

Vehicle Sales Report

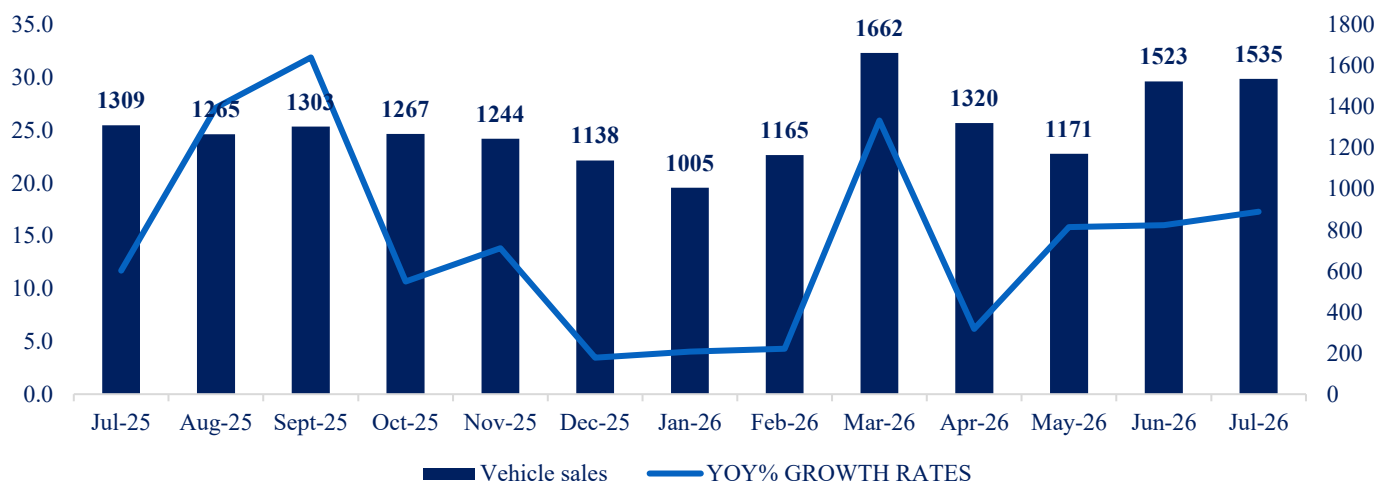
July 2026

Overview

Monthly vehicle sales in Namibia amounted to 1,535 units in July 2026, representing a 0.79% incline (+12 units) from the 1,523 units recorded in June 2026. Passenger vehicles led the market with 755 units sold, accounting for 49.19% of total sales, followed by light commercial vehicles with 681 units sold (44.36% of total sales). Together, these two dominant segments represented 93.55% (1,436 units) of total vehicles sold during the month.

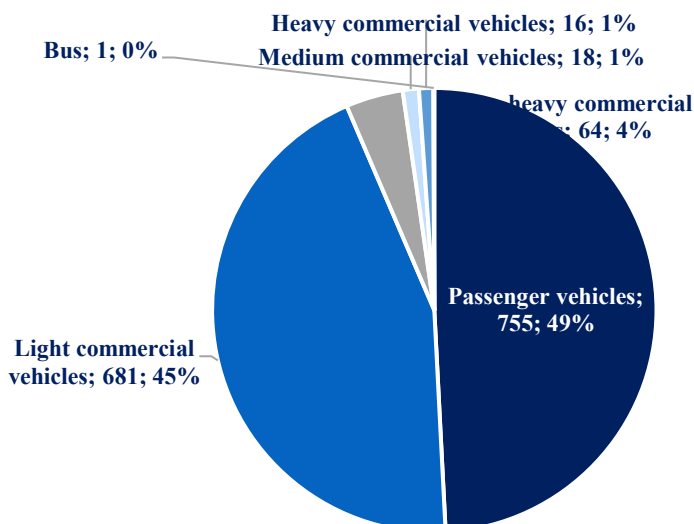
The remaining sales were distributed across commercial categories: Extra heavy commercial vehicles accounted for 4.17% of total sales (64 units), followed by medium commercial vehicles at 1.17% (18 units), and heavy commercial vehicles at 1.04% (16 units). The bus segment accounted for 0.07% of the market, with 1 unit sold in July.

Figure 1: Monthly Vehicle Sales (July 2025 to July 2026)



Source: Lightstone Auto & HEI Research

Vehicles Sales by Market July 2026



Source: Lightstone Auto & HEI Research

Vehicle sales increased slightly during July 2026, with total market volumes increasing by 0.79% month-on-month from 1,523 units in June to 1,535 units in July, an increase of 12 units. The overall increase in market volume was primarily supported by passenger vehicle sales. Passenger vehicle sales grew by 6.64% to 755 units, adding 47 units compared to June 2026, while light commercial vehicle sales fell by 3.81% to 681 units, a decrease of 27 units. Together, these two segments continued to account for much of the market, representing 1,436 units or 93.55% of total sales recorded during the month.

Vehicle sales recorded mixed performance across market segments during July 2026. In percentage terms, extra heavy commercial vehicles posted the strongest increase, growing by 16.36% from 55 units in June to 64 units in July (+9 units). Passenger vehicles posted the second highest percentage growth and the largest volume gain, rising by 6.64% (+47 units) from 708 units in June to 755 units in July. Light commercial vehicles recorded a minor contraction, decreasing by 3.81% to 681 units, though reinforcing the continued dominance of the two largest vehicle segments in the market.

The remaining commercial vehicle categories showed varied performance. Heavy commercial vehicle sales remained unchanged at 16 units (0.00%) during the month. On the other hand, medium commercial vehicle sales decreased by 35.71% from 28 units in June to 18 units in July (-10 units), and bus sales dropped sharply by 87.50%, falling from 8 units in June to 1 unit in July (-7 units). Overall, total vehicle sales edged up by 0.79%, rising from 1,523 units in June to 1,535 units in July, reflecting steady overall market activity (see Table 1).

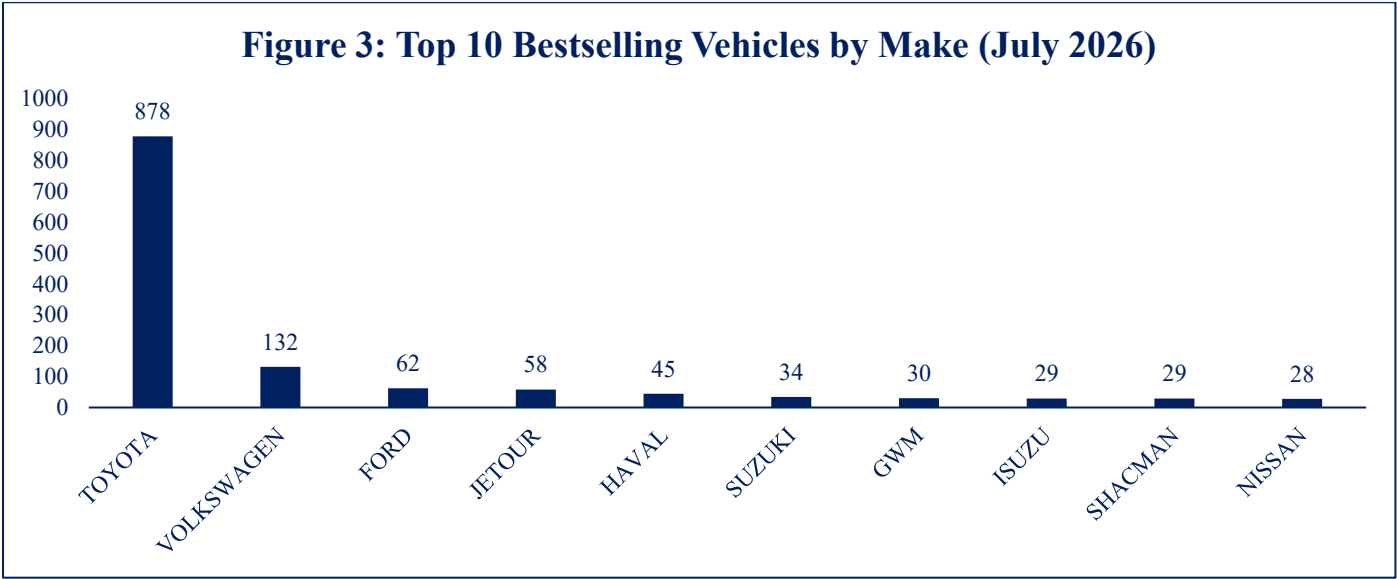
Table 1: Monthly vehicle sales by type (June 2026 and July 2026)

Market	Jun-26	Jul-26	Change	% Change
Passenger vehicles	708	755	47	6.64%
Light commercial vehicles	708	681	-27	-3.81%
Medium commercial vehicles	28	18	-10	-35.71%
Heavy commercial vehicles	16	16	0	0.00%
Extra heavy commercial vehicles	55	64	9	16.36%
Bus	8	1	-7	-87.50%
Total	1523	1535	12	0.79%

Source: Lightstone Auto & HEI Research

Toyota strengthened its position as the dominant brand in the Namibian vehicle market in July 2026, with 878 units sold, equivalent to 57.2% of total sales. Its sales were more than six times those of the second-ranked Volkswagen, which recorded 132 units. Ford followed with 62 units, while Jetour recorded 58 units, reflecting the growing contribution of newer brands to the market. Haval, Suzuki, GWM and Isuzu recorded between 29 and 45 units, while Shacman and Nissan each recorded close to 30 units.

The market also remained heavily concentrated, with Toyota alone accounting for more than half of all vehicles sold and the ten leading brands collectively representing approximately 96.9% of total July sales. This concentration highlights Toyota's particularly strong market position, while the relatively smaller volumes recorded by the remaining brands indicate a competitive market in which sales are distributed among a limited number of established and emerging manufacturers.

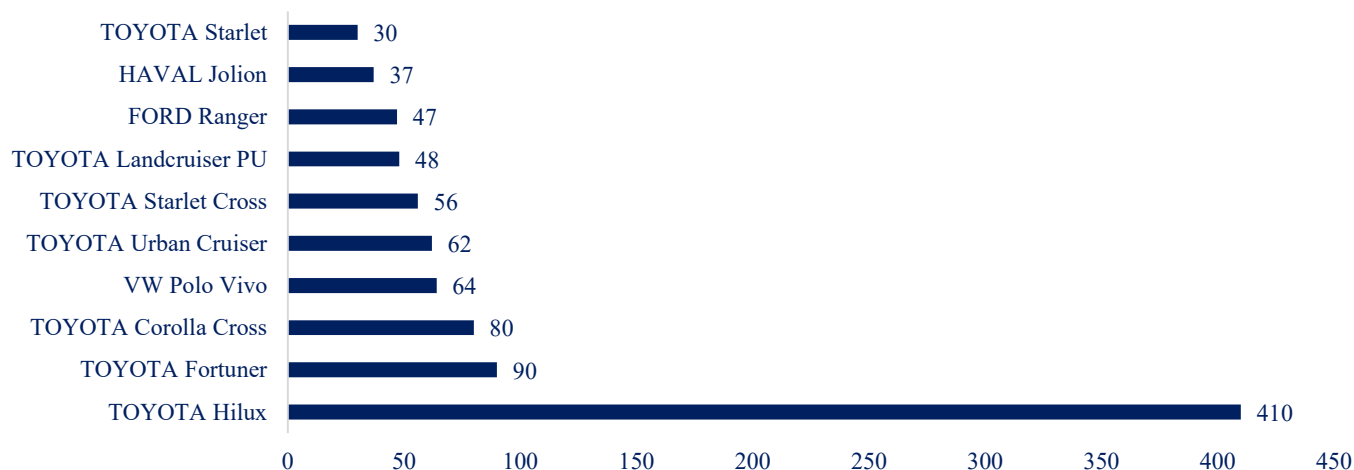


Source: Lightstone Auto & HEI Research

The top ten best-selling vehicle models accounted for 918 of the 1,535 vehicles sold in July 2026, representing 59.8% of total market sales. The Toyota Hilux remained the leading model, with 410 units sold, equivalent to 26.7% of total sales. This means that more than one in every four vehicles sold during the month was a Hilux. The Toyota Fortuner ranked second with 90 units (5.9%), followed by the Toyota Corolla Cross with 80 units (5.2%) and the Volkswagen Polo Vivo with 64 units (4.2%). The Toyota Urban Cruiser completed the top five with 62 units, representing 4.0% of total sales.

Toyota's dominance was particularly evident among the leading models, with six of the top ten best-selling models carrying the Toyota badge. The Toyota Hilux, Fortuner, Corolla Cross, Urban Cruiser, Starlet Cross and Land Cruiser Pick-Up collectively recorded 740 units, accounting for 48.2% of total vehicle sales and approximately 80.6% of sales among the top ten models. Other notable performers included the Ford Ranger with 47 units (3.1%), Haval Jolion with 37 units (2.4%), and Toyota Starlet with 30 units (2.0%). Overall, July sales remained concentrated among a relatively small group of models, with Toyota models occupying the majority of positions among the market's best-selling vehicles. (see Figure 4).

Figure 4 : Top 10 Vehicle Sales by Model (July 2026)



Source: Lightstone Auto & HEI Research

Toyota remained the leading brand across several vehicle categories in July 2026, with Toyota models featuring prominently among the best-selling vehicles in both passenger and commercial segments. The Toyota Hilux was the best-selling model overall, recording 410 units in the light commercial vehicle segment. In the passenger vehicle category, the Toyota Fortuner was the top-selling model with 90 units, followed by the Toyota Corolla Cross with 80 units.

In the commercial vehicle segments, the Hino 300 Series led the medium commercial vehicle category with 5 units, while the Toyota Hilux was the dominant model within the light commercial vehicle segment. In the extra heavy commercial vehicle category, the Shacman X5000 recorded the highest sales with 23 units. The Scania Bus recorded 1 unit, making it the only bus model listed among July 2026 sales.

Table 2: Top Vehicle sold by Market June 2026

Market	Type	Units sold
Bus	SCANIA Bus	1
Heavy Commercial Vehicles	FAW CA 15	7
Light Commercial Vehicles	TOYOTA Hilux	410
Medium Commercial Vehicles	HINO 300 Series	5
Passenger Vehicles	TOYOTA Fortuner	90
Extra Heavy Commercial Vehicles	SHACMAN X5000	23

Source: Lightstone Auto & HEI Research

Sentiment

The vehicle market is expected to maintain a relatively stable trajectory over the coming months, with sales likely to remain close to current levels in the absence of a significant change in consumer or business demand. July's 0.8% month-on-month increase to 1,535 units indicates that market activity remains resilient, although the limited overall growth suggests that demand has yet to enter a stronger expansion phase.

The near-term outlook will continue to be shaped by passenger and light commercial vehicles, which together accounted for 93.6% of July sales. Continued demand for established high-volume models, particularly the Toyota Hilux, Fortuner and Corolla Cross, should provide support to overall market volumes. At the same time, fluctuations in commercial vehicle purchases are likely to result in some volatility from one month to the next, particularly where fleet and business-related purchases are concerned.

Looking further ahead, a sustained improvement in vehicle sales will depend on stronger household purchasing activity and increased business investment. For now, the market is expected to remain relatively subdued, with the potential for gradual improvement if economic conditions strengthen. Conversely, weaker consumer spending or delays in business investment could limit sales growth and keep monthly volumes around current levels.