

# Premium and Luxury Cars in South Africa

October 2023

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## Premium and Luxury Cars in South Africa - Category analysis

#### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Premium and luxury cars seeing strong gains in 2023

Number of premium and luxury cars on the rise but supply shortages of key components a barrier to growth

Premium and luxury cars is led by Bayerische Motoren Werke AG in 2022

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Sales expected to see a full recovery in value terms but economic challenges could prove to be an obstacle to volume growth

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