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Volkswagen Group South Africa dominates passenger market in September

During September 2011, a total of 37 832 new passenger cars were sold in South Africa. Total new passenger car sales in September increased by 4.5 percent when compared to August 2011, and grew by 26.2 percent when compared to September 2010. This brought year-to-date sales of new passenger cars in 2011 to a level of 17.8 percent above January to September sales last year.

From a quarterly sales perspective, the third quarter of 2011 yielded total new passenger car sales of 106 051, the largest number of quarterly new car sales so far in 2011. This was 22.5 percent up on the second quarter of 2011 and 14.4 percent above the third quarter of 2010.

Volkswagen Group South Africa topped the passenger sales charts again during September with sales totalling 8 495 vehicles. "Volkswagen Group South Africa once again topped the total passenger market with a market share of 22.4 percent," said Mike Glendinning, Director of Sales and Marketing, Volkswagen Group South Africa.

As it has become customary, the Polo Vivo and Polo Brands, with sales of 3 679 and 2 528 units respectively, were the two top sellers in the country yet again. "This equates to a 16.4 percent share of the market for these two models alone," continued Glendinning.

With sales of 1 040 vehicles, Audi captured 2.7 percent of the passenger market in South Africa. The A4 Sedan/Avant range continues to be Audi's top seller with 359 units sold.

"The premium segment market is up by 10.1 percent year-to-date and Audi has benefitted immensely from this growth. Audi's year-to-date market share in the premium segment has risen by 3.2 percent to 20.3 percent from 17.1 percent in 2010," added Glendinning.

"The addition of the Amarok single cab model range has provided Volkswagen Commercial Vehicles with full representation in the 1-ton pick-up market in South Africa. Amarok single and double cab pick-ups sold 594 units in September," said Glendinning.

"The three-month period of August, September and October is seasonally the strongest time of the year for new passenger car demand in South Africa with the new car market being firmly supported by purchases from rental car companies.

This year has been no exception with rental car company demand accounting for 19 percent of new car sales in August and 21.4 percent in September. The new car market in September was probably also boosted by the impact of quarterly sales incentive programs and a possible buy-ahead before new car price increases in October."

"Looking ahead it still appears likely that the new passenger car market for 2011 could end up around 15 percent up on the 2010 market with slower, single digit growth possible for 2012," concluded Glendinning.



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2009 Audi A4 Avant

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2011 Volkswagen Polo Sedan