

AutoTrader



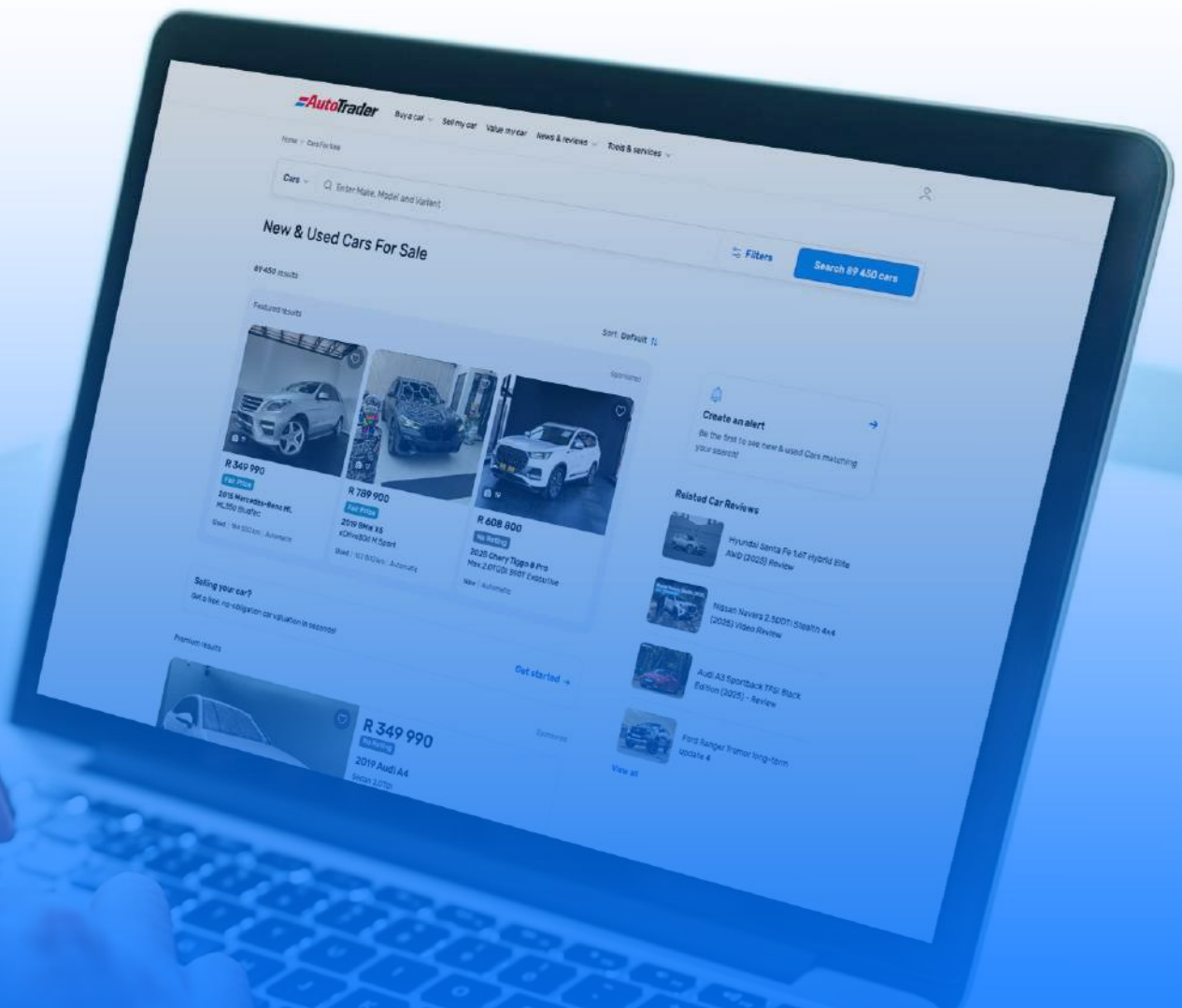
CAR
**INDUSTRY
REPORT**

Mid-Year Report
January - June 2025

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About *AutoTrader*

SA's No.1 trusted motoring marketplace

With over 33 years of history, AutoTrader is the largest and most technologically advanced motoring marketplace in South Africa. Our platform provides unrivalled insights into local car shopping trends through live market data.

Our unique data has created a dynamic online marketplace that connects buyers and sellers, bridging the gap between offline and online transactions.

INTRODUCTION

About the Study

The 2025 AutoTrader Mid-Year Car Industry Report represents the 19th comprehensive analysis, offering insights into car shoppers' purchasing behaviours. This year's mid-term report focuses on the performance of the used car market.

This study covers the first 6 months of the year, January to June 2025. It examines over 20 automotive brands, highlighting the industry's competitiveness.



FAST FACTS

January - June 2025



OVER 529 MILLION
pages opened



352 MILLION
searches conducted in the
past 6 months



226 MILLION
consumer advert views



OVER 17 MILLION
total users



3min 51sec
average time on site




OVER 75 MILLION
total sessions



Average mileage
of sold cars
74 397km



Average price
of sold cars
R418 428



Average year model
of sold cars
2019

FOREWORD

GEORGE MIENIE
AutoTrader CEO



The pace of the automotive industry continues to change faster than ever, disrupting established models and creating new opportunities for those who adapt. My insights on the current state of this sector are not merely observations but a compelling argument for change.



We live in a world where the competitive “price-to-value delta” has become a vital factor for survival. Chinese OEMs have mastered closing the gap between price and perceived value, delivering 80% of value at only 60% of the traditional cost. This relentless focus on tangible benefits rather than nostalgic branding highlights a new reality: modern consumers are more discerning and driven by value and perceived value. Brand loyalty is diminishing, replaced by an informed demand for great-quality yet cost-effective products and services.

Organisations neglecting this shift may see their customer base shrinking. On the other hand, relying on price cuts as a competitive advantage is a risky approach that diminishes profits and provides only a short-lived benefit and a race to the bottom. The real challenge lies in enhancing the perceived value of offerings to justify a price consistent with the quality and experience provided.

AutoTrader equips dealerships with tools to clearly communicate this value to consumers, helping them establish their position in an



increasingly competitive market. Technology is not a luxury; it is a necessity. In my view, the scale of speed, efficiency, and data-driven decision-making offered by modern tech tools defines what I call “The new speed to value”. Yet, many industry sectors still cling to outdated practices—slow price change controls, manual updates, and intuition-based assessments. These are liabilities in a market driven by artificial intelligence, algorithms and automation. Without adopting AI-driven systems and advanced intelligence, businesses will be overtaken by leaner, faster competitors.

The call to action is urgent: utilise systems and technology to close the perceived price-to-value delta, boost operational speed, and raise competitiveness to new heights. This is not just an opportunity but a survival strategy in today’s hyper-accelerated marketplace.

To grow and succeed, our industry must embrace innovation, data, and customer-centric solutions. By harnessing technology and flexible strategies, we can tackle today’s challenges and shape the future.



INDUSTRY COMMENTARY

AutoTrader aims to provide dealerships with relevant market intelligence that supports business growth. This issue includes sections on market changes, electric vehicles, and used-car sales trends to help traders and consumers make well-informed decisions based on evolving market shifts.

“

Pat Klaasen | Sales Manager | Omoda Jaecoo Kuilsriver

I have been dealing with AutoTrader for 15 years, and they have become a digital giant packed with value to both consumers and dealerships.

”

“

Sello Padi | Sales Executive | Hatfield Group Woodmead

AutoTrader has provided a deep understanding of the platform, effective listing strategies, and best practices for maximising visibility and sales.

”

“

Ryan Oliver | Dealer Principal | Ronnies Motors

AutoTrader helps me better understand how to price vehicles.

”

AUTOTRADER CONVERSION FUNNEL

The AutoTrader Conversion Funnel is a marketing model designed to guide potential car buyers through the car-purchasing process on AutoTrader's platform.

The Conversion Funnel is structured into four key phases:

Searches

This phase is often referred to as Consumer Consideration. It highlights consumer interest in various vehicles and serves as a barometer for vehicle popularity.

Advert Views

Also called Consumer Demand, this highlights the preference for specific cars, segments, and other features. This information is pivotal for benchmarking and comparing brands, models, and variants.

Enquiries

'Consumer Intent' is tracked by understanding a consumer's inquiry about a specific vehicle following an advert view. It provides insight into the final decision-making stage of the consumer before purchase and highlights which cars are close to being purchased.

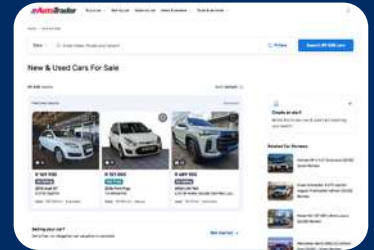
Used-Car Sales

Recently re-integrated into our market analysis after years of data cleansing and methodology optimisation, the Used Car Sales data originates from our extensive network of dealerships and reflects vehicle sales listed on our platform. This addition provides insight into the final steps of the customer's used car buying journey.



AUTOTRADER CONVERSION FUNNEL

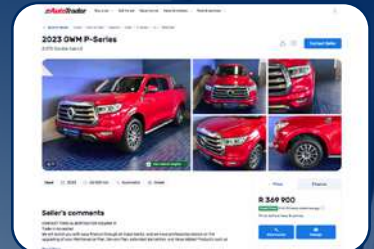
1. Consideration



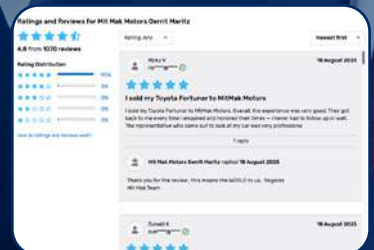
2. Demand



3. Intent



4. Sales





MARKET INDICATORS 2

This section dissects the macroeconomic factors that impact the South African automotive market locally and globally. The findings in this report are drawn from data collected from January to June 2025.

South African Automotive Market Mid-Year Review

Following two interest rate cuts in 2025—one in January and another in May, totalling 50 basis points—borrowing has become more affordable, offering relief to consumers. The drop in interest rates has helped boost used car sales from January to June 2025 compared to the same period last year. A total of 181,206 used vehicles sold generated R75.85 billion in total sales, which equates to a 7% increase from the previous year.

When it comes to consumer behaviour, the market reflects a strong preference for affordability, reliability, and practicality. While popular models like the Ford Ranger, VW Polo Vivo, and Toyota Hilux continue to lead in sales, lower financing costs also drive increased demand for smaller, more economical vehicles. The popularity of compact hatchbacks like the Suzuki Swift and Toyota Starlet highlights

a clear shift toward affordable, fuel-efficient options. Similarly, models like the Toyota Corolla Cross and other budget-friendly crossovers are gaining traction, offering versatile solutions that suit changing lifestyles without breaking the bank.

The average cost of a second-hand car rose by 3%, reaching R418,613 between January and June 2025 compared to the same period in the previous year. Additionally, the average year of registration for used vehicles shifted from 2018 to 2019. However, the average vehicle age remains consistent at 6 years, reflecting a continued preference for relatively young yet affordable used cars.

Overall, mid-year sales growth highlights buyers' preference for reliable, budget-friendly vehicles that meet their daily transportation needs while staying within their financial limits.

Chinese Automotive Market Capitalisation

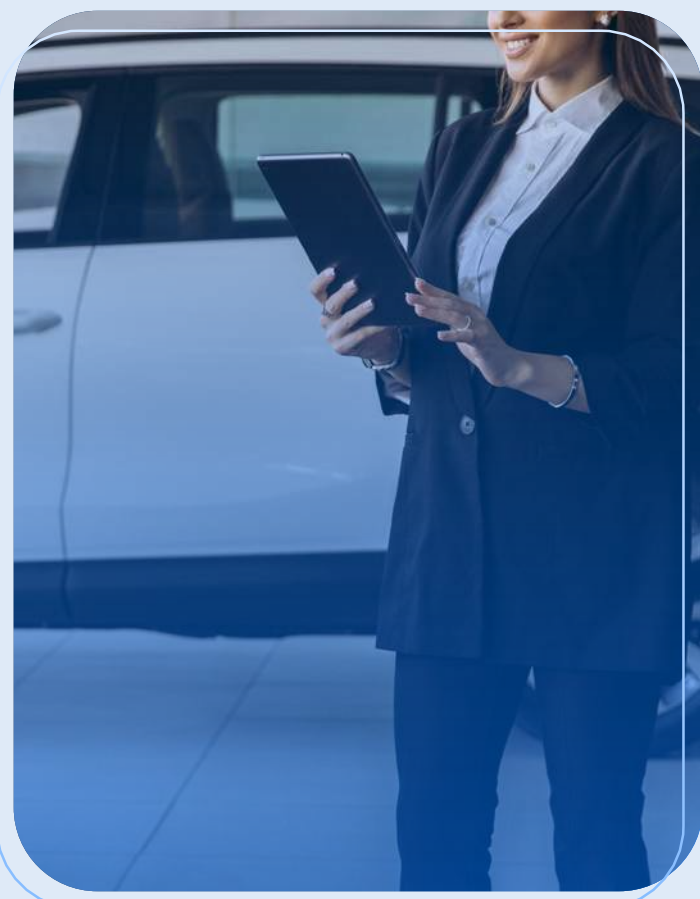
The South African automobile sector continues to undergo significant changes due to new competitors, especially Chinese automakers, and the ever-evolving customer behaviour.

Customers' preferences are changing; they now prioritise pricing over sentimental aspects and expect more from their cars regarding comfort, affordability, technology, and aesthetics.

Among all the market players in the first half of 2025, Chinese brands are gaining notable traction, challenging established competitors. In the first half of the year, key activities include:

1. Chinese Market Growth:

Chinese vehicle searches surged by 67%, led by BYD, which saw a 463% increase. Overall, searches grew by 7%.







2. Advert Views & Enquiries:

Chinese Consumer Advert Views (CAVs) are up 100% and Enquiries are up 81%.

3. Sales Impact:

While overall sales were up 7%, Chinese sales were up 89%, and EVs were up 82%.

	Brands	YoY Search	YoY Views	YoY Enquiries	YoY Sales
HAVAL	Haval	34%	75%	56%	33%
	Chery	19%	44%	59%	14%
	GWM	72%	92%	84%	71%
OMODA	OMODA	104%	154%	218%	99%
BAIC	BAIC	22%	41%	99%	16%
JAECCO	Jaecoo	218%	150%	472%	168%
JAC	JAC	64%	64%	122%	60%
BYD	BYD	463%	744%	1 369%	637%
JETOUR	Jetour	Inactive in 2024	Inactive in 2024	Inactive in 2024	Inactive in 2024
	LDV	296%	263%	529%	244%
	GAC	Inactive in 2024	Inactive in 2024	Inactive in 2024	Inactive in 2024

Consumer Car Shopping Index

To fully comprehend market dynamics, various consumer-based measures can be examined. The two primary factors are the link between used car prices and inflation, and the spending power of South African consumers.

AutoTrader continuously monitors these metrics and has introduced Stock Velocity and inventory management metrics, such as Time to Sell, to assist dealerships in understanding the pulse of their business.



AutoTrader Retail Price Index (RPI) & Consumer Price Index (CPI)

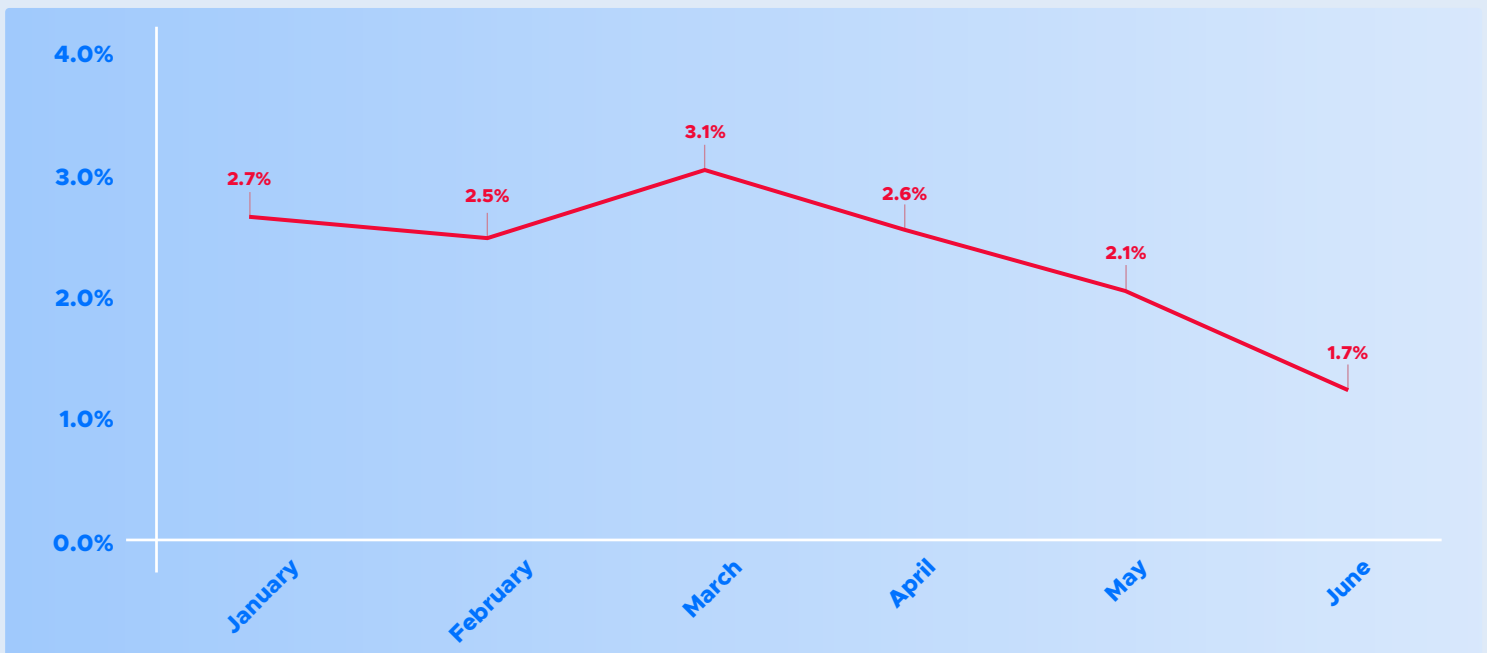
Throughout the year, the South African economy has shifted, which has given consumers some relief. In the first half of 2024, CPI in South Africa averaged 5.3% vs 3.0% experienced in the first half of 2025. With a year-over-year decrease in CPI, consumers experienced some relief at the pumps, driving an uptick in sales of both new

and used passenger vehicles during the first half of 2025.

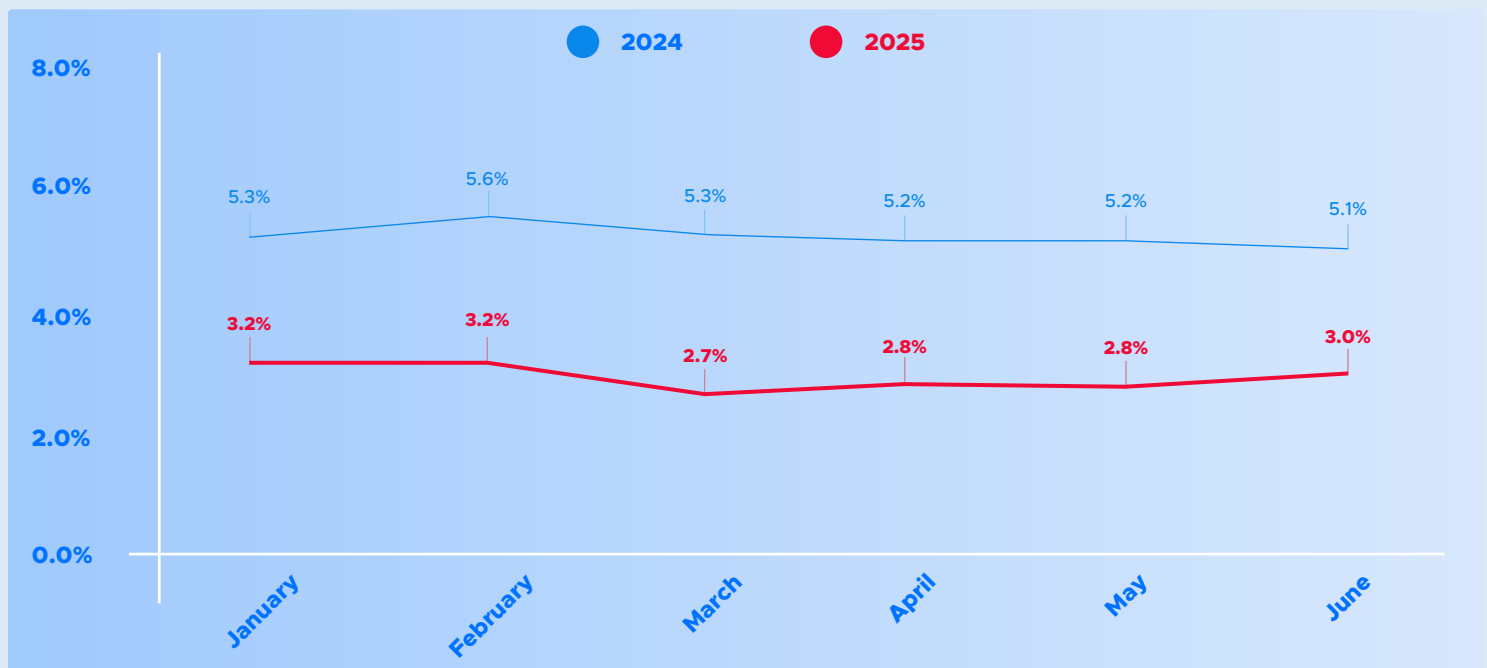
Used-car dealerships in South Africa have been balancing inflation and are optimistically in a better position in the first half of 2025 than in 2024.

The average Retail Price Index (RPI) was 2.4% in the first half of 2024. In 2025, this average increased slightly to 2.6%, highlighting that the average inflation rate for used-car prices remains below the general market inflation rate and the levels observed in 2024.

AutoTrader Retail Price Index



South African Monthly CPI



Stock Velocity and 'Time to Sell' Metrics

Stock Velocity indicates how rapidly vehicles are sold within a set period. This metric directly influences a dealership's ability to turn over stock and manage cash flow in the used-car market. Faster Stock Velocity means cars sell quicker, reducing the time they remain on the lot, lowering costs, and boosting profit throughput.

High Stock Velocity ensures dealership inventory stays current and in line with demand. How quickly cars are moved onto and off the showroom floor depends on several factors, including pricing, brand popularity, and market conditions.

AutoTrader found that dealerships that regularly tracked their stock velocity data and made inventory adjustments could balance supply and demand and achieve faster churn on average. The average time to sell a used car was 36 days in the first half of 2025.

Time to Sell





DEMAND

This section provides insights into car shopping demand's leading and lagging indicators: Searches and Advert Views.

Searches

In the first half of 2025, over 352 million searches were conducted, reflecting a 7% increase from the previous period, 2024. This equates to more than 21 consumer searches occurring every second on AutoTrader.

2025 Continues to confirm the case for over a decade: consumers prioritise their wallets over their aspirations.

By mid-2025, the Toyota Hilux had lost its position as the most searched-for model compared to the same period in 2024. Volkswagen topped the list in 2025, with over 41 million searches across its models. The Volkswagen Polo continues to be the most-searched-for model. Mercedes-Benz C-Class moved up three positions to number 5.

The Volkswagen Golf GTI remains the most-searched variant. A new entrant has replaced the Mercedes-Benz C-Class C200 in the Top 10 Most-Searched Variants: the Audi RS3.

Top 10 Most-Searched Brands

Top Brands			Rank Change
	Volkswagen	41 376 237	0
	BMW	41 313 526	0
	Toyota	38 160 334	0
	Mercedes-Benz	30 741 308	0
	Ford	20 379 487	0
	Audi	19 138 208	0
	Hyundai	9 811 540	0
	Suzuki	8 808 409	+2 
	Land Rover	7 836 601	-1 
	Porsche	7 465 051	New Entrant 

Top 10 Most-Searched Models

	Top Models	Searches	Rank Change
1	 Volkswagen Polo	7 759 437	+1 
2	 Toyota Hilux	6 468 481	-1 
3	 Ford Ranger	4 697 828	0
4	 Volkswagen Golf	3 223 957	0
5	 Mercedes-Benz C-Class	3 189 821	+3 
6	 Volkswagen Polo Vivo	3 145 453	0
7	 BMW 3 Series	3 142 169	-2 
8	 BMW M3	2 968 862	-1 
9	 Toyota Fortuner	2 560 574	0
10	 BMW X5	2 153 737	0

Top 10 Most-Searched Variants

	Top Variants	Searches	Rank Change
1	Volkswagen Golf GTI	3 764 401	0
2	Volkswagen Golf R	2 957 441	0
3	Volkswagen Polo GTI	2 890 794	0
4	Volkswagen Polo 1.0 TSI	2 605 413	+1 
5	Toyota Hilux 2.8GD-6	2 145 652	+1 
6	Ford Ranger Wildtrak	2 097 815	+1 
7	Ford Ranger Raptor	1 826 059	+1 
8	Mercedes-AMG C-Class C63	1 380 607	-4 
9	BMW 3 Series 320d	1 367 193	0
10	Audi RS3	1 125 700	New Entrant 



Volkswagen maintains its position as the most-searched brand.



Suzuki experienced the most significant rise in searches, with an **18% YoY increase**

The top 3 brands account for **34%** of all searches on AutoTrader

Volkswagen's rise to the top was propelled by a **34% surge** in searches for the Volkswagen Polo



The top 10 most-searched brands make up over **64% of all searches**

There was 1 new entrant in the top 10 most-searched variants: **The Audi RS3**



Advert Views

In the first half of 2025, 226 million Consumer Advert Views (CAVs) were recorded, reflecting an 18% increase compared to the previous year. With over 32 million ad views, BMW is still the most-viewed brand in South Africa. All brands in the top 10 most-viewed rank achieved more than 16% year-on-year growth, with the highest increase being 40% by Suzuki. At a model level, the Volkswagen Polo captured the most attention from car shoppers, with over 9.3 million advert views.

Top 10 Most-Viewed Brands

	BMW	32 445 757
	Volkswagen	30 940 576
	Toyota	24 675 138
	Mercedes-Benz	24 672 745
	Ford	14 668 095
	Audi	14 056 526
	Hyundai	6 396 378
	Land Rover	6 279 425
	Porsche	5 738 069
	Suzuki	5 014 889



Top 10 Most-Viewed Models

		Top Models	Advert Views	Rank Change
1		Volkswagen Polo	9 337 266	0
2		Ford Ranger	8 252 507	+1 
3		Toyota Hilux	7 596 730	+2 
4		Volkswagen Golf	7 430 566	-2 
5		BMW 3 Series	6 864 274	-1 
6		Mercedes-Benz C-Class	5 119 065	0
7		Volkswagen Polo Vivo	4 059 436	0
8		BMW 1 Series	3 123 714	0
9		BMW X5	2 622 246	0
10		Toyota Fortuner	2 514 480	New Entrant 

Top 10 Most-Viewed Variants

	Top Variants	Advert Views	Rank Change
1	Volkswagen Polo 1.0 TSI	4 296 195	0
2	Toyota Hilux 2.8GD-6	3 859 873	0
3	Volkswagen Golf GTI	3 426 124	0
4	Volkswagen Polo Vivo 1.4	2 723 235	+1 
5	Volkswagen Polo GTI	2 615 543	+1 
6	Volkswagen Golf R	2 347 188	-2 
7	Ford Ranger Wildtrak	2 095 807	+1 
8	Mercedes-Benz C-Class C200	2 059 416	+1 
9	BMW 3 Series 320i	1 797 816	-2 
10	Toyota Hilux 2.4GD-6	1 724 369	0



Although sales of Chinese brands have risen, South Africans still research and compare them with historically popular brands and models



Advert Views indicate that consumers are increasingly researching and assessing their options



The Volkswagen Polo 1.0TSI remains the most-viewed variant, further solidifying the Polo's top position

The Top 10 Most-Viewed Models list sees a shake-up as the **Porsche 911** is replaced by a **new entrant, the Toyota Fortuner**



A young couple is looking into the open door of a car. The woman on the left is smiling and looking down at the car's interior. The man on the right, wearing glasses, is also smiling and looking towards the camera. The car's interior, including the dashboard and steering wheel, is visible. The overall scene is bathed in a blue light.

INTENT

Consumer Intent refers to the final stages of a consumer's purchase decision, characterised by the statement, "I want to buy this car."

Enquiries

The top 10 most-enquired-about brands remain competitive and only change in ranking, with the Isuzu D-Max debuting as a new entrant in the Top 10 Most-Enquired Models.

70% of all enquiries are represented in the top 10 brands, while the top 10 models represent 27%.

With 255,642 enquiries, Toyota remains the most frequently enquired brand, followed by Volkswagen and BMW. Over the past year, the Volkswagen Polo and Toyota Hilux have led the competition as the most desirable cars in South Africa. However, with an impressive 80,758 enquiries, the Ford Ranger takes the top spot on the Top 10 Most-Enquired Models list.

Top 10 Most-Enquired on Brands

		Top Brands	Enquiries	Rank Change
1		Toyota	255 642	0
2		Volkswagen	230 560	0
3		BMW	146 914	0
4		Ford	137 845	+1 
5		Mercedes-Benz	130 326	-1 
6		Hyundai	70 207	0
7		Audi	66 135	0
8		Suzuki	63 926	+1 
9		Nissan	54 509	-1 
10		Kia	35 641	0



Top 10 Most-Enquired-About Models

<p>1 +2 </p> <p>FORD RANGER</p>  <p>Enquiries 80 758 Avg. Price R491 083 Avg. Mileage 80 786km Avg. Year 2020</p>	<p>2</p> <p>TOYOTA HILUX</p>  <p>Enquiries 78 482 Avg. Price R456 064 Avg. Mileage 107 424km Avg. Year 2019</p>	<p>3 -2 </p> <p>VOLKSWAGEN POLO</p>  <p>Enquiries 76 958 Avg. Price R274 655 Avg. Mileage 68 589km Avg. Year 2020</p>	<p>4 +1 </p> <p>VOLKSWAGEN POLO VIVO</p>  <p>Enquiries 42 821 Avg. Price R207 659 Avg. Mileage 52 838km Avg. Year 2021</p>	<p>5 -1 </p> <p>BMW 3 SERIES</p>  <p>Enquiries 38 464 Avg. Price R404 228 Avg. Mileage 106 616km Avg. Year 2016</p>
<p>6</p> <p>MERCEDES-BENZ C-CLASS</p>  <p>Enquiries 37 888 Avg. Price R398 182 Avg. Mileage 103 526km Avg. Year 2016</p>	<p>7</p> <p>VOLKSWAGEN GOLF</p>  <p>Enquiries 35 784 Avg. Price R396 293 Avg. Mileage 104 891km Avg. Year 2016</p>	<p>8</p> <p>TOYOTA FORTUNER</p>  <p>Enquiries 31 080 Avg. Price R480 626 Avg. Mileage 108 769km Avg. Year 2019</p>	<p>9 +1 </p> <p>SUZUKI SWIFT</p>  <p>Enquiries 18 955 Avg. Price R203 634 Avg. Mileage 37 100km Avg. Year 2022</p>	<p>10 New Entrant </p> <p>ISUZU D-MAX</p>  <p>Enquiries 18 771 Avg. Price R439 245 Avg. Mileage 68 616km Avg. Year 2022</p>



Porsche and Land Rover
were among the top 10 most-viewed brands

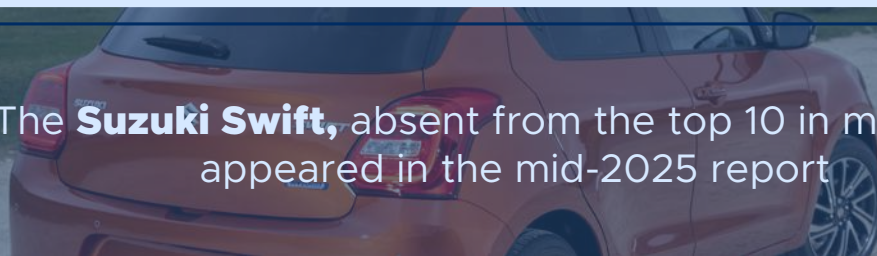
By mid-2024, the **Suzuki Swift**
entered the top 10 most-inquired-about
vehicles and rose to 9th by mid-2025



The **BMW 1 Series** drops out of the top 10,
and we see a new entrant in the top 10: **the Isuzu D-Max**



The **Suzuki Swift**, absent from the top 10 in mid-2024,
appeared in the mid-2025 report



Market share continues to rise for
more affordable models in the top 10



A photograph of two men in a car dealership. One man is pointing towards a car outside the glass entrance. The scene is overlaid with a blue tint and a large, semi-transparent number '5'.

USED CAR SALES AND OEM PERFORMANCE

AutoTrader has the highest number of registered dealerships of any online platform in South Africa, making it a reliable indicator of the condition of the used-car market.

Used-Car Sales



181,287 Used passenger cars were sold in South Africa, a 7% increase year-on-year from January to June 2024/2025, at an average price of R418,428 and an average mileage of 74 397Km.


South Africans still prefer vehicles with an average age of 6 years or less.

The average sold figures compared to the average supply statistics show that the sold price was 2% lower than the market supply average prices.

Toyota remains the best-selling used-car brand, holding 17% of the market share.

Top 10 Most-Sold Used Brands

		Top Brands	Sold Units	Avg. Price	Avg. Mileage	Avg. Year
1		Toyota	31 560	R430 588	84 370km	2020
2		Volkswagen	25 568	R321 307	72 484km	2020
3		Ford	19 597	R414 900	82 867km	2019
4		Hyundai	10 618	R247 901	76 054km	2019
5		BMW	10 428	R659 066	82 168km	2018
6		Suzuki	10 049	R233 935	36 801km	2022
7		Mercedes-Benz	8 485	R605 046	90 691km	2017
8		Nissan	7 871	R247 415	83 413km	2019
9		Kia	6 577	R260 837	62 116km	2020
10		Renault	5 957	R180 549	61 686km	2020














Great Price

Fair Price

AutoTrader's Price Ratings data shows that **86%** of cars sold were priced at a Great or Fair price

Top 10 Most-Sold Used Models

29% of all models sold are represented in the top 10 best-selling models. The Ford Ranger is the best-selling used model, maintaining its position from the previous year.

		Top Models	Sold Units	Avg. Price	Avg. Mileage	Avg. Year
1		Ford Ranger	10 907	R491 622	79 790km	2020
2		Toyota Hilux	8 973	R458 185	107 104km	2019
3		Volkswagen Polo	7 354	R269 479	71 884km	2020
4		Volkswagen Polo Vivo	7 301	R205 108	53 821km	2021
5		Toyota Fortuner	4 155	R480 228	107 048km	2019
6		Suzuki Swift	3 303	R201 189	37 639km	2022
7		Toyota Starlet	2 791	R237 774	34 266km	2023
8		Isuzu D-Max	2 729	R430 984	71 630km	2022
9		Mercedes-Benz C-Class	2 725	R395 584	102 378km	2016
10		Toyota Corolla Cross	2 663	R393 078	26 548km	2023

The average price for the top 10 best-selling models was

R356 323

For the first time, the **Toyota Starlet, Isuzu D-Max, and Toyota Corolla Cross** have entered the top 10 best-selling list







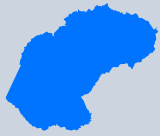




Provincial Performance

Gauteng continues to be the biggest market for passenger car sales, with the Western Cape and Kwa-Zulu Natal holding second and third places respectively. From January to June 2025, the three regions alone accounted for 87% of the total used passenger car market.



Provincial Sales Models

	Province	Sold Units	Market Share
	Gauteng	100 331	56%
	Western Cape	32 578	18%
	KwaZulu-Natal	22 071	12%
	North West	6 109	3%
	Mpumalanga	5 953	3%
	Eastern Cape	4 943	3%
	Free State	2 973	2%
	Limpopo	2 091	1%
	Northern Cape	1 022	1%

SA's top 3 best-selling used cars,

the Ford Ranger, Toyota Hilux, and Volkswagen Polo Vivo, are the best-selling models in all nine provinces

Provincial Sales Models

Every province offers its own unique mix of landscape, culture, and consumer needs. Gauteng’s urban sprawl is not always suitable for the rugged terrain of the Northern Cape, where the demand shifts towards a more versatile, all-terrain vehicle designed for both adventure and practicality. The differences between these regions underline the diversity of market preferences influenced by geography and lifestyle.



Province		Models	Sold Units	Provincial Share
 Gauteng		Ford Ranger	5 690	6%
 Western Cape		Ford Ranger	1 720	5%
 KwaZulu Natal		Ford Ranger	1 199	5%
 North West		Ford Ranger	729	12%
 Mpumalanga		Ford Ranger	592	10%
 Eastern Cape		Volkswagen Polo Vivo	357	7%
 Free State		Ford Ranger	233	8%
 Limpopo		Ford Ranger	178	9%
 Northern Cape		Toyota Hilux	109	11%

South African Original Equipment Manufacturer Sales

7 Original Equipment Manufacturers (OEMs) operate in South Africa. These automotive companies manufacture and design vehicle parts locally.



Toyota maintained its position as a leading brand in South Africa's used-car market, selling approximately 31,560 used passenger vehicles and capturing over 17% market share. The average selling price of Toyota's used cars was R430,588, with an average mileage of 84,370 kilometres and an average age of 5 years. The top three best-selling new models were the Toyota Hilux, the Toyota Fortuner, and the Toyota Starlet.



Ford held an 11% market share, selling over 19,597 used cars in South Africa. These vehicles were sold at an average price of R414,900, with an average mileage of 82 kilometres and an average model year of 2019. The top three best-selling used Ford models were the Ranger, EcoSport, and Everest. The Ranger was also the top-selling model in South Africa.



Volkswagen maintained its position as the second-highest selling OEM, with over 25,568 used cars sold, accounting for 14% of the market. The average price for used Volkswagen vehicles was R321,307, with an average mileage of 72,484 kilometres and an average model year of 2020. The top three used models sold were the Volkswagen Polo, Polo Vivo, and T-Cross.



BMW sold approximately 10,428 used cars, capturing a 6% market share. The average price of these vehicles was R659,066, with an average mileage of 82,168 kilometres and a model year of 2018. This is in part due to the increasing average price of BMWs. The three best-selling used BMW models were the 3 Series, X3, and 1 Series.





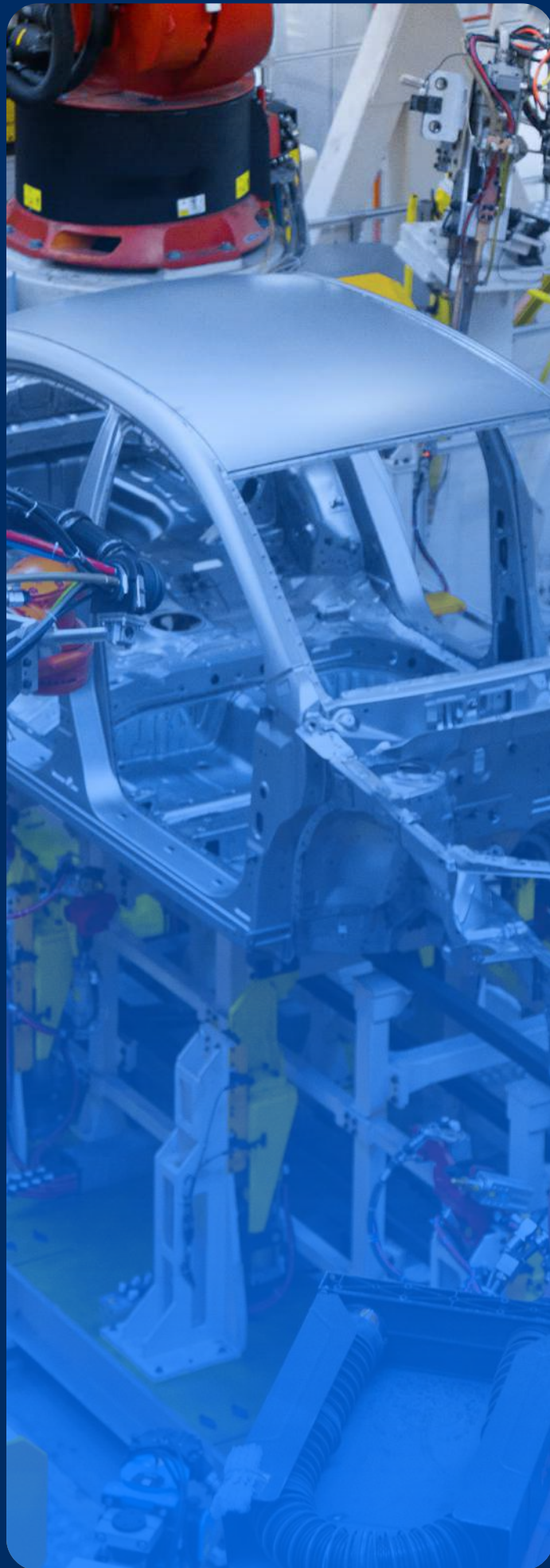
Mercedes-Benz sold approximately 8,485 used cars, capturing a 5% market share. The average price of these vehicles was R247,415, with an average mileage of 83,413 kilometres and a model year of 2017, making it the oldest brand among the top-selling manufacturers. The three best-selling used models were the Mercedes-Benz C-Class, the A-Class, and the GLC.



Nissan sold just over 7,871 used cars, capturing a 4% market share. The average price of these vehicles was R250,252, with an average mileage of 79,782 kilometres and a typical model year of 2019. The three bestselling used Nissan models were the NP200, the Magnite, and the Navara.













Isuzu sold 4,304 used vehicles. These units had an average price of R401,746, an average mileage of 87,681 kilometres, and an average age of 5 years. The three best-selling used Isuzu models were the D-Max, KB, and mu-X.



Fastest-Selling Models

The Fastest-Selling Metric is key. It provides insight into which cars spend the shortest time on the market before being sold, reflecting demand. The challenge with this metric is that it is influenced by scarcity, and sales velocity is not the only factor affecting demand.

Below is a table showing the average number of days it takes to sell one unit for the top 10 best-selling cars. According to AutoTrader data, the Suzuki Swift is the fastest-selling model, with an average of 25 days to sell.

		Top Models	Days to Sell	Qualifying Sales
1		Ford Ranger	33	8 633
2		Toyota Hilux	30	7 127
3		Volkswagen Polo Vivo	37	5 787
4		Volkswagen Polo	34	5 785
5		Toyota Fortuner	28	3 288
6		Suzuki Swift	25	2 591
7		Mercedes-Benz C-Class	39	2 302
8		Toyota Starlet	31	2 212
9		Isuzu D-Max	32	2 160
10		Toyota Corolla Cross	32	2 116



Body-Type Demand

Sales figures in South Africa are almost always driven by which body type is the most popular with consumers. AutoTrader actively tracks and records changes in body-type demand to offer valuable insights into the preferences and needs of South African consumers.

Top 3 Most-Sold Cars by Body Type



SUV		Sold Units
1	Toyota Fortuner	4 088
2	Toyota Corolla Cross	2 624
3	Ford EcoSport	2 077



Sedan		Sold Units
1	Mercedes-Benz C-Class	2 391
2	BMW 3 Series	2 162
3	Toyota Corolla Quest	1 435



Double Cab		Sold Units
1	Ford Ranger	8 576
2	Toyota Hilux	4 796
3	Isuzu D-Max	1 633



Single Cab		Sold Units
1	Nissan NP200	2 386
2	Toyota Hilux	2 139
3	Ford Ranger	882



Hatchback		Sold Units
1	Volkswagen Polo Vivo	6 919
2	Volkswagen Polo	6 240
3	Suzuki Swift	3 259









Coupé		Sold Units
1	BMW 2 Series	366
2	Ford Mustang	325
3	Porsche 911	307

The top-selling brand, Toyota, has a significant market presence across four of the six most-sold body-type groups

Sales Averages by Body Type

By assessing the average price, mileage, and model year sold in South Africa, dealerships can compare their stock to national averages and use this as an additional data point when conducting and planning their inventory. The 6 most common body types account for 86% of the used-car market.

	Body Type	Sold Units	Avg. Price	Avg. Mileage	Avg. Year	Price/Mileage
	SUV	64 723	R508 273	64 474km	2020	R8
	Hatchback	46 970	R224 243	68 438km	2019	R3
	Double cab	21 295	R517 769	83 071km	2020	R6
	Sedan	16 090	R351 674	91 708km	2017	R4
	Single cab	10 592	R273 282	97 085km	2019	R3
	Coupé	3 597	R1 127 669	68 706km	2015	R16

SUVs hold **33%**
of the South African market



Hatchbacks and **Single Cabs** remain the most affordable, averaging R3 per kilometre based on price relative to mileage—a sweet spot they've maintained for over 4.5 years

Sales Value by Body Type

● 2015 ● 2017 ● 2019 ● 2020

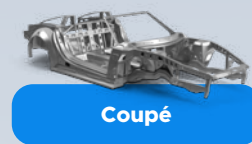
110 000km



90 000km



70 000km



50 000km

R200 000

R400 000

R600 000

R800 000

R1 000 000





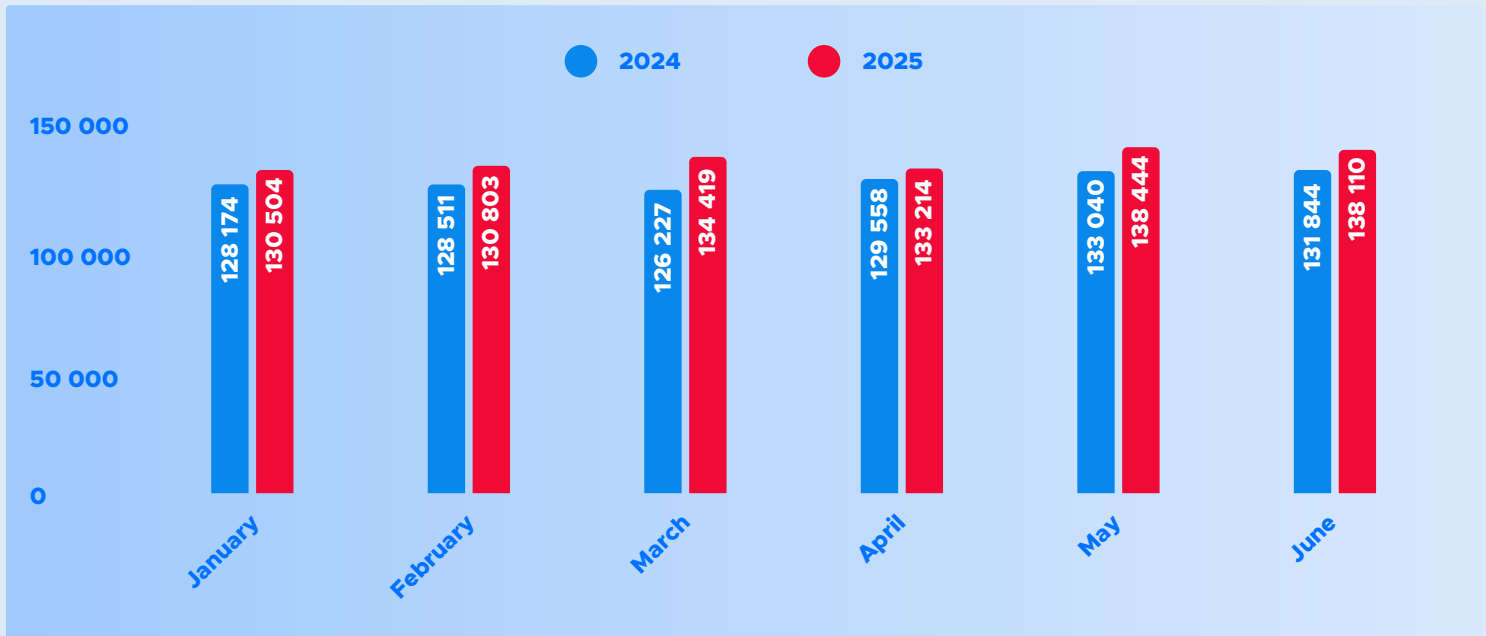
SUPPLY

AutoTrader requires sellers to list vehicles by VIN, ensuring each listing is unique—an approach that positions us well to turn these trends into valuable market insights.

Supply Trends

As the largest automotive marketplace in South Africa, AutoTrader offers the broadest inventory of listed cars available to South Africans at any given time. Analysing the year-on-year data, the market's monthly average stock has increased by 4%.

Monthly Listings



Average Listing Mileage and Price

Used car prices rose by 14% in the first half of 2025, reaching an average of R505,905 compared to R445,181 in 2024. The average mileage of listed vehicles during this period was 74,794 km.



Top 10 Most-Listed Used Model Averages

57% of the total car stock is held by the top 10 most listed cars. This reflects the most searched, viewed, enquired about, and sold used cars, indicating a healthy market.

		Top Models	Avg. Price	Avg. Mileage	Avg. Year
1		Ford Ranger	R492 741	79 732km	2021
2		Toyota Hilux	R461 063	107 495km	2019
3		Volkswagen Polo	R276 034	65 597km	2020
4		Volkswagen Polo Vivo	R211 791	49 519km	2021
5		Toyota Fortuner	R478 129	116 432km	2018
6		Suzuki Swift	R209 641	33 868km	2022
7		Isuzu D-Max	R442 393	67 529km	2022
8		Mercedes-Benz C-Class	R401 687	102 523km	2016
9		Toyota Corolla Cross	R395 619	27 009km	2023
10		Toyota Starlet	R241 036	36 099km	2023





NEW-ENERGY VEHICLES

The world is gearing up for a greener and more sustainable future, and the automotive industry is rapidly shifting towards new-energy vehicles (NEVs). This shift has led to greater attention to and the adoption of hybrid cars, serving as a pathway toward fully battery-electric vehicles (BEVs).

NEV Supply and Sold

NEV sales rose by 82% from January to June 2025 compared to the same period in 2024. By the end of mid-year, 2,446 new energy vehicles, including hybrids and battery-electric vehicles (BEVs), were sold in the country.

The Toyota Corolla Cross Hybrid remains the best-selling NEV on the market, achieving the highest sales in South Africa for any new energy vehicle.

Based on our research, the Toyota Corolla Cross addresses many pain points of new-energy vehicles in South Africa. Specifically, it offers models under R600,000 with a range of more than 500 kilometres.

84%

of all sold NEVs
are hybrid vehicles

82%

of listed NEVs
are hybrid vehicles



The average listing price for a used BEV was
15% higher than that of hybrid vehicles

The average selling price of a BEV was
39% higher than that of hybrid vehicles

Hybrid Supply and Sales

Listings and sold numbers reveal that hybrid vehicles remain the clear favourite amongst South Africans because the electric-assisted platform addresses the three key pain points: range, charge time, and price. In mid-2025, from January to June, 2,049 used hybrid cars were sold.

Top Most-Listed Hybrid Models

		Top Models	Avg. Price	Avg. Mileage	Avg. Year
1		Toyota Corolla Cross	R444 893	21 580km	2023
2		Toyota RAV4	R674 381	22 655km	2023
3		Toyota Hilux	R767 123	12 251km	2024
4		Haval H6	R569 434	19 118km	2023
5		Toyota Corolla	R429 748	23 330km	2023
6		GWM Tank 300	R744 352	6 087km	2024
7		Toyota Fortuner	R771 569	13 988km	2024
8		Haval Jolion	R424 323	20 637km	2023
9		Lexus NX	R1 091 247	13 488km	2024
10		Haval Jolion Pro	R490 054	4 668km	2024

Hybrid sales increased **86%** from January to June 2025 compared to the same period in 2024



The **Toyota Corolla Cross Hybrid** leads both sales and listings among all new-energy vehicles in South Africa

The average sold price of a used hybrid car rose from R 678,669 to R 696,169 in Jan-Jun 2025, representing a **3% increase** compared to Jan-Jun 2024

Top 10 Most-Sold Hybrid Models

Rank	Model	Units Sold	Avg. Price	Avg. Mileage	Avg. Year
1	TOYOTA COROLLA CROSS	700	R434 408	20 403km	2023
2	TOYOTA RAV4	177	R660 252	21 967km	2023
3	TOYOTA HILUX	120	R765 229	10 925km	2024
4	HAVAL H6	107	R531 788	20 365km	2023
5	TOYOTA COROLLA	96	R412 573	25 114km	2023
6	HAVAL JOLION	80	R410 373	20 175km	2023
7	TOYOTA FORTUNER	65	R760 371	11 432km	2024
8	GWM TANK 300	62	R722 826	8 665km	2024
9	VOLVO XC90	52	R1 094 143	12 742km	2023
10	LEXUS NX	45	R912 942	13 933km	2024



Battery-Electric Vehicle Supply and Sales

AutoTrader data shows a rise in EV advert views, supply, and sales, primarily driven by new BEV models and variants that address key consumer pain points. The average sold and listed price of EVs in South Africa also decreased, providing more buying power for consumers and supporting EV adoption rates.

Top Most-Listed BEV Models

	Top Models	Avg. Price	Avg. Mileage	Avg. Year
1	 GWM ORA 03	R621 655	6 206km	2024
2	 Volvo EX30	R929 834	5 526km	2024
3	 Volvo XC40	R984 991	9 855km	2024
4	 BMW i3	R419 842	77 031km	2017
5	 BMW iX	R1 384 153	27 411km	2022
6	 MINI Hatch	R475 249	26 314km	2022
7	 BMW iX3	R928 798	25 420km	2022
8	 BYD DOLPHIN	R510 344	6 179km	2024
9	 BYD Atto 3	R711 944	4 488km	2024
10	 Audi e-tron	R1 121 792	22 938km	2022

There was a **65%** year-on-year increase in sold BEVs between January and June 2025

There were over **997 listings** of BEVs, representing a 63% year-on-year increase in listings from January to June 2025

The **Volvo EX30** was the most-sold BEV in South Africa from January to June 2025



Top 10 Most-Sold EV Models

Rank	Model	Units Sold	Avg. Price	Avg. Mileage	Avg. Year
1	VOLVO EX30	64	R941 793	5 139km	2024
2	VOLVO XC40	45	R977 774	10 877km	2023
3	BMW i3	35	R419 802	74 444km	2017
4	BMW iX3	29	R943 890	26 124km	2022
5	BMW iX	28	R1 234 278	27 709km	2022
6	MINI HATCH	28	R471 353	26 477km	2022
7	GWM ORA 03	16	R558 967	5 422km	2024
8	AUDI e-tron	14	R 1 173 719	17 995km	2022
9	JAGUAR I-PACE	14	R1 156 685	20 697km	2022
10	BMW i4	13	R1 032 260	15 919km	2022

Despite being the most-frequently listed BEV on the market, the GWM Ora was ranked 7th among the top 10 best-selling used BEVs



The average sold price for a BEV is **5% lower** than the average EV listing price



AutoTrader

CAR INDUSTRY REPORT

Mid-Year Report
January - June 2025



AutoTrader,
154 Bram Fischer Drive, Randburg
Gauteng 2194

Methodology

The data for the 2025 AutoTrader Mid-Year Car Industry Report was extracted from AutoTrader's data analytics tools & internal data sources over the period of **1 January - 30 June 2025.**

For press queries, please send an email to pr@autotrader.co.za

