

Vehicle Sales in South Africa: Dynamics and Demographics

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Abstracts

Vehicle sales in South Africa are expected to record the third best annual performance ever in 2012 and as increasing numbers of aspirational South Africans can afford to own a car, the outlook for demand is positive. As (sub)urbanisation continues to gather pace, youth employment rises and there are ever increasing numbers of female heads of households, small cars are proving especially popular. In fact, it is easy to envisage small cars accounting for half of the country's new car sales by 202...

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