

SA's best-selling double-cab bakkies of 2023

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Ford Ranger or Toyota Hilux? Which nameplate was the best seller in South Africa's all-important double-cab bakkie segment in 2023? Well, we have the final figures!



You've likely already had a read of our list of [South Africa's best-selling bakkies](#) for 2023. But what exactly happened in the double-cab bakkie sales race?

Since Naamsa's monthly sales figures unfortunately don't include a breakdown of the three available bakkie body styles (the single-, extended- and double-cab shapes), we've again turned to our colleagues over at [Lightstone Auto](#) for help identifying SA's best-selling one-tonne double-cab bakkies for 2023.

Before we share these figures, let's take a step back and consider what the overall picture – that is, including all body styles – looked like in 2023. Based on Naamsa's figures, the [Toyota Hilux](#) won the overall race, with sales increasing 16.1% to 37,382 units. The [Ford Ranger](#) (up 42% to 24,618 units) was second and the [D-Max](#) (up 11.1% to 18,962 units) finished third.

South Africa's top-selling double-cab bakkies in 2023



The Ford Ranger was SA's best-selling double-cab bakkie in 2023.

Right, now let's break down the sales statistics by body style. According to Lightstone Auto's figures, the **Ford Ranger** took the title of South Africa's best-selling double-cab bakkie last year, with **20,662 units** registered. By our maths, dual-cab derivatives thus represented a whopping 83.9% of the Silverton-built bakkie's total.

That means the **Toyota Hilux** had to settle for the runner-up position in Mzansi's double-cab sales competition, ending 2023 on 18 227 units. The latter figure – which is 2 435 units off the pace set by the Ranger – fascinatingly represented 48.8% of the Prospecton-produced stalwart's overall tally.

And the final place on the double-cab podium? Well, that predictably went to the Struandale-manufactured **Isuzu D-Max**, which managed a total of **8,524 units**. Interestingly, compared with the Hilux, double-cab variants made up an even smaller portion of overall D-Max registrations last year, accounting for just 45.0%.

Lightstone Auto's figures furthermore showed sales of all other double-cab bakkie derivatives (over and above the Ranger, Hilux and D-Max) totalled 16 663 units for 2023.

SA's best-selling extended- and single-cab bakkies



The Toyota Hilux took the sales crown in the single-cab bakkie contest.

What happened in the one-tonne single-cab space (note, we're excluding the soon-to-depart [Nissan NP200](#), which managed 12,721 units in 2023, since it's a half-tonner)? Well, the **Toyota Hilux** was the clear winner in this segment last year, finishing on **13,710 units**. For the record, that represents 36.7% of the venerable nameplate's 2023 total.

The **Isuzu D-Max** grabbed second position on **8,584 units** (or 45.3% of its aggregate), while the two-door version of the KwaZulu-Natal-assembled **Mahindra Pik Up** (**6,060 units** or a whopping 75.2% of its total) claimed third place. The Ford Ranger single cab, meanwhile, finished the year on just 1,515 registrations, with all other one-tonne single cabs collectively managing 9,573 units.

The **Toyota Hilux** also triumphed in the extended-cab sales contest, with as many as **5,417 units** of the Xtra Cab registered in 2023. The **Ford Ranger** Super Cab took second (**2,441 units**) ahead of the **Isuzu D-Max** Extended Cab (**1,851 units**) in third.

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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 has owned a 1971 Austin Mini Mk3 for 21 years (or has it owned him?).

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