



MEDIA RELEASE

Toyota grows market share in a promising start to 2025

- **26,2% overall market share**
- **Bestselling brand in Passenger, LCV and MCV**

As reported by NAAMSA, there was a discernible uptick in retail numbers for the first month of 2025 - 46,398 units were registered reflecting an increase of 4,375 cars, or a gain of 10,4%, versus the 42,023 new cars sold in January 2024.

A further 25 basis point interest rate cut in January, coupled with controlled inflation, contributed to this sense of optimism. Despite a minor energy issue towards the end of the month, which is not expected to be a frequent occurrence, the overall outlook remains positive. Echoing this bullish start to the year, Toyota shifted 12,152 units, capturing a 26.2% share of the new car market, compared to 10,855 units (25.8%) for the same period in 2024.

Leon Theron, Senior Vice President for Sales and Marketing at Toyota South Africa, is enthusiastic about the company's future: "We've kicked off the year on a fantastic note, securing the top spot in sales across the Passenger, LCV, and MCV segments. A big part of this success comes from our dedication to supporting small businesses, including farmers, who form the backbone of our economy. A big thank you to the entire Toyota team including our Sales, Aftersales and Marketing staff, Dealer Network as well as our supply chain and, of course, not forgetting, our very loyal customers."

Toyota's passenger market share reached 23.3%, with a concomitant increase in volume exceeding 1,000 units over 2024. Four models ranked in the top 10: Starlet (2,180), Corolla Cross (1,226), Starlet Cross (1,050), and Urban Cruiser (890). Other notable performances included the Vitz (825) which just missed out on making the bestseller list, Fortuner (652), and Prado (311). The Prado's numbers are particularly impressive given that the starting price for these vehicles is just over R1.3 million. In the premium space, the Lexus NX continued to be the brand's top-selling model with 20 units finding new homes in January.

The one dampener on overall sales is in the LCV space where 9,901 units were retailed, representing a decrease of 993 units, or a 9.1% drop, from the 10,894 units sold in January 2024. Despite this decline, Toyota's aforementioned focus on small businesses is clearly paying off with 3,533 units sold to business customers in January 2025 through our dealers, which is a 16% increase from January 2024. This has in turn had a knock-on effect on Toyota's share of the LCV market which has increased from 37.7% to 38.6%. Notably, four Toyota models ranked in the top 10: Hilux (2,557), Hiace (559), Land Cruiser 79 pick-up (531), and Quantum (113). To contextualise this, nearly one in three LCVs sold is a Hilux, accounting for 25.7% of this segment. Additionally, as announced at SOMI, Toyota is looking forward to launching new Hilux models such as the Legend 55, which will arrive during the second half of the year and provide further stimulus to the company's LCV lead.

Toyota has also made significant strides in the MCV segment, increasing its market share from 29.4% in 2024 to an impressive 38.5% in 2025. This remarkable growth is attributed to a total of 219 units sold, with standout performances from the Quantum (98 units), Hino 300 (57 units), and Coaster (64 units). This substantial improvement underscores Toyota's strong presence and leadership in the MCV market, reflecting the company's commitment to excellence and its ability to meet the diverse needs of its customers."

In terms of parts, January saw just under two million pieces distributed locally, with 312,181 pieces exported to international markets.

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