

# Vehicle Sales Report

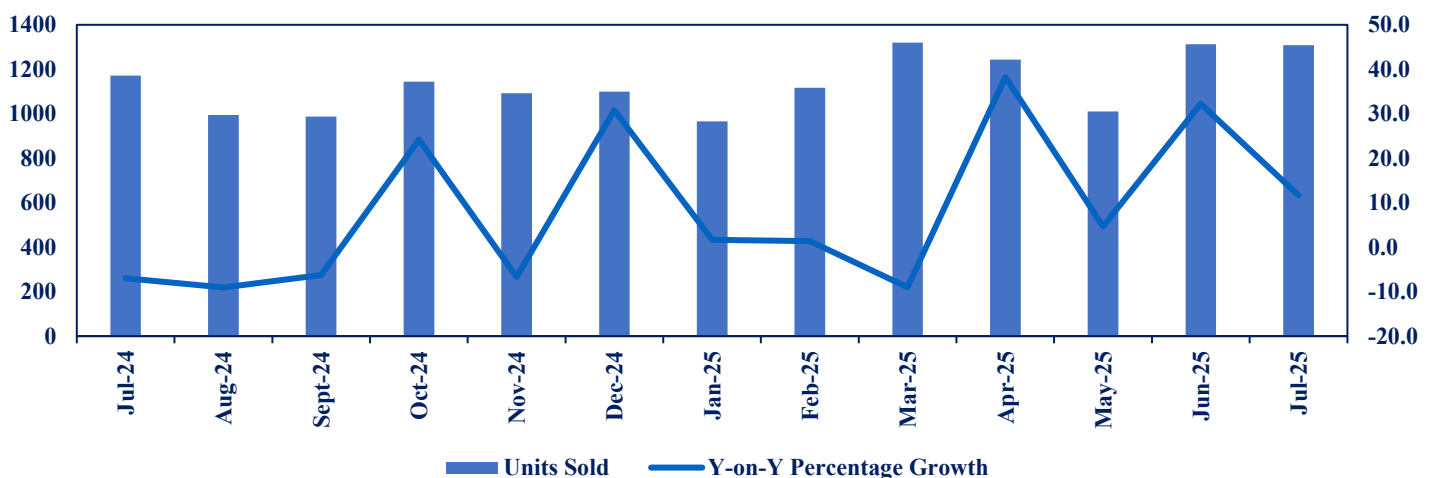
July 2025

## 1. Overview

Namibia's automotive market maintained its resilience in July 2025, with total new vehicle sales reaching 1,309 units up from 1,172 units in July 2024, but slightly below the 1,313 units sold in June 2025, representing a 0.3% decline. On an annual basis, sales rose by 11.7%, highlighting steady demand despite broader economic headwinds and moderate consumer spending growth. The highest monthly sales levels since July 2024 were recorded in March, June, and July 2025.

The composition of sales was dominated by passenger vehicles and light commercial vehicles, which accounted for 610 units (46.6%) and 609 units (46.5%) of total sales respectively. These two segments experienced modest declines from the previous month passenger vehicles declined by 4.09% and light commercial vehicles dropped by 1.30% reflecting softer consumer purchases in the mid-market range.

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



Source: Lightstone Auto & HEI Research

Smaller vehicle categories, including medium, heavy, and extra-heavy commercial vehicles, along with buses, collectively accounted for 90 units. Specifically, extra-heavy commercial vehicles accounted for 41 units (3.1% of total sales), medium commercial vehicles contributed 25 units (1.9%), heavy commercial vehicles recorded 20 units (1.5%), and buses represented a minimal 4 units (0.3%). Passenger vehicles contracted by 26 units, a 4.09% decline, reducing the total from 636 units in June to 610 units in July. Light commercial vehicles also experienced a slight reduction of 8 units, a 1.30% decrease from 617 units in the previous month.

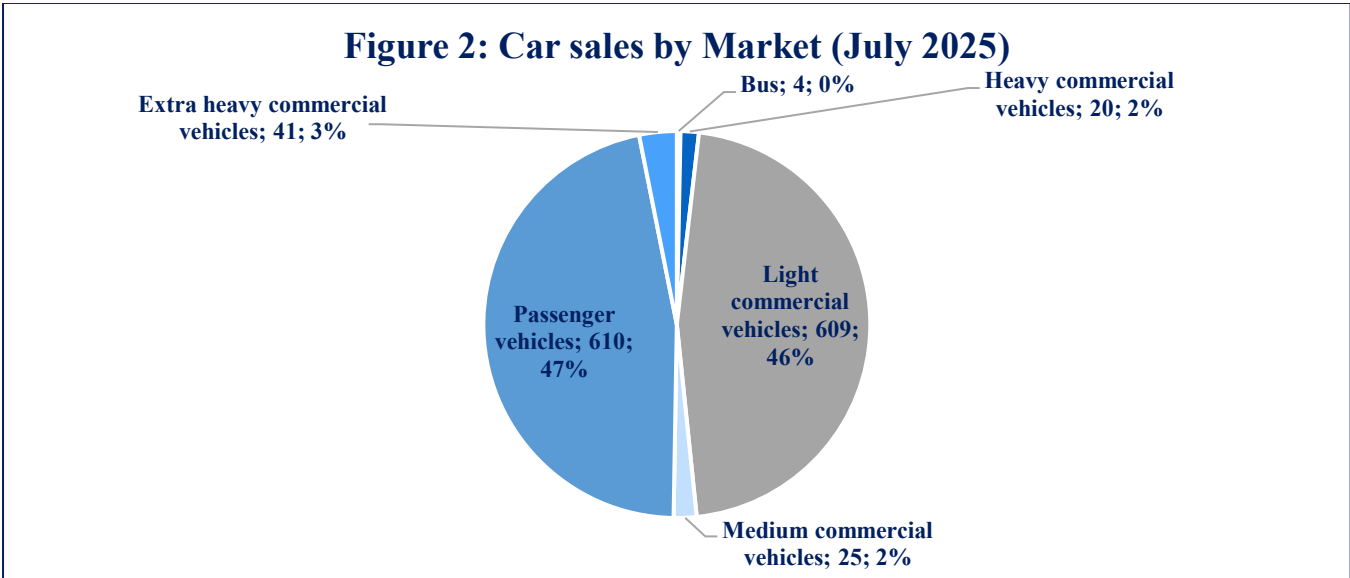
Medium commercial vehicles recorded a marginal increase of 1 unit, reaching 25 units, equivalent to a 4.17% month-on-month growth. Heavy commercial vehicles expanded more substantially, rising by 8 units to 20 units, reflecting a 66.67% increase.

The extra-heavy commercial vehicle segment demonstrated notable momentum, adding 18 units to reach 41 units, which translated into a 78.26% monthly growth. Bus sales, while remaining a minor component of the market, increased from 1 to 4 units, corresponding to a 300% rise, albeit from a low base.

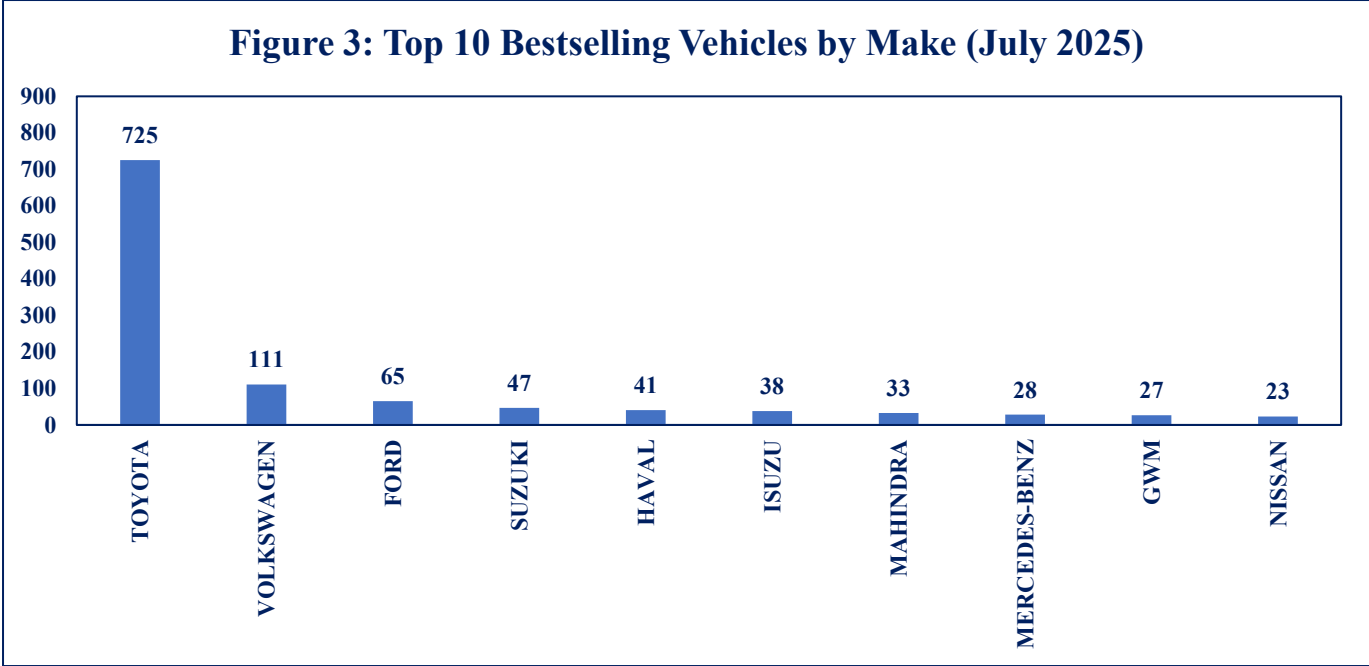
Table 1: Monthly vehicle sales by type (June 2025 and July 2025)

Market	Jun-25	Jul-25	Change	% Change
Passenger vehicles	636	610	-26	-4.09%
Light commercial vehicles	617	609	-8	-1.30%
Medium commercial vehicles	24	25	1	4.17%
Heavy commercial vehicles	12	20	8	66.67%
Extra heavy commercial vehicles	23	41	18	78.26%
Bus	1	4	3	300.00%
Total	1313	1309	-4	-0.30%

Source: Lightstone Auto & HEI Research



Source: Lightstone Auto & HEI Research



Source: Lightstone Auto & HEI Research

From a brand perspective, Toyota dominated the market with 725 units, representing 55.34% of total sales, more than six times the volume of its nearest competitor, Volkswagen, which sold 111 units. Ford ranked third with 65 units, followed by Suzuki (47 units), Haval (41 units), and Isuzu (38 units). The remaining brands Mahindra (33 units), Mercedes-Benz (28 units), GWM (27 units), and Nissan (23 units) recorded similar sales figures, indicating a highly competitive environment among the lower-tier rankings.

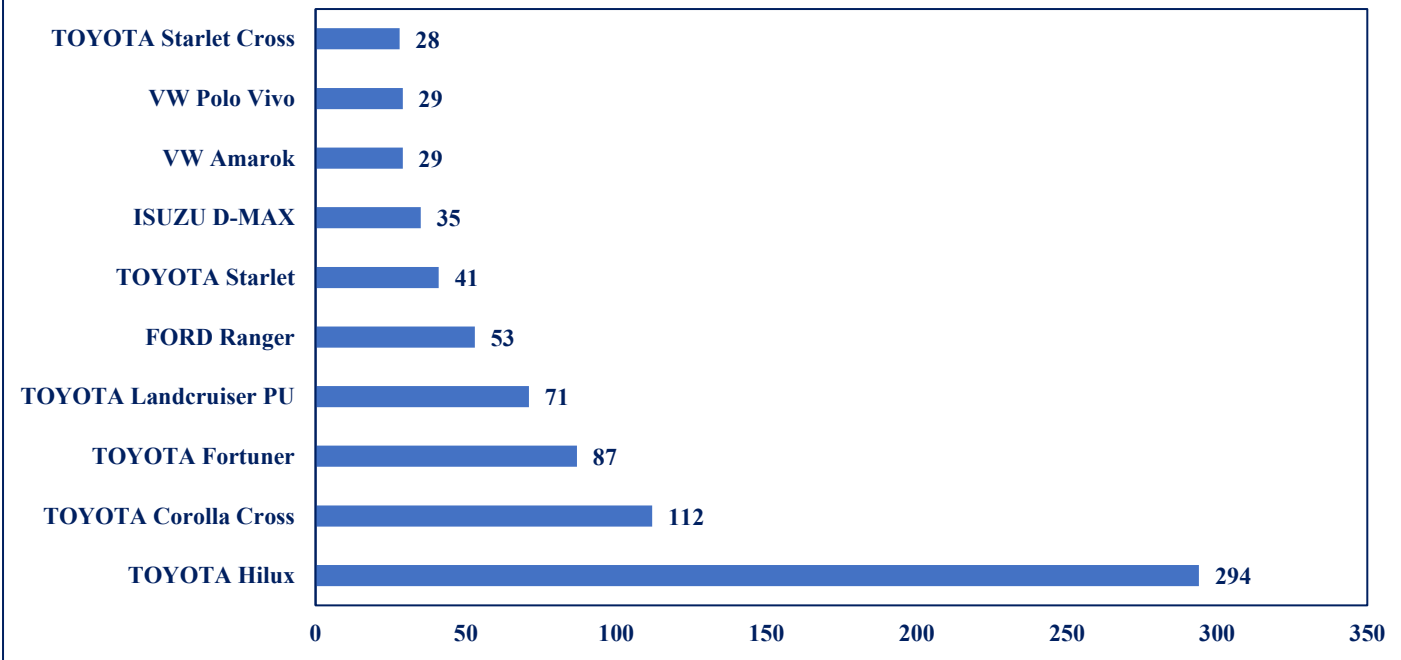
Table 2: Top vehicle sold by Market July 2025

Market	Type	Units sold
Bus	MERCEDES-BENZ Bus	4
Heavy Commercial Vehicles	FAW CA 8	10
Light Commercial Vehicles	TOYOTA Hilux	294
Medium Commercial Vehicles	MERCEDES-BENZ Sprinter	8
Passenger Vehicles	TOYOTA Corolla Cross	112
Extra Heavy Commercial Vehicles	POWERSTAR BeiBen	13

Source: Lightstone Auto & HEI Research

The Toyota Hilux remained the market’s best-selling model with 294 units, accounting for nearly one-third of the top ten models combined. This was followed by the Toyota Corolla Cross (112 units) and the Toyota Fortuner (87 units). Other notable most sold model included the Landcruiser PU (71 units), Starlet (41 units), and Starlet Cross (28 units). Half of the top-ten best-selling models Hilux, Landcruiser PU, Ford Ranger, Isuzu D-MAX, and VW Amarok were light commercial vehicles, underscoring sustained demand in the utility segment.

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



Source: Lightstone Auto & HEI Research

## 2. Outlook

Vehicle sales are expected to remain broadly stable over the short term, with passenger vehicles and light commercial vehicles continuing to dominate, together accounting for approximately 93% of the market during the period under review. Monthly changes in these segments may persist, with potential declines or gains of 1–5%.

We anticipate that Toyota will retain its market position with over 55% market share during the period under review, while mid-tier brands such as Volkswagen and Ford may record modest unit growth of 5–10% month-on-month.

The Bank of Namibia’s decision to maintain the repo rate at 6.75% will maintain borrowing affordability, supporting financed vehicle purchases. Stable interest rates reduce the cost of auto loans, particularly for light commercial and passenger vehicles, and are likely to encourage continued investment in medium, heavy, and extra-heavy commercial vehicles, which together account for 6.9% of total new vehicle sales.

Since July 2024, vehicle sales dipped a little in August and September but gradually picked up toward the end of the year. Early 2025 saw some ups and downs, with strong peaks in March and June, and July continued that positive momentum. This shows a market that’s resilient, bouncing back after slower months. Looking ahead, we expect sales to stay steady, with some minor fluctuations. Toyota is likely to keep leading the market, while brands like Volkswagen, Ford, and newer entrants may see modest growth.