

Vehicle Sales Report

April 2025

1. Executive summary

The Namibian vehicle market demonstrated a strong year-on-year recovery in April 2025, with total sales reaching 1,243 units—a 38.3% increase compared to the 899 units sold in April 2024. This marks the second-highest annual growth rate in the past 12 months and the strongest since December 2024, signalling a sustained rebound from last year's subdued performance. However, month-on-month sales dipped by 5.8% from 1,320 units in March 2025, reflecting a seasonal slowdown following a particularly strong March. Notably, March 2025 sales (1,320 units) had already declined by 9.0% compared to March 2024 (1,451 units), which had seen an unusually high spike in demand. (see figure 1)

2. Analysis

2.1 Market Overview

Namibia's new vehicle market experienced a **5.8% month-on-month contraction** in April 2025, with total sales declining from **1,320 units in March to 1,243 units**. This reduction of **77 units** reflects a diverging trend between passenger and commercial vehicles, where **strong growth in one segment failed to compensate for broad declines across others**.

2.2 Segment Performance Breakdown

2.2.1 Passenger Vehicles: Resilient Demand

Sales increased by 8.1% (50 units), rising from 620 units in March to 670 units in April. This was the only segment to record positive growth, suggesting stable consumer confidence and sustained demand for personal transport. The positive growth could be influenced by improved consumer demand, new model releases, or seasonal buying patterns.

2.2.2 Commercial Vehicles: Widespread Slowdown

The commercial vehicle segment experienced widespread declines across all categories in April 2025, signaling potential challenges in business activity and industrial demand. Light Commercial Vehicles (LCVs), as the largest commercial segment, saw sales fall by 13.9% (80 units), dropping from 576 to 496 units, likely reflecting reduced business spending or delayed fleet purchases. Medium Commercial Vehicles (MCVs) recorded a 25.0% decrease (9 units), falling from 36 to 27 units, indicating softening demand in mid-sized logistics and distribution sectors. The most significant decline occurred in Heavy Commercial Vehicles (HCVs), which plunged by 60.0% (15 units) from 25 to 10 units, suggesting a significant slowdown in construction, mining, or heavy freight transport activities. Extra Heavy Commercial Vehicles also showed considerable weakness, declining by 32.8% (19 units) from 58 to 39 units, potentially reflecting reduced activity in large-scale infrastructure projects or port operations. The most severe contraction was seen in the bus segment, which experienced an 80.0% drop (4 units) from 5 to just 1 unit sold, possibly indicating cuts in public transport investment or delays in fleet renewal programs. These across-the-board declines paint a concerning picture for Namibia's commercial vehicle market and broader business activity. (see table 1)

Table 1: Monthly vehicle sales by type (March 2025 and April 2025)

Market	Mar-25	Apr-25	Change	% Change
Passenger vehicles	620	670	50	8.06%
Light commercial vehicles	576	496	-80	-13.89%
Medium commercial vehicles	36	27	-9	-25.00%
Heavy commercial vehicles	25	10	-15	-60.00%
Extra heavy commercial vehicles	58	39	-19	-32.76%
Bus	5	1	-4	-80.00%
Total	1320	1243	-77	-5.83%

2.3 Brand and Model Performance

Toyota led the Namibian vehicle market with a total of 683 units sold, 54.95% overall, making it the top-performing brand by a significant margin. Volkswagen followed in second place with 136 units or 10.94%, while Ford secured the third position with 66 units. Suzuki and KIA occupied the fourth and fifth spots with 45 and 42 units sold, respectively. The remaining makes in the top ten included Haval with 31 units, Nissan with 23 units, Scania with 21 units, and both Hino and Mercedes-Benz with 20 units each. (see figure 3)

The top-selling vehicle in the Passenger Vehicles segment was the Toyota Fortuner, with 101 units sold. Within the Light Commercial Vehicles category, the Toyota Hilux led with 262 units, making it the highest-selling model across all segments. The HINO 300 Series recorded the highest sales in the Medium Commercial Vehicles segment, with 7 units sold, while the HINO 500 Series topped the Heavy Commercial Vehicles category with 3 units. In the Extra Heavy Commercial Vehicles segment, the SCANIA G-Series led with 18 units sold. Lastly, in the Bus segment, the Mercedes-Benz Bus recorded 1 unit sold, making it the leading model in that category for the month. (see table 2)

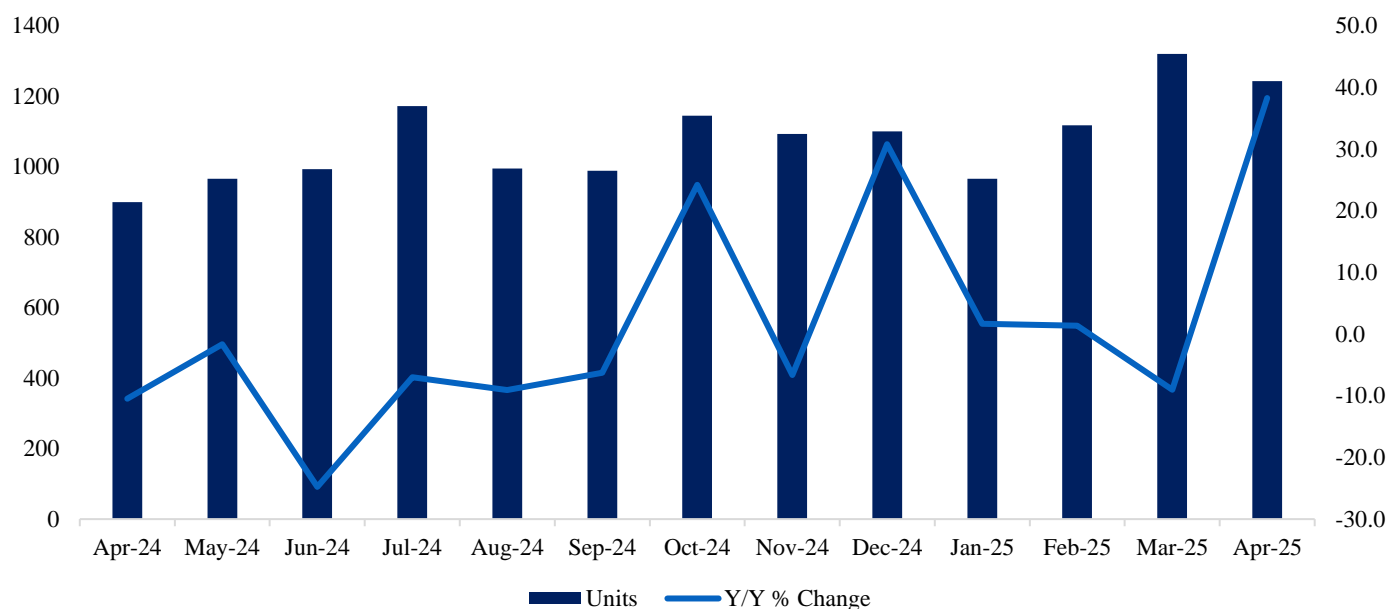
Figure 1: Monthly Vehicle Sales (January 2024 – December 2024)

Figure 2: Car sales by Market (April 2025)

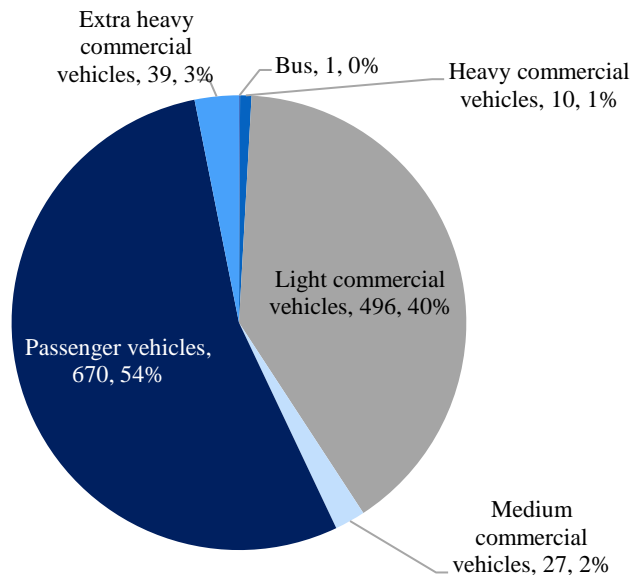


Figure 3: Top 10 bestselling vehicles by make (April 2025)

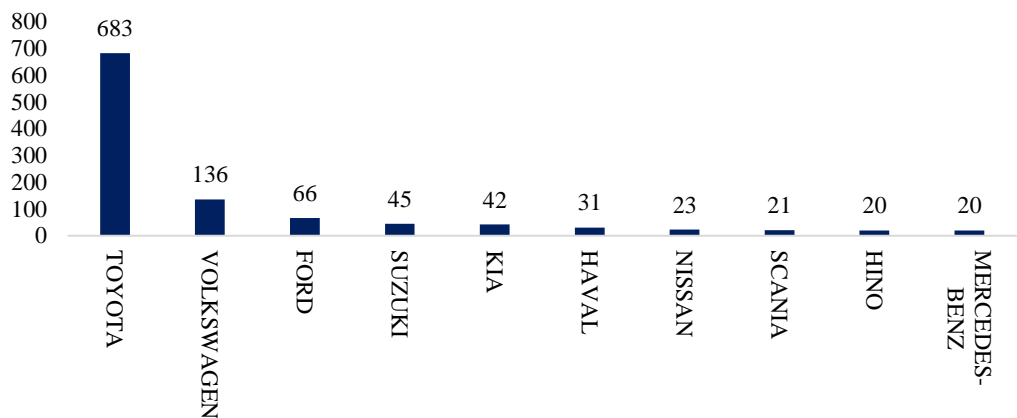
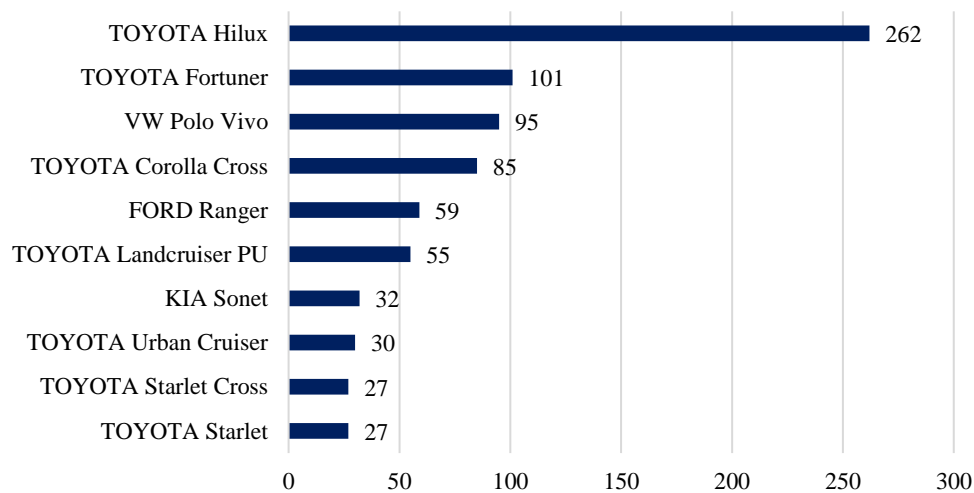


Table 2: Vehicle sales by Market February 2025

Market	Type	Units sold
Passenger Vehicles	TOYOTA Fortuner	101
Light Commercial Vehicles	TOYOTA Hilux	262
Medium Commercial Vehicles	HINO 300 Series	7
Heavy Commercial Vehicles	HINO 500 Series	3
Extra Heavy Commercial Vehicles	SCANIA G-Series	18
Bus	MERCEDES-BENZ Bus	1

Figure 4 : Top 10 Vehicle Sales by Model



2.4 Dominance of Toyota in Namibia's Top-Selling Vehicle Models

A total of 773 units were sold among the top 10 best-selling vehicle models in April 2025. The Toyota Hilux recorded the highest number of sales at 262 units, accounting for approximately 21.08% of the total vehicles sold. It was followed by the Toyota Fortuner with 101 units and the VW Polo Vivo with 95 units. The Toyota Corolla Cross ranked fourth with 85 units, while the Ford Ranger came fifth with 59 units. Other models in the top 10 included the Toyota Landcruiser Pickup (55 units), KIA Sonet (32 units), Toyota Urban Cruiser (30 units), Toyota Starlet (27 units), and Toyota Starlet Cross (27 units). Toyota models accounted for eight out of the ten top-selling vehicles and contributed a total of 687 units, representing 88.9% of the total sales within the top 10 models. (see figure 4)

3. Outlook

We Project Namibia's vehicle market to maintain steady growth in the coming months, with Toyota models continuing to dominate sales as the Hilux (262 units sold in April) and Fortuner (101 units), accounting for 88.9% of top-selling models. The sustained strong demand from both private buyers and rental fleets ahead of the peak tourism season. While light commercial vehicles show resilience, the broader commercial segment faces challenges following April's sharp declines (-60% for heavy commercial vehicles, -25% for medium commercial vehicles), with their recovery contingent on renewed infrastructure spending and mining activity. The cautiously optimistic outlook is supported by favourable economic conditions, including easing inflation and stable borrowing rates, though the passenger vehicle segment, where Toyota remains better positioned than commercial vehicles, amid current market dynamics.