

New vehicle sales revving high

 By [Henrie Geysers](#)

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New vehicles sales grew by 22.8% in March compared to the same month last year and were up 8.8% up on February sales with 53 478 new units sold.

According to the National Association of Automobile Manufacturers of South Africa (NAAMSA), total sales were 53 478 vehicles, of which 35 167 were passenger vehicles.

The passenger vehicle segment showed a healthy jump of 23.5% over March 2010 and a growth of 3.3% compared to February 2011.

Ford Motor Company of Southern Africa (FMCSA) is upbeat over its prospects with its Light Commercial Vehicle (LCV) range and Ford Figo passenger car after cementing its standing in March as an overall top-four sales performer in South Africa.

Easter expected to take a bite out of sales

In March Ford sold 930 of its new Ford Ranger models and 1204 Figo cars.

"The Ford Figo's independent recognition as a finalist in the South African Car of The Year competition will certainly continue to maintain Ford's presence as a leader in this highly competitive space," says Dean Stoneley, Ford's vice president Marketing, Sales and Service.

While the vehicle market remains positive about continued growth the figures are expected to dip slightly in April because of the Easter holidays.

Below is a breakdown of the top sales in the key categories:

Top performing new passenger vehicles:

1.	VW Polo Vivo	2144
2.	Toyota Corolla	1984
3.	VW Polo	1823
4.	Toyota Yaris ZEN	1445
5.	Mercedes C-Class	1342
6.	Ford Figo	1204

7.	BMW 3-Series	1169
8.	Toyota Fortuner	983
9.	Chevrolet Aveo	894
10.	Chevrolet Cruze	725

Top performing light commercial vehicles

1.	Toyota Hilux	3767
2.	Chevrolet Corsa Utility	1690
3.	Isuzu KB	1680
4.	Nissan NP200	1264
5.	Toyota Quantum	1121
6.	Ford Ranger	930
7.	Nissan NP300 Hardbody	857
8.	Ford Bantam	786
9.	Mazda BT-50	465
10.	VW Amarok	456

ABOUT HENRIE GEYSER

Henrie Geyser joined the online publishing industry through iafrica.com where he worked for five years as news editor and editor. He now freelances for a variety of print and online publications, on the subjects of cars, food, and travel, among others; and is a member of the South African Guild of Motoring Journalists. henrieg@iafrica.com

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