

Ford records sales above industry average

Sales records tumbled at Ford Motor Company of southern Africa (FCMSA) during February as the company gathered momentum into 2013. FMCSA didn't take much notice of the total market growth of 1.6% compared to February last year as it strode to the company's best retail sales month since September 2011.



Dealers sold 4085 Fords during February, contributing to 15% growth for company sales over January in a market that declined 3.14%. FMCSA sales grew 33% over February 2012 and were up 22% year-to-date compared to just 9% growth for the industry.

According to the National Association of Automobile Manufacturers of South Africa (Naamsa), the South African new vehicle market finished February on 53 220 units. Light Commercial Vehicles (LCVs) were up 4.7% on the same period last year, while passenger cars were stable, just 0.8% up on February 2012.

Focus smashed the record books

Ford passenger cars took no notice of that stability, especially not Focus. After recording its best sales volume since launch last month, Focus smashed the record books again by posting another all-time record of 596 units.

So, too did Ford's LCV volumes outrun the market, Ranger posting its own all-time retail record of 1784 units in South Africa. Ranger also contributed to the highest wholesale month for the company as exports also outperformed the total market.

"The industry was slightly softer than last month and relatively stable year on year, although February numbers will always show the first true signs of market sentiment for the year," said FMCSA's vice-president marketing, sales and service, Dean Stoneley. "We remain positive for a good overall market picture this year and confident that Ford will capitalise during 2013 as we enter new market segments and continue to sustain demand for our existing range."

Ford will enter new sectors of the LCV market when Transit is launched next month. EcoSport will also attract new customers and the EcoBoost engine family will bolster various Ford nameplates this year.

Top-performing new passenger vehicles (February 2013):

- VW Polo Vivo: 2742
- Toyota Etios: 2204
- VW Polo: 2192
- BMW 3-Series: 1075
- Toyota Corolla: 1048
- Ford Figo: 982
- Toyota Fortuner: 927
- Nissan Micra: 806
- Golf7: 767
- Ford Focus: 596

Top-performing new light commercial vehicles (February 2013):

1. Toyota Hilux: 3500
2. Ford Ranger: 1784
3. Chev Utility: 1483
4. Nissan NP200: 1245
5. Toyota Quantum: 1209
6. Isuzu KB: 1108
7. Nissan NP300 Hardbody: 699
8. Nissan Navara: 306
9. VW Amarok: 292
10. Mazda BT-50: 290
11. Toyota Landcruiser PU: 225

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