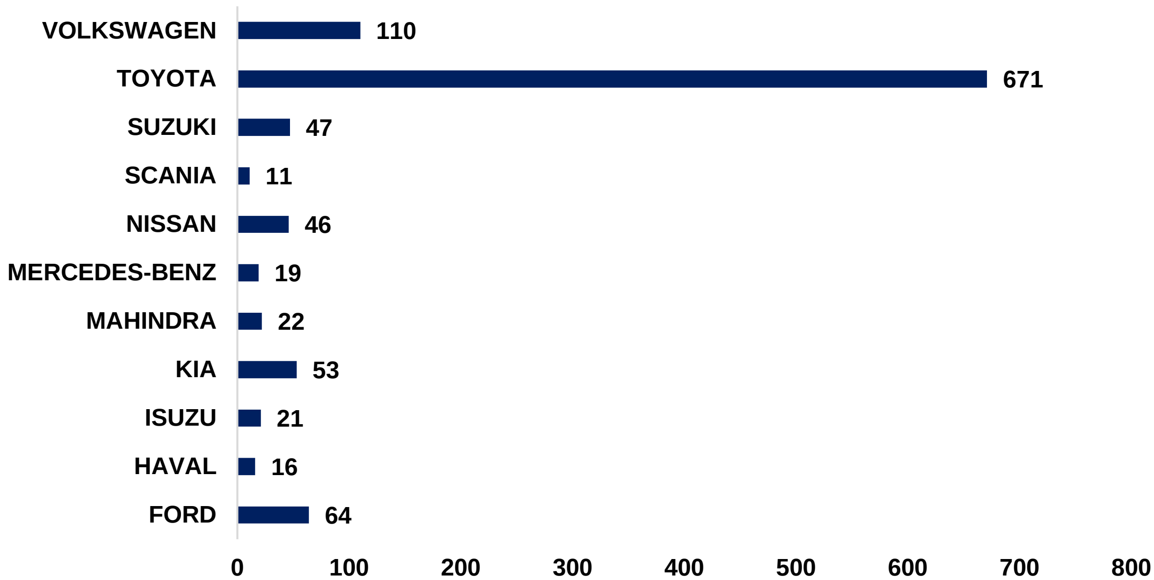


Source: Lightstone (Pty) Ltd & HEI RESEARCH

Table 2: Top selling vehicle by market

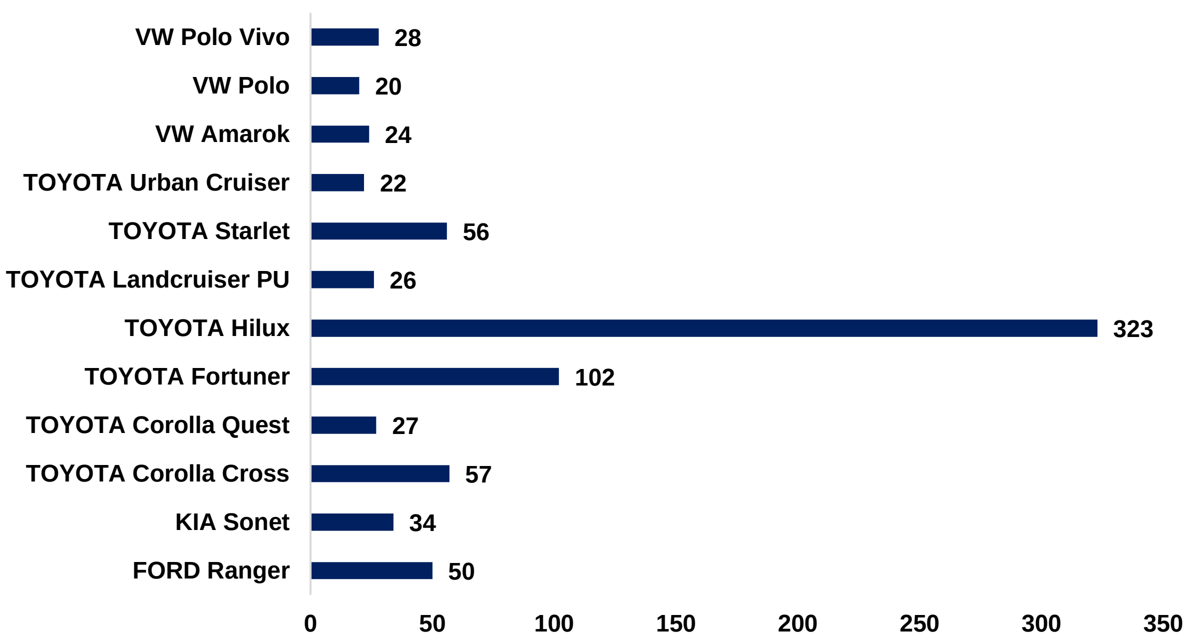
Market	**Vehicle**
Passenger vehicles	TOYOTA Starlet
Light commercial vehicles	TOYOTA Hilux
Medium commercial vehicles	MERCEDES-BENZ Sprinter
Heavy commercial vehicles	FAW CA 15
Extra heavy commercial vehicles	SCANIA R-Series
Bus	MERCEDES-BENZ Bus

Figure 3: Top 10 bestselling vehicles by make (July 2024)



Source: Lightstone (Pty) Ltd & HEI RESEARCH

Figure 4: Top 10 bestselling cars by type (June 2024)



Source: Lightstone (Pty) Ltd & HEI RESEARCH

Outlook

July 2024's vehicle sales performance suggests a recovery trend, with a significant monthly increase driven primarily by the passenger and light commercial vehicle segments. This reflects improved consumer confidence and an active small business sector. Despite the positive monthly performance, challenges persist, particularly in the heavy-duty vehicle segments and annual sales figures. The strong performance of Toyota models and growth in specific segments indicate a resilient automotive market, but the industry must navigate economic pressures and sector-specific challenges to sustain growth. Looking ahead, vehicle sales are anticipated to maintain a positive trend in August 2024, driven by continued demand in the commercial sector.

10TH ANNIVERSARY HEI
HIGH ECONOMIC INTELLIGENCE 2014 - 2024
15 Harold Pupkewitz Street | Eros | Windhoek
P.O Box 24867 | Windhoek
+264 61 307 728
info@hei.com.na
www.hei.com.na