

Over R20.6m saved on AutoTrader's Black Friday car deals

Issued by [AutoTrader](#)

30 Nov 2022

A considerable saving on a big ticket item is not something to be sniffed at. And car shoppers took full advantage of the price cuts offered during AutoTrader's four day Black Friday sale. South Africa's largest automotive sale that includes cars, bikes and commercial vehicles, yielded total savings of over R20.6m for car buyers.



During 25–28 November 2022, AutoTrader recorded over 1.3 million visits from in-market shoppers conducting over 7.2 million searches and viewing over 3.5 million adverts, reports AutoTrader marketing director, Angelique Lynch.

Black Friday cars with their discounted prices represented a value of over R573.9m. Over 900 car deals were on offer with an R21,262 average saving.

High-priced vehicles bagged buyers a somewhat larger discount. And it was a luxury SUV, the British-built Range Rover Sport, that offered the highest average saving of all models, with a R157,250 price cut.

Still, the vehicle with the single biggest saving was a high-performance, premium SUV from German carmaker, BMW. The Armoured 2021 BMW X5 M50i offered a R299,951 shaving off the normal listed price.

Those with their hearts set on something with Italian flair would have had R200,000 snipped off a 2020 Maserati Ghibli S. This Italian luxury performance sedan boasts distinctive styling, a throaty exhaust and plenty of ponies under the hood.

A heavyweight adventure-ready SUV that is able to tackle any terrain offered a discount of R170,000. Sporting a 5.6-litre V8 engine, the four-wheel drive Nissan Patrol is a behemoth with significant people-hauling capability.

The most listed model, the locally manufactured VW Polo generated the most deals on offer.

“Volkswagen is one of the best-selling car brands globally and a local favourite among car shoppers for both new and used cars. Forty VW Polo deals were concluded during the sale, generating an average saving of R11,073 for Polo buyers,” says AutoTrader CEO George Mienie.

Completing the top five most listed models were four more locally-built vehicles. Bakkie segment stalwarts, the Ford Ranger and Toyota Hilux, produced savings on average of R11,895 and R13,085 respectively while the Toyota Fortuner, a popular large family SUV, came with a savings average of R11,543. Meanwhile, buyers of the premium Mercedes-Benz C-Class sedan landed an average saving of just under R30,000.

Top 10 listed models*

Model	Price (R) Average	Mileage (km) Average	Registration Year, Average	Savings, Average
Volkswagen Polo	R318 963	49 040	2019	R11 073
Ford Ranger	R464 891	101 843	2018	R11 895
Toyota Hilux	R550 953	82 515	2019	R13 085
Toyota Fortuner	R510 094	106 510	2017	R11 543
Mercedes-Benz C-Class	R790 296	61 230	2018	R29 928
Ford EcoSport	R313 302	28 520	2021	R14 718
BMW 3 Series	R560 206	66 211	2018	R23 947
Mercedes-Benz A-Class	R686 190	58 490	2019	R37 305
Mercedes-Benz GLC	R1 014 628	38 912	2020	R25 300
Volkswagen T-Cross	R416 188	34 922	2021	R17 534

*Source: AutoTrader, 25 - 28 November 2022

Top 5 individual vehicles with the highest savings**

Ranked by biggest savings	Variant	Mileage (km)	Reg. Year	Price (R)	Black Friday Price (R)	Saving (R)
1	BMW X5 M50i (Armoured)	17000	2021	5 299 950	4 999 999	R299 951
2	Range Rover Sport SVR	<1000	2022	3 298 900	2 999 900	R299 000
3	Range Rover Sport SVR	<1000	2022	3 250 000	2 999 900	R250 100
4	Maserati Ghibli S	21500	2020	1 299 900	1 099 900	R200 000
5	Nissan Patrol 5.6 V8 LE Premium 4WD	150	2022	1 658 900	1 488 900	R 170 000

**Source: AutoTrader, 25 - 28 November 2022

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