



Premium and Luxury Cars in South Africa

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising affluence and more stable inflation boosts demand for premium and luxury cars
BMW retains a healthy lead in 2023 as electric and hybrid vehicles attract growing interest
Consumers have more opportunities to personalise their car through the use of digital technology

PROSPECTS AND OPPORTUNITIES

Electric and hybrid vehicles set to play a prominent role in the future of premium and luxury cars in South Africa
AI expected to bring new features to some models
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DISCLAIMER

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