

Toyota's passenger sales for October is its highest in 2020

Toyota South Africa Motors (TSAM) recorded a total of 5,755 passenger sales this past October, making it the highest number in the year for the car manufacturer. The Toyota Starlet - launched towards the end of September - sold 1,102 units in its first full month of retail in October. This has helped TSAM to register its highest passenger sales units - beating the 4,610 total recorded in February.



Source: motorpress.co.za

TSAM's passenger figures were also propped up by the sales run of the Fortuner (1,349), Corolla family of cars (1,024) – including Quest, Corolla Hatch and Sedan – as well as the outgoing Etios (826).

The Land Cruiser family of vehicles – though not only limited to passenger cars – recorded a total of 546 hi-riders last month. These included 137 Prado, 55 Land Cruiser 200, 10 FJ Cruiser, eight Land Cruiser Station Wagon as well as 336 Land Cruiser Pick-up models.

The Rav4 sold 452 units while other SUVs from Toyota's luxury arm, Lexus, fared with NX (14) and LX (12) and RX (11).

While maintaining a market share of 32.5%, Toyota's Light Commercial Vehicle (LCV) sales were hampered by unforeseeable delays in the local production cycle of the Hilux. With 1,390 Hilux models finding new homes and 1,235 Hiace taxis finding new owners, Toyota finished top of the local LCV charts with 3,137 units sold in October.



Introducing the Toyota Starlet, a new compact budget car

Naresh Maharaj 21 Oct 2020



In the truck division, the Hino 300 Series posted 141 sales (22% of the Medium Commercial Vehicle share) while the Hino 500 Series sold 92 units (19% of the Heavy Commercial Vehicle share).

Reflecting on the new vehicle sales for the month of October 2020, the National Association of Automobile Manufacturers of South Africa (Naamsa), confirmed that the downward trajectory continued – albeit at a slower pace – with aggregate domestic sales at 38,752 units showing a decline of 13,216 units, or 25.4% from the 5,968 vehicles sold in October last year.

Naamsa also noted that the new passenger car market at 26,793 units had registered a decline of 9,106 cars or a fall of 25.4% compared to the 35,899 new cars sold in October last year.

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