

South Africa Autos Report Q2 2016

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Abstracts

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BMI View: The weak domestic economic outlook will hinder growth in the automotive market in 2016 as the consumer struggles with affordability issues. Total vehicle sales will contract 6.1% in 2016 led by a contraction of 6.5% in the passenger vehicle sales segment. The export market will continue to provide total vehicle production with support amidst a slowdown in domestic demand.

Key Views

The threat of power shortages continue to provide upside risks to total vehicle sales and production levels.

The export market will provide support to production levels as domestic demand dwindles.

As economic headwinds mount consumer tastes are shifting towards the more affordable used car market.

Automotive Production and Development Programme will provide support to total vehicle production and sales.

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