

# Vehicle Sales Report

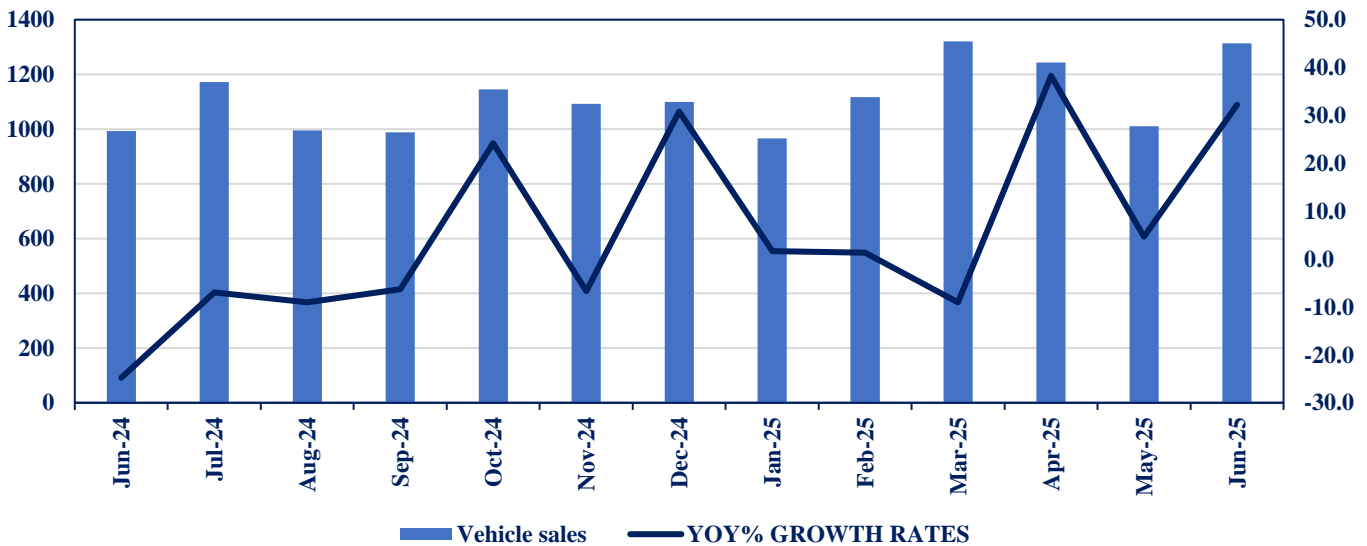
June 2025

## 1. Executive summary

In June 2025, a total of 1,313 vehicles were sold in Namibia, with the market primarily driven by passenger vehicles (636 units) and light commercial vehicles (617 units). Toyota emerged as the leading brand, accounting for 773 units or 58.87% of total sales, followed by Volkswagen and Ford, which captured 10.81% and 5.94% of the market respectively. The Toyota Hilux was the top-performing model in the light commercial category with 328 units sold, while the Toyota Corolla Cross led the passenger vehicle segment with 88 units. Sales of commercial vehicles remained moderate, with notable models including the Mercedes-Benz Sprinter, Hino 500 Series, and Scania G-Series. One MAN Bus was also sold during the period. Vehicles of Chinese origin contributed a total of 92 units or 7.00% to the overall monthly sales with the Haval Jolion making it in the top 10.

## 2. Analysis

**Figure 1: Monthly Vehicle Sales (June 2024 and June 2025)**



Source: Lightstone Auto & HEI Research

Table 1: Monthly vehicle sales by type (May 2025 and June 2025)

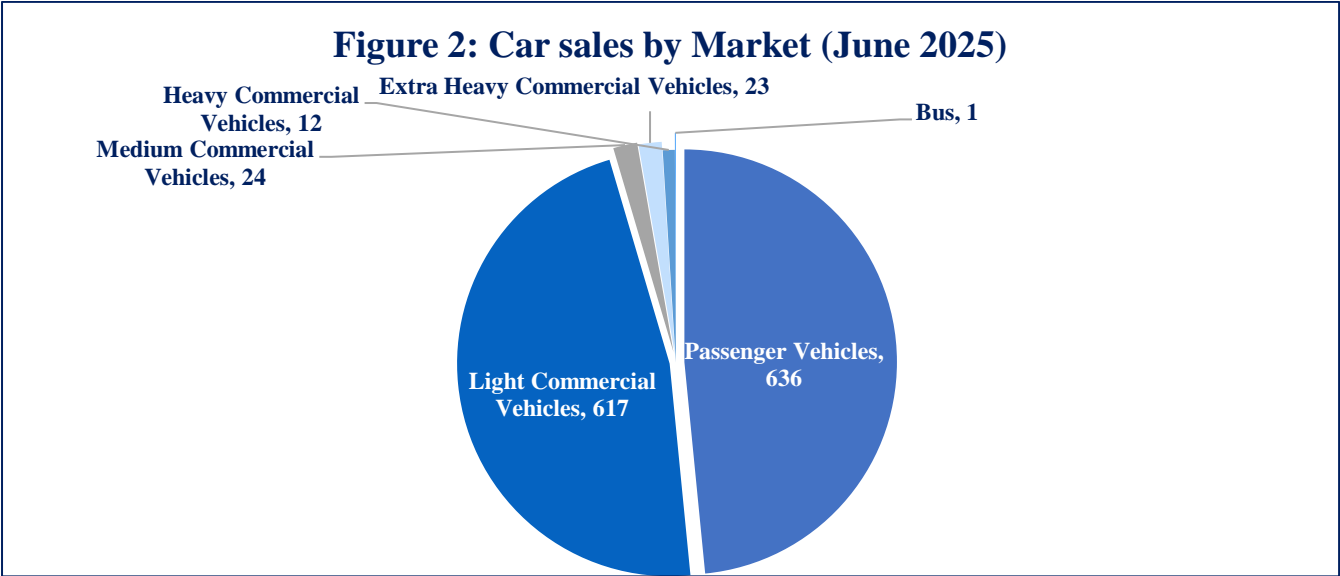
Market	May-25	Jun-25	Change	% Change
Passenger vehicles	461	636	175	37.96%
Light commercial vehicles	470	617	147	31.28%
Medium commercial vehicles	26	24	-2	-7.69%
Heavy commercial vehicles	10	12	2	20.00%
Extra heavy commercial vehicles	42	23	-19	-45.24%
Bus	2	1	-1	-50.00%
Total	1011	1313	302	29.87%

Source: Lightstone Auto & HEI Research

The total units sold increased by 29.87% from 1,011 in May to 1,313 in June 2025. On a year-on-year basis, vehicle sales registered significant growth, increasing by over 32% compared to the same month in 2024. The monthly growth was primarily driven by a significant rise in passenger vehicle sales, which climbed by 175 units (37.96%), and light commercial vehicles, increasing by 147 units (31.28%).

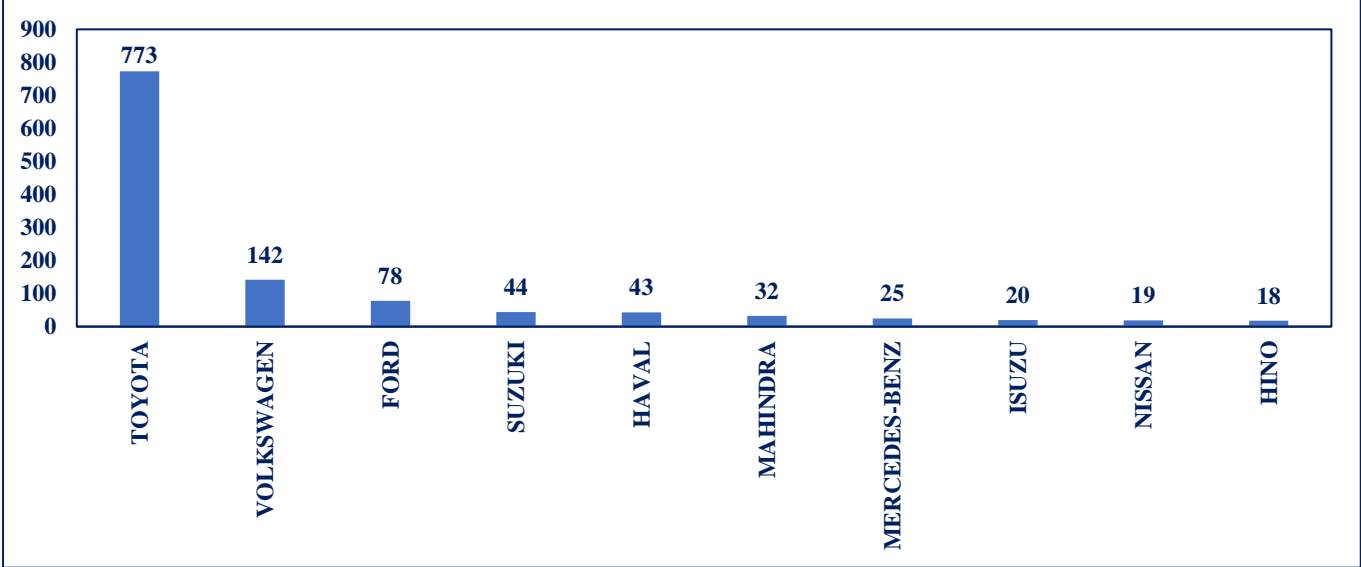
While most segments showed positive change, the extra heavy commercial vehicle category declined by 45.24% or 19 units, and bus sales halved, although these segments typically have low monthly volumes. Medium commercial vehicles also recorded a marginal decline of 7.69%. see table 1

The majority of the sales were recorded in the passenger vehicle segment, which accounted for 636 units, followed closely by light commercial vehicles with 617 units. The remaining segments comprised medium commercial vehicles (24 units), extra heavy commercial vehicles (23 units), heavy commercial vehicles (12 units), and buses (1 unit). see figure 2



Source: Lightstone Auto & HEI Research

**Figure 3: Top 10 Bestselling Vehicles by Make (June 2025)**



Source: Lightstone Auto & HEI Research

**Table 2: Vehicle sales by Market May 2025**

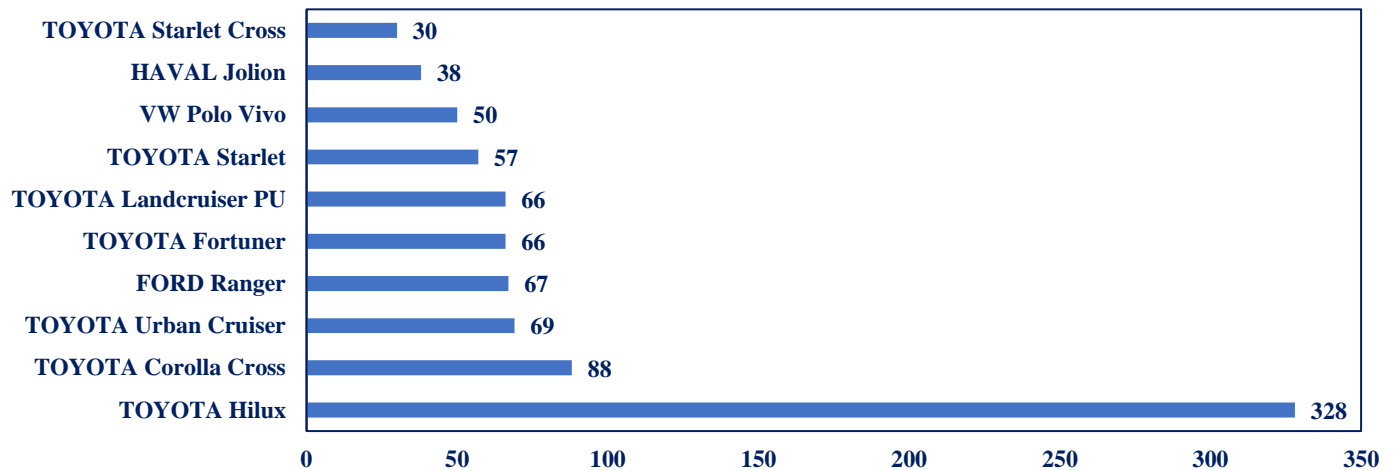
Market	Type	Units sold
Bus	MAN Bus	1
Heavy Commercial Vehicles	HINO 500 Series	5
Light Commercial Vehicles	TOYOTA Hilux	328
Medium Commercial Vehicles	MERCEDES-BENZ Sprinter	11
Passenger Vehicles	TOYOTA Corolla Cross	88
Extra Heavy Commercial Vehicles	SCANIA G-Series	9

Source: Lightstone Auto & HEI Research

By brand, Toyota led the market with 773 units sold, representing a much of the portion of the month’s total sales. Volkswagen recorded 142 units, followed by Ford with 78 units. Other notable brands included Suzuki (44), Haval (43), Mahindra (32), Mercedes-Benz (25), Isuzu (20), Nissan (19), and Hino (18) for top 10. see figure 3

In terms of top-performing models by category, the Toyota Hilux was the highest-selling model in the light commercial vehicle segment with 328 units. The Toyota Corolla Cross was the leading model in the passenger vehicle segment, recording 88 units. In the commercial categories, the Mercedes-Benz Sprinter led medium commercial vehicles with 11 units, while the Hino 500 Series recorded the highest number of units in the heavy commercial category at 5 units. The Scania G-Series topped extra heavy commercial vehicle sales with 9 units, and the only bus sold was a MAN Bus. see table 2

**Figure 4 : Top 10 Vehicle Sales by Model (June 2025)**



Source: Lightstone Auto & HEI Research

### 3. Outlook

While established manufacturers such as Toyota, which led the market with 773 units sold in June 2025, are expected to maintain a dominant position due to strong brand recognition and comprehensive after-sales support, the rising presence of Chinese automotive brands is beginning to reshape the competitive landscape. In June, Chinese brands collectively sold 92 vehicles, a slight decline from 109 units in May, yet still indicative of growing consumer acceptance and market penetration.

Among these, Haval recorded 43 units in the passenger vehicle segment, while JAC sold 10 units in the light commercial category. These brands are steadily gaining market traction by delivering modern designs, advanced features, and competitive pricing, positioning themselves as viable alternatives to traditionally dominant manufacturers.

Looking forward, our outlook anticipates a more nuanced growth trajectory for Chinese automotive brands in Namibia. While cost-conscious consumers will continue to value affordability and fuel efficiency, a growing segment of buyers is also prioritizing quality, brand reputation, and after-sales service areas where these newer entrants must strengthen their offerings to sustain their momentum. Furthermore, as Namibia's economic landscape evolves, including shifts in disposable income and financing availability, consumer preferences may diversify, prompting these brands to innovate on luxury and ownership flexibility to capture emerging market segments.

Therefore, while growth in market share for Chinese brands is expected to continue, especially among price-sensitive and fleet buyers, sustained long-term success will depend on their ability to deepen local service networks, improve brand trust, and respond to an increasingly discerning customer base.