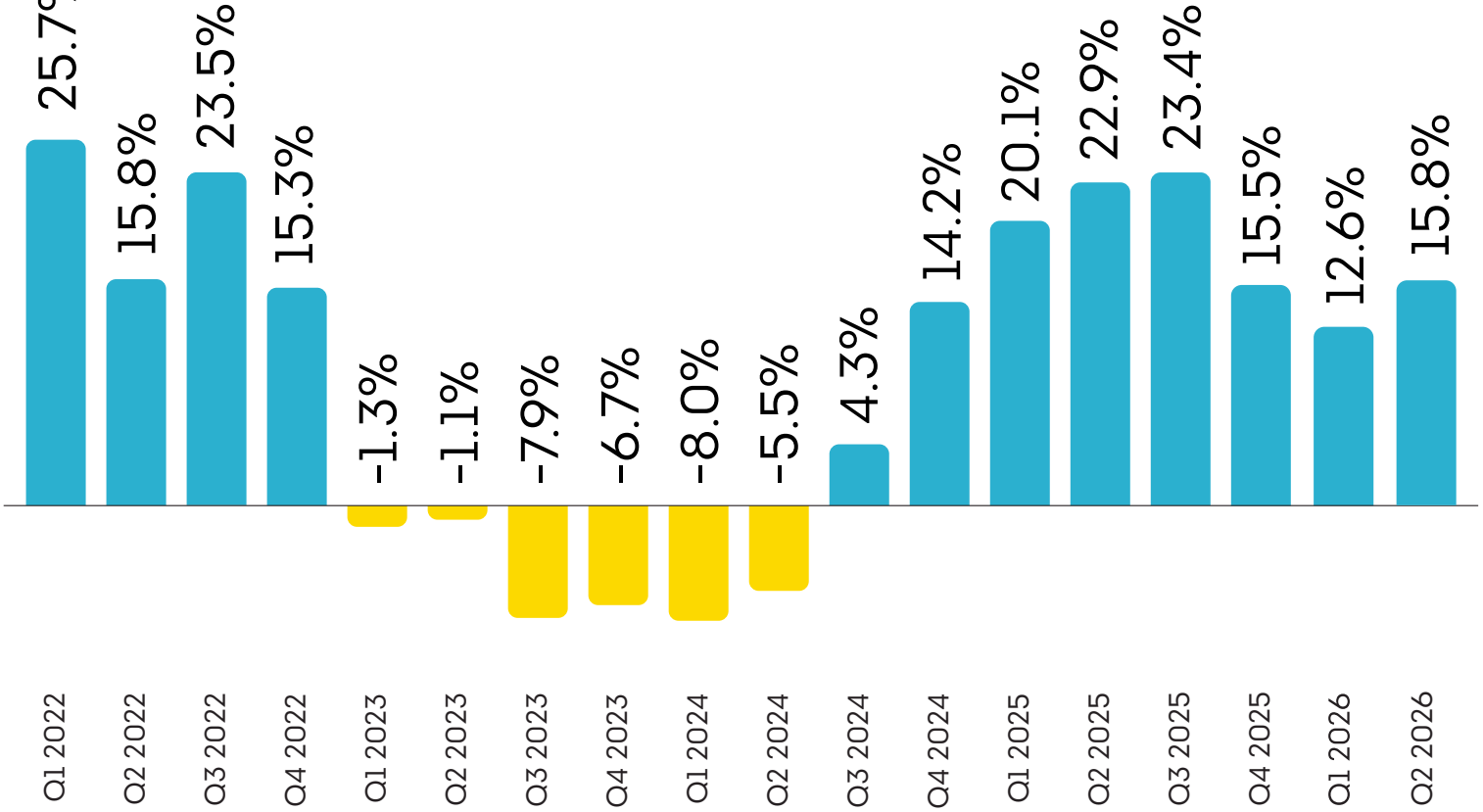
TransUnion Mobility Insights Report – Q2 2026

1 Market at a glance

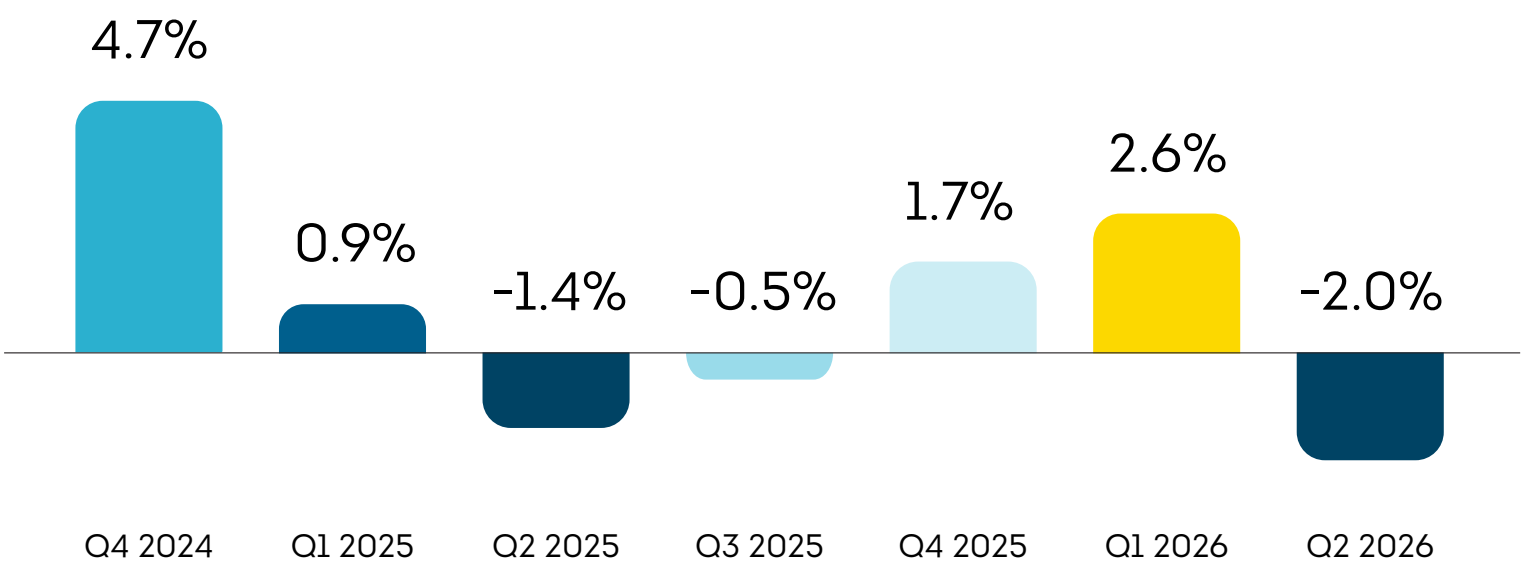
- Passenger car sales: **109,401, up 15.8% YoY (strongest annual growth in three quarters) – moderating 4.5% QoQ from Q1**
- New vs. used registration: **New +13.8% YoY (sixth consecutive quarter of double-digit growth); used −2.0% YoY**
- Used-to-new ratio: **Rose from 2.3 to 2.7 as affordability pressures lifted the used market's share**
- New-vehicle inflation: **Around 0.6% YoY (well below the past two years); used prices still in deflation**
- Early Q3 signal: **July sales reached 40,912 units, up 12.5% YoY – strongest month since September 2014**

New passenger car sales growth
% YoY growth

%

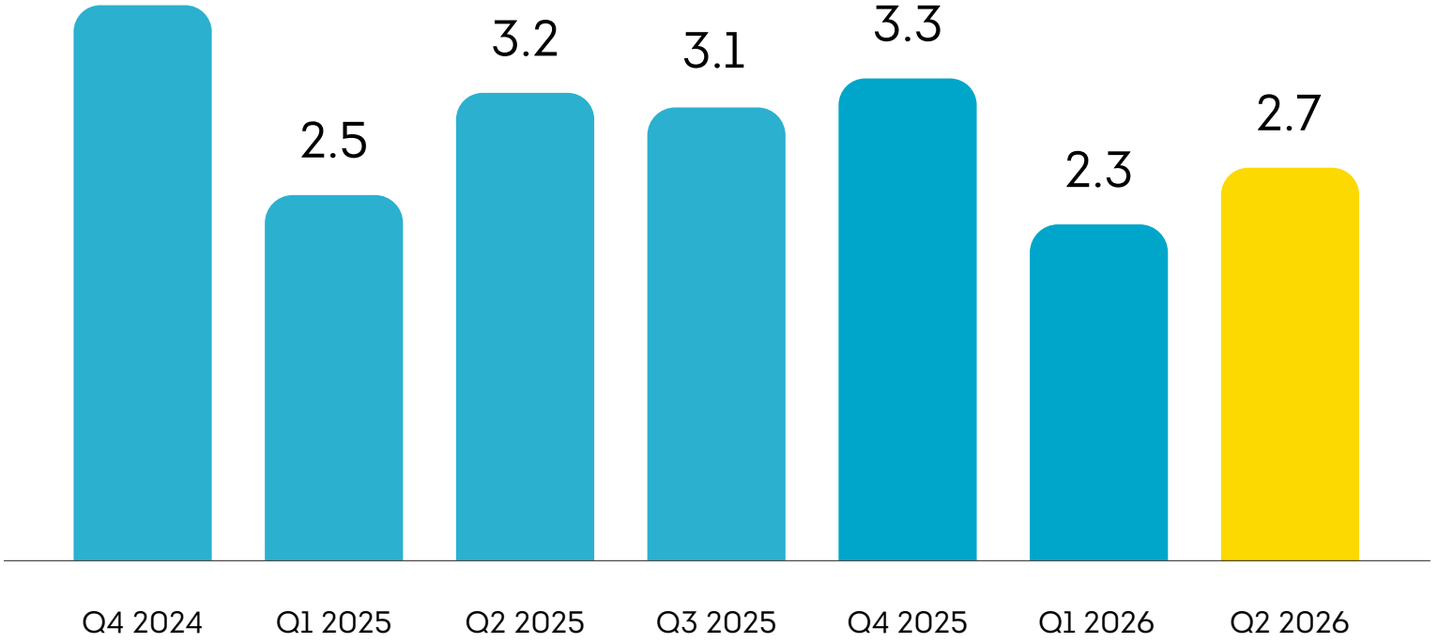


Used vehicle registration
% YoY growth



Used-to-new vehicle registration ratio

3.8



How the ratio works
Lower ratio: New vehicles take a bigger slice of the market
Higher ratio: Used vehicles take a bigger slice of the market

CPI inflation: New and used vehicles

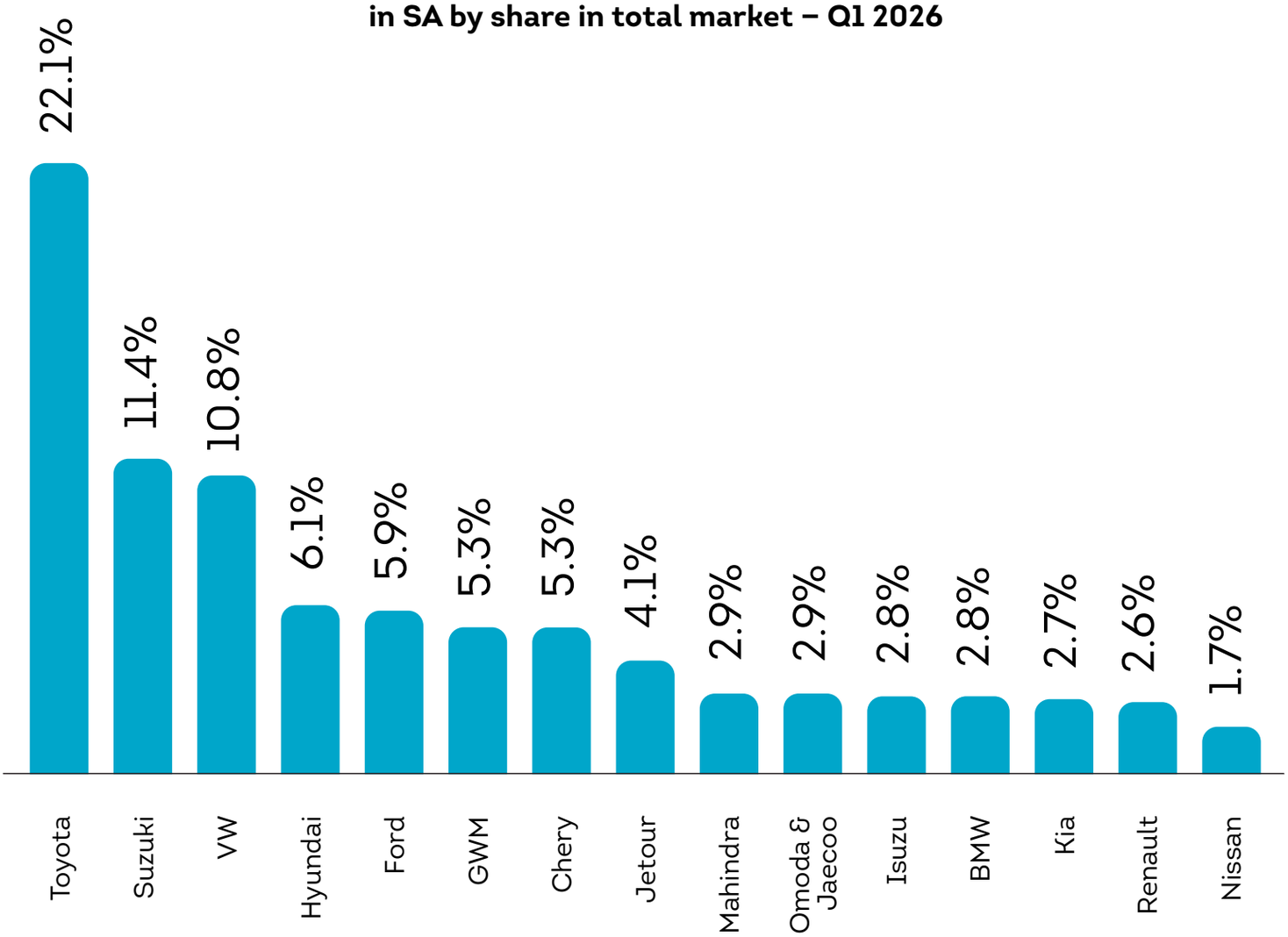
2 Macro backdrop

- GDP growth: **0.9% YoY in Q2 2026, down from 1.9% in Q1**
- Policy rate: **SARB raised in Q2, then held at 7.0% in July; outlook more uncertain**
- Inflation: **Accelerated to 4.5%, its highest in two years, driven by fuel and transport**
- Fuel-price shock: **Middle East tensions pushed up fuel and transport costs, straining affordability**
- Consumer sentiment: **Weakened as household costs rose**

3 Brands and mix shifts

- Chinese brands: **More than one-fifth of the passenger and LCV market (~22%) – just over one in five vehicles sold; up 72% YoY vs. 3% for OEM brands**
- Established OEMs: **Around 47% combined share, a continued loss as Chinese brands expand**
- Fastest-growing brands: **Jetour +213%, Foton +86%, JAC Motors +57%, Omoda and Jaecoo +49%, Chery +29% (Volvo +76%; Volkswagen +17%)**
- Structural shift: **Chery Group (Chery, Jetour, Omoda, Jaecoo) emerged as a top-two player with 17,679 combined units; Toyota led overall at 32,070 (22.1% share)**

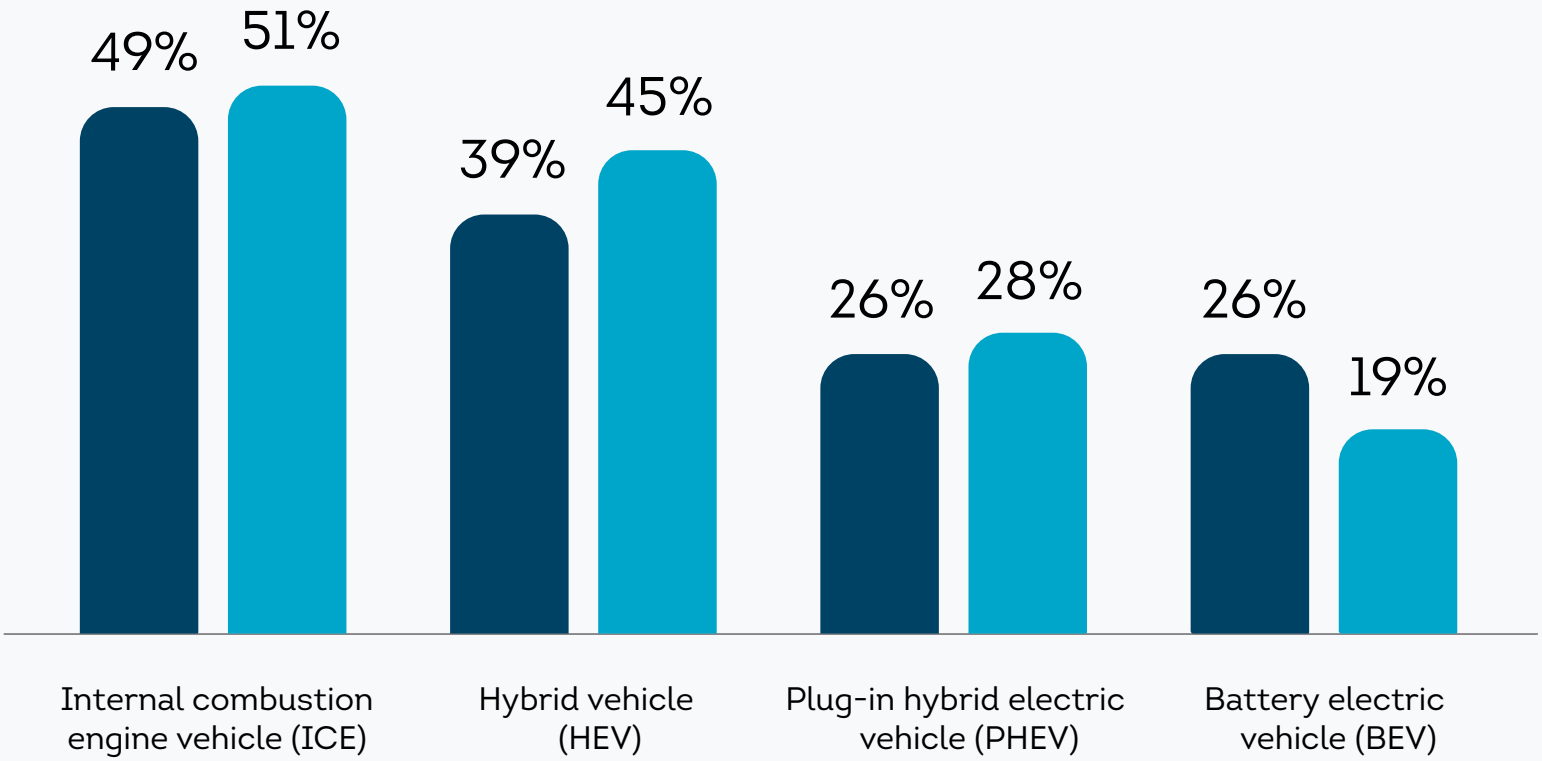
Top 15 best selling passenger and LCV vehicle brands in SA by share in total market – Q1 2026



4 New energy vehicles (NEVs)

- Consumer preference (electrified options): **HEVs led at 45%, PHEVs 28%, BEVs 19%**
- By segment: **ICE led among middle-income buyers (61%); higher-income buyers most open to alternatives**
- Direction: **Hybrids emerging as the practical transition option as running costs and fuel prices climb**

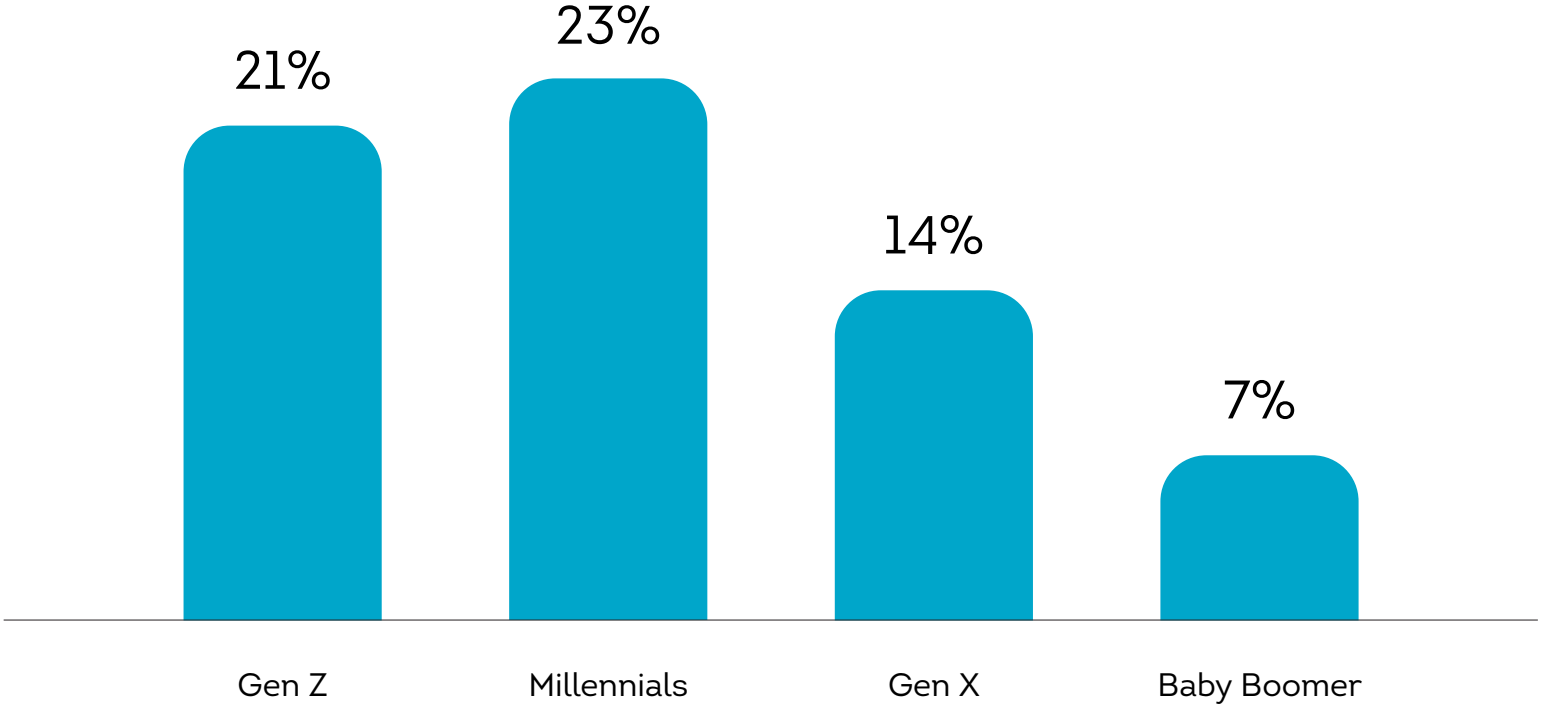
Consumer mobility preferences



5 Who is buying

- Near-term purchase intent: **19% likely to buy (down from 22% in Q1); unlikely to buy rose to 66% (from 64%)**
- By generation: **Millennials 23%, Gen Z 21%, Gen X 14%, Baby Boomers 7%**
- By income: **Higher-income intent rose to 27% (from 24%); middle-income fell to 18%; lower-income fell to 13%**
- Key shift: **Affordability gap widening – higher-income buyers held firm while middle and lower-income intent softened**

Purchase intent by generation



6 Export performance

- Q2 2026: **68,090 units, up 12.8% YoY (from 62,166 in Q1) – a quarterly and annual gain**
- Broader picture: **Export conditions stayed under pressure overall, a continued downside risk**
- Key risk: **Protectionism, geopolitical uncertainty, shifting trade dynamics and stricter decarbonisation requirements in destination markets**

7 Industry implications

Opportunities

- Use low new-vehicle inflation and used-price deflation to attract affordability-driven buyers
- Prioritise Millennial and Gen Z buyers – the strongest sources of near-term intent – by offering flexible financing
- Expand Chinese-brand access through dealer networks, floorplan funding and retail finance partnerships
- Position hybrids as the practical NEV pathway as total cost of ownership rises

Risks

- Fraud risk is increasing as growth extends into used vehicles, rental and alternative financing
- Widening affordability gap raises exposure to rate and household-income pressure among middle and lower-income buyers
- Renewed fuel and inflation pressure straining affordability and operating costs
- Heavy export dependence and protectionism are making volumes more vulnerable to external shocks

Turn market intelligence into sharper decisions

Download the full **Q2 2026 Mobility Insights Report** or contact your TransUnion® representative to discuss how these insights can support your pricing, mix and finance decisions.

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