

SA's best-selling double-cab bakkies YTD

By [Ryan Bubear](#)

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It's a question we're often asked: which bakkie leads the double-cab sales race in South Africa? Well, we finally have the answer. Check out year-to-date sales for Mzansi's most popular double cabs...



Month in and month out, we collate a list of [South Africa's most-popular bakkies](#), based on sales figures that incorporate all three body styles. But there's a question that's often left unanswered: which is the best-selling double-cab bakkie in the land? Yes, you asked and we listened.

Since Naamsa's [monthly sales figures](#) unfortunately don't include a breakdown of the available bakkie body styles (single-, extended- and double-cab shapes), we've turned to our studious friends over at [Lightstone Auto](#) for a little help to identify Mzansi's best-selling double-cab bakkies over the opening eight months of 2023.



Year to date, the Ford Ranger is SA's best-selling double-cab bakkie.

Before we dive into those figures, let's take a step back and consider what the overall table – including all body styles – looks like year to date. So far in 2023, according to Naamsa figures, the Prospecton-built Toyota Hilux is leading the bakkie pack with 25,092 units, followed by the Silverton-made Ford Ranger (16,182 units) and the Struandale-produced Isuzu D-Max (13,174 units).

Lightstone Auto's figures, however, show the **Ford Ranger** is ruling the double-cab bakkie sales roost in South Africa so far this year, with **13,892** units (1,884 of which came in August 2023) registered – or fascinatingly about 85% of its total. Note this figure includes the [flagship Raptor](#) derivative, which is imported from Thailand rather than built at Silverton alongside all other variants of the Ranger.



After the 1st 8 months of 2023, the Hilux is 1 601 units behind the Ranger in the double-cab sales race.

The **Toyota Hilux** thus currently finds itself in second place on the list of SA's best-selling double-cab bakkies, with **12,291 units** – or around 49% of its total – sold around the country over the opening eight months of the year (including 1,684 units in August 2023). For the record, that puts the Japanese stalwart 1 601 units off the pace when only four-door derivatives are considered.

The final spot on the double-cab bakkie podium goes to the **Isuzu D-Max**, with 6,125 units sold, year to date (so, 6,166 units behind the second-placed Hilux). From what we understand, this figure – which represents approximately 46% of total D-Max sales this year – includes 4-door versions of both the current-generation D-Max as well as the prolonged-lifecycle [Gen 6 line-up](#).



Isuzu's D-Max completes the double-cab bakkie sales podium, year to date.

According to Lightstone Auto, double-cab derivatives of all other bakkies available in this body style total **11,609 units**, year to date.

SA's best-selling double-cab bakkies YTD (August 2023)

1. Ford Ranger – 13,892 units

2. Toyota Hilux – 12,291 units

3. Isuzu D-Max – 6,125 units

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ABOUT THE AUTHOR

Having written about everything from sport to politics and crime, Ryan eventually settled on motoring. For the past 13 years, he's been penning articles - both online and in print - about the broader automotive industry, though he's particularly fascinated by vehicle sales statistics. A freelance writer and editor, Ryan is itching to slide (okay, squeeze) in behind the wheel of his soon-to-be-restored 1971 Austin Mini Mk3.

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