

**Selected Countries – Middle East**  
**Included in This Report: Saudi Arabia and United Arab Emirates**  
**Compiled by SEMA as a Member Benefit**

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**Saudi Arabia: Vehicle Sales Analysis**  
**2010 – 2019**

**Top Selling Vehicles (2019)**  
*(includes all vehicles types)*

| NO | Model                              | Units Sold (2019) | Units Sold (2018) | diff (%) |
|----|------------------------------------|-------------------|-------------------|----------|
| 1  | HYUNDAI ACCENT                     | 40,778            | 22,071            | 84.76%   |
| 2  | HYUNDAI ELANTRA                    | 36,202            | 20,059            | 80.48%   |
| 3  | TOYOTA CAMRY                       | 32,591            | 26,639            | 22.34%   |
| 4  | TOYOTA HILUX                       | 24,046            | 25,459            | -5.55%   |
| 5  | TOYOTA LAND CRUISER <sup>(1)</sup> | 22,451            | 19,733            | 13.77%   |
| 6  | TOYOTA YARIS                       | 22,212            | 16,287            | 36.38%   |
| 7  | HYUNDAI SONATA                     | 21,350            | 21,233            | 0.55%    |
| 8  | NISSAN SUNNY                       | 19,288            | 12,041            | 60.19%   |
| 9  | TOYOTA COROLLA                     | 16,961            | 17,252            | -1.69%   |
| 10 | MAZDA 6                            | 16,773            | 11,610            | 44.47%   |
| 11 | ISUZU TF                           | 15,823            | 12,115            | 30.61%   |
| 12 | MAZDA CX-9                         | 12,219            | 7,737             | 57.93%   |
| 13 | TOYOTA FORTUNER                    | 9,572             | 8,963             | 6.79%    |
| 14 | MITSUBISHI ATTRAGE                 | 9,308             | 4,837             | 92.43%   |
| 15 | CHEVROLET SPARK                    | 9,293             | 5,871             | 58.29%   |
| 16 | HYUNDAI TUCSON                     | 8,201             | 5,229             | 56.84%   |
| 17 | CHEVROLET TAHOE                    | 7,991             | 7,671             | 4.17%    |
| 18 | KIA CERATO                         | 6,778             | 3,935             | 72.25%   |
| 19 | FORD TAURUS                        | 6,105             | 7,407             | -17.58%  |
| 20 | ISUZU N-SERIES                     | 5,901             | 6,241             | -5.45%   |
| 21 | HYUNDAI KONA                       | 5,602             | 534               | 949.06%  |
| 22 | KIA PEGAS                          | 5,160             | -                 | N/A      |
| 23 | MAZDA CX-5                         | 4,919             | 2,264             | 117.27%  |
| 24 | KIA OPTIMA                         | 4,756             | 5,053             | -5.88%   |
| 25 | TOYOTA HIACE                       | 4,422             | 2,829             | 56.31%   |

**Notes:**

1. Includes Toyota Land Cruiser, Land Cruiser Prado, and Land Cruiser Pickup Models

## Top Selling Vehicles (2010 - 2019)

*(includes all vehicles types)*

| NO | Model                              | Units Sold |
|----|------------------------------------|------------|
| 1  | TOYOTA HILUX                       | 474,133    |
| 2  | HYUNDAI ACCENT                     | 384,283    |
| 3  | HYUNDAI ELANTRA                    | 369,335    |
| 4  | TOYOTA COROLLA                     | 365,205    |
| 5  | TOYOTA CAMRY                       | 334,275    |
| 6  | TOYOTA LAND CRUISER <sup>(1)</sup> | 279,312    |
| 7  | TOYOTA YARIS                       | 245,262    |
| 8  | HYUNDAI SONATA                     | 207,330    |
| 9  | ISUZU D-MAX <sup>(2)</sup>         | 146,824    |
| 10 | TOYOTA FORTUNER                    | 128,624    |
| 11 | GMC YUKON <sup>(3)</sup>           | 107,364    |
| 12 | CHEVROLET TAHOE                    | 101,163    |
| 13 | HONDA ACCORD                       | 100,115    |
| 14 | NISSAN SUNNY                       | 99,873     |
| 15 | KIA CERATO                         | 93,849     |
| 16 | MAZDA 6                            | 80,628     |
| 17 | KIA RIO                            | 76,797     |
| 18 | NISSAN NAVARA <sup>(4)(5)</sup>    | 74,104     |
| 19 | HYUNDAI TUCSON                     | 73,113     |
| 20 | TOYOTA INNOVA                      | 72,473     |
| 21 | ISUZU N-SERIES                     | 68,212     |
| 22 | TOYOTA HIACE                       | 67,978     |
| 23 | FORD EXPEDITION                    | 64,823     |
| 24 | FORD TAURUS                        | 60,881     |
| 25 | KIA OPTIMA                         | 56,387     |

### Notes:

1. Includes Toyota Land Cruiser, Land Cruiser Prado, and Land Cruiser Pickup Models
2. data source missing 2017 and 2019 data
3. Includes GMC Yukon and Yukon XL Models
4. Includes Nissan Navara and the Nissan D21/D22 Models
5. data source missing 2019 data

## Top SUVs (2019)

| NO | Model                              | Units Sold (2019) | Units Sold (2018) | diff (%) |
|----|------------------------------------|-------------------|-------------------|----------|
| 1  | MAZDA CX-9                         | 12,219            | 7,737             | 57.93%   |
| 2  | TOYOTA LAND CRUISER <sup>(1)</sup> | 14,175            | 12,476            | 13.62%   |
| 3  | TOYOTA FORTUNER                    | 9,572             | 8,963             | 6.79%    |

|    |                  |       |       |         |
|----|------------------|-------|-------|---------|
| 4  | HYUNDAI TUCSON   | 8,201 | 5,229 | 56.84%  |
| 5  | CHEVROLET TAHOE  | 7,991 | 7,671 | 4.17%   |
| 6  | HYUNDAI KONA     | 5,602 | 534   | 949.06% |
| 7  | MAZDA CX-5       | 4,919 | 2,264 | 117.27% |
| 8  | TOYOTA RAV4      | 4,320 | 2,836 | 52.33%  |
| 9  | KIA SPORTAGE     | 4,237 | 3,066 | 38.19%  |
| 10 | NISSAN X-TRAIL   | 3,860 | 3,002 | 28.58%  |
| 11 | HYUNDAI SANTA FE | 3,823 | 2,081 | 83.71%  |
| 12 | TOYOTA RUSH      | 3,404 | 1,509 | 125.58% |
| 13 | HYUNDAI CRETA    | 3,267 | 618   | 428.64% |
| 14 | NISSAN PATROL    | 3,128 | 2,676 | 16.89%  |
| 15 | LEXUS LX         | 3,070 | 3,034 | 1.19%   |

**Notes:**

1. Includes Toyota Land Cruiser and Land Cruiser Prado Models

### **Top SUVs (2010-2019)**

| <b>NO</b> | <b>Model</b>                       | <b>Unit Sold</b> |
|-----------|------------------------------------|------------------|
| 1         | TOYOTA LAND CRUISER <sup>(1)</sup> | 203,983          |
| 2         | TOYOTA FORTUNER                    | 128,624          |
| 3         | GMC YUKON <sup>(2)</sup>           | 107,364          |
| 4         | CHEVROLET TAHOE                    | 101,163          |
| 5         | HYUNDAI TUCSON                     | 73,113           |
| 6         | FORD EXPEDITION                    | 64,823           |
| 7         | HYUNDAI SANTA FE                   | 53,550           |
| 8         | MAZDA CX-9                         | 48,897           |
| 9         | TOYOTA RAV4                        | 45,053           |
| 10        | TOYOTA SEQUOIA <sup>(3)</sup>      | 42,668           |
| 11        | KIA SPORTAGE                       | 39,214           |
| 12        | NISSAN PATROL                      | 38,755           |
| 13        | TOYOTA FJ CRUISER                  | 38,123           |
| 14        | FORD EXPLORER                      | 37,481           |
| 15        | CHEVROLET SUBURBAN <sup>(3)</sup>  | 30,074           |

**Notes:**

1. Includes Toyota Land Cruiser and Land Cruiser Prado Models
2. Includes GMC Yukon and Yukon XL Models
3. data source missing 2017 to 2019 data

### **Top Pickups (2019)**

| NO | Model                    | Units Sold (2019) | Units Sold (2018) | diff (%) |
|----|--------------------------|-------------------|-------------------|----------|
| 1  | TOYOTA HILUX             | 24,046            | 25,459            | -5.55%   |
| 2  | ISUZU TF                 | 15,823            | 12,115            | 30.61%   |
| 3  | TOYOTA LAND CRUISER P/UP | 8,276             | 7,257             | 14.04%   |
| 4  | MITSUBISHI L200          | 3,949             | 2,583             | 52.88%   |
| 5  | FORD F-SERIES            | 2,490             | 1,074             | 131.84%  |
| 6  | RAM 1200/1500            | 2,111             | 324               | 551.54%  |

### Top Pickups (2010-2019)

| NO | Model                           | Total   |
|----|---------------------------------|---------|
| 1  | TOYOTA HILUX                    | 474,133 |
| 2  | ISUZU D-MAX <sup>(1)</sup>      | 146,824 |
| 3  | TOYOTA LAND CRUISER P/UP        | 75,329  |
| 4  | NISSAN NAVARA <sup>(2)(3)</sup> | 74,104  |
| 5  | ISUZU TF                        | 50,721  |
| 6  | GMC SIERRA <sup>(4)</sup>       | 30,935  |
| 7  | MITSUBISHI L200                 | 26,056  |
| 8  | FORD RANGER <sup>(4)</sup>      | 19,510  |
| 9  | FORD F-SERIES <sup>(5)</sup>    | 13,605  |

Notes:

1. data source missing 2017 and 2019 data
2. Includes Nissan Navara and the Nissan D21/D22 Models
3. data source missing 2019 data
4. data source missing 2017 to 2019 data
5. data source missing 2017 data

### Sales of Grand Cherokee (2019; 2010-2019)

| Date      | Sales (Unit) |
|-----------|--------------|
| 2019      | 1,429        |
| 2010-2019 | 11,918       |

### Sales of Hilux (2019; 2010-2019)

| Date      | Sales (Unit) |
|-----------|--------------|
| 2019      | 24,046       |
| 2010-2019 | 474,133      |

*Note: Toyota Hilux (PUP) sales only. Sales of Toyota Hilux SW4 (SUV) were not included.*

Data: SEMA calculations from bestsellingcarsblog.com and IHS data

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## United Arab Emirates (UAE): Vehicle Sales Analysis 2010 – 2019

### Top Selling Vehicles (2019)

*(includes all vehicles types)*

| NO | Model                              | Units Sold (2019) | Units Sold (2018) | diff (%) |
|----|------------------------------------|-------------------|-------------------|----------|
| 1  | TOYOTA LAND CRUISER <sup>(1)</sup> | 27,579            | 27,504            | 0.27%    |
| 2  | MITSUBISHI PAJERO <sup>(2)</sup>   | 15,441            | 15,944            | -3.15%   |
| 3  | NISSAN PATROL                      | 15,333            | 21,508            | -28.71%  |
| 4  | NISSAN SUNNY                       | 11,165            | 11,206            | -0.37%   |
| 5  | TOYOTA HILUX                       | 10,653            | 9,266             | 14.97%   |
| 6  | TOYOTA CAMRY                       | 6,550             | 6,347             | 3.20%    |
| 7  | MITSUBISHI MONTERO SPORT           | 4,103             | 1,646             | 149.27%  |
| 8  | TOYOTA HIACE                       | 3,609             | 4,265             | -15.38%  |
| 9  | TOYOTA FORTUNER                    | 3,440             | 3,663             | -6.09%   |
| 10 | NISSAN KICKS                       | 3,409             | 3,742             | -8.90%   |
| 11 | MITSUBISHI L200                    | 3,400             | 2,613             | 30.12%   |
| 12 | NISSAN ALTIMA                      | 3,217             | 3,741             | -14.01%  |
| 13 | TOYOTA YARIS                       | 3,021             | 2,469             | 22.36%   |
| 14 | TOYOTA COROLLA                     | 2,974             | 3,577             | -16.86%  |
| 15 | LEXUS LX                           | 2,939             | 2,946             | -0.24%   |
| 16 | NISSAN SENTRA                      | 2,756             | 2,782             | -0.93%   |
| 17 | NISSAN X-TRAIL                     | 2,484             | 2,417             | 2.77%    |
| 18 | TOYOTA RUSH                        | 2,228             | 1,265             | 76.13%   |
| 19 | MITSUBISHI ATTRAGE                 | 2,096             | 557               | 276.30%  |
| 20 | KIA SPORTAGE                       | 2,032             | 2,229             | -8.84%   |
| 21 | TOYOTA RAV4                        | 2,001             | 2,826             | -29.19%  |
| 22 | JEEP WRANGLER                      | 1,969             | 1,731             | 13.75%   |
| 23 | LEXUS ES                           | 1,799             | 1,379             | 30.46%   |
| 24 | HYUNDAI ACCENT                     | 1,742             | 1,341             | 29.90%   |
| 25 | NISSAN URVAN                       | 1,645             | 1,446             | 13.76%   |

**Notes:**

1. Includes Toyota Land Cruiser, Land Cruiser Prado, and Land Cruiser Pickup Models
2. Includes Mitsubishi Pajero and Pajero Sport Models

### Top Selling Vehicles (2010 - 2019)

*(includes all vehicles types)*

| NO | Model                              | Units Sold |
|----|------------------------------------|------------|
| 1  | TOYOTA LAND CRUISER <sup>(1)</sup> | 328,800    |
| 2  | TOYOTA HILUX                       | 125,466    |

|    |                                       |         |
|----|---------------------------------------|---------|
| 3  | NISSAN PATROL                         | 124,809 |
| 4  | MITSUBISHI PAJERO <sup>(2)</sup>      | 96,172  |
| 5  | TOYOTA COROLLA                        | 89,799  |
| 6  | TOYOTA CAMRY                          | 83,290  |
| 7  | NISSAN SUNNY                          | 74,911  |
| 8  | MITSUBISHI LANCER <sup>(3)</sup>      | 67,707  |
| 9  | TOYOTA YARIS                          | 55,065  |
| 10 | TOYOTA HIACE                          | 49,393  |
| 11 | NISSAN ALTIMA                         | 44,800  |
| 12 | NISSAN NAVARA <sup>(4)</sup>          | 41,823  |
| 13 | TOYOTA FORTUNER                       | 41,441  |
| 14 | MITSUBISHI L200                       | 39,460  |
| 15 | LEXUS LX                              | 32,795  |
| 16 | LAND ROVER RANGE ROVER <sup>(5)</sup> | 31,514  |
| 17 | NISSAN TIIDA <sup>(6)</sup>           | 30,390  |
| 18 | HONDA ACCORD                          | 30,016  |
| 19 | BMW X5 <sup>(7)</sup>                 | 29,402  |
| 20 | KIA SPORTAGE                          | 27,040  |
| 21 | HYUNDAI ACCENT                        | 23,185  |
| 22 | TOYOTA RAV4                           | 22,960  |
| 23 | NISSAN URVAN                          | 22,398  |
| 24 | HYUNDAI TUCSON                        | 21,865  |
| 25 | NISSAN SENTRA                         | 21,542  |

**Notes:**

1. Includes Toyota Land Cruiser, Land Cruiser Prado, and Land Cruiser Pickup Models
2. Includes Mitsubishi Pajero and Pajero Sport Models
3. Includes Mitsubishi Lancer and Lancer EX Models
4. Includes Nissan Navara and the Nissan D21/D22 Models
5. Includes Land Rover Range Rover, Range Rover Sport, and Range Rover Evoque Models
6. Data source missing 2017 to 2019 data
7. Data source missing 2018 and 2019 data

**Top SUVs (2019)**

| NO | Model                              | Units Sold (2019) | Units Sold (2018) | diff (%) |
|----|------------------------------------|-------------------|-------------------|----------|
| 1  | TOYOTA LAND CRUISER <sup>(1)</sup> | 23,174            | 23,408            | -1.00%   |
| 2  | MITSUBISHI PAJERO <sup>(2)</sup>   | 15,441            | 15,944            | -3.15%   |
| 3  | NISSAN PATROL                      | 15,333            | 21,508            | -28.71%  |
| 4  | MITSUBISHI MONTERO SPORT           | 4,103             | 1,646             | 149.27%  |
| 5  | TOYOTA FORTUNER                    | 3,440             | 3,663             | -6.09%   |
| 6  | NISSAN KICKS                       | 3,409             | 3,742             | -8.90%   |

|    |                                       |       |       |         |
|----|---------------------------------------|-------|-------|---------|
| 7  | LEXUS LX                              | 2,939 | 2,946 | -0.24%  |
| 8  | NISSAN X-TRAIL                        | 2,484 | 2,417 | 2.77%   |
| 9  | LAND ROVER RANGE ROVER <sup>(3)</sup> | 2,310 | 3,480 | -33.62% |
| 10 | TOYOTA RUSH                           | 2,228 | 1,265 | 76.13%  |
| 11 | KIA SPORTAGE                          | 2,032 | 2,229 | -8.84%  |
| 12 | TOYOTA RAV4                           | 2,001 | 2,826 | -29.19% |
| 13 | JEEP WRANGLER                         | 1,969 | 1,731 | 13.75%  |
| 14 | HYUNDAI TUCSON                        | 1,305 | 762   | 71.26%  |
| 15 | TOYOTA FJ CRUISER                     | 1,295 | 1,338 | -3.21%  |

**Notes:**

1. Includes Toyota Land Cruiser and Land Cruiser Prado Models
2. Includes Mitsubishi Pajero and Pajero Sport Models
3. Includes Land Rover Range Rover, Range Rover Sport, and Range Rover Evoque Models

### **Top SUVs (2010-2019)**

| <b>NO</b> | <b>Model</b>                          | <b>Unit Sold</b> |
|-----------|---------------------------------------|------------------|
| 1         | TOYOTA LAND CRUISER <sup>(1)</sup>    | 279,171          |
| 2         | NISSAN PATROL                         | 124,809          |
| 3         | MITSUBISHI PAJERO <sup>(2)</sup>      | 96,172           |
| 4         | TOYOTA FORTUNER                       | 41,441           |
| 5         | LEXUS LX                              | 32,795           |
| 6         | LAND ROVER RANGE ROVER <sup>(3)</sup> | 31,514           |
| 7         | BMW X5 <sup>(4)</sup>                 | 29,402           |
| 8         | KIA SPORTAGE                          | 27,040           |
| 9         | TOYOTA RAV4                           | 22,960           |
| 10        | HYUNDAI TUCSON                        | 21,865           |
| 11        | FORD EXPLORER                         | 18,874           |
| 12        | TOYOTA FJ CRUISER                     | 17,474           |
| 13        | NISSAN X-TRAIL                        | 15,779           |
| 14        | HYUNDAI SANTA FE <sup>(5)</sup>       | 14,947           |
| 15        | RENAULT DUSTER                        | 13,879           |

**Notes:**

1. Includes Toyota Land Cruiser and Land Cruiser Prado Models
2. Includes Mitsubishi Pajero and Pajero Sport Models
3. Includes Land Rover Range Rover, Range Rover Sport, and Range Rover Evoque Models
4. Data source missing 2017 data
5. Data source missing 2017 to 2019 data

### **Top Pickups (2019)**



| NO | Model                   | Units Sold (2019) | Units Sold (2018) | diff (%) |
|----|-------------------------|-------------------|-------------------|----------|
| 1  | TOYOTA HILUX            | 10,653            | 9,266             | 14.97%   |
| 2  | TOYOTA LAND CRUISER P/U | 4,405             | 4,096             | 7.54%    |
| 3  | MITSUBISHI L200         | 3,400             | 2,613             | 30.12%   |
| 4  | FORD F-SERIES           | 1,481             | 1,049             | 41.18%   |
| 5  | GMC SIERRA              | 1,191             | 980               | 21.53%   |
| 6  | NISSAN NAVARA           | 1,163             | 1,640             | -29.09%  |
| 7  | RAM 1200/1500           | 1,145             | 445               | 157.30%  |
| 8  | NISSAN PATROL P/UP      | 889               | 639               | 39.12%   |
| 9  | CHEVROLET SILVERADO     | 748               | 466               | 60.52%   |

### Top Pickups (2010-2019)

| NO | Model                              | Unit Sold |
|----|------------------------------------|-----------|
| 1  | TOYOTA HILUX                       | 125,466   |
| 2  | TOYOTA LAND CRUISER P/U            | 49,629    |
| 3  | NISSAN NAVARA <sup>(1)</sup>       | 41,823    |
| 4  | MITSUBISHI L200                    | 39,460    |
| 5  | GMC SIERRA                         | 11,677    |
| 6  | FORD F-SERIES                      | 8,756     |
| 7  | CHEVROLET SILVERADO <sup>(2)</sup> | 6,108     |
| 8  | NISSAN PATROL P/UP <sup>(2)</sup>  | 5,799     |
| 9  | FORD RANGER <sup>(3)</sup>         | 2,836     |

Notes:

1. Includes Nissan Navara and the Nissan D21/D22 Models
2. Data source missing 2017 data
3. Data source missing 2017 to 2019 data

### Sales of Grand Cherokee (2019; 2010-2019)

| Date      | Sales (Unit) |
|-----------|--------------|
| 2019      | 1,095        |
| 2010-2019 | 11,748       |

### Sales of Jeep Wrangler (2019; 2010-2019)

| Date | Sales (Unit) |
|------|--------------|
|------|--------------|

|           |        |
|-----------|--------|
| 2019      | 1,969  |
| 2010-2019 | 12,261 |

Note: Includes Jeep Wrangler. No sales of Jeep Wrangler LCV were reported.

### **Sales of Hilux (2019; 2010-2019)**

| Date      | Sales (Unit) |
|-----------|--------------|
| 2019      | 10,653       |
| 2010-2019 | 125,466      |

*Note: Toyota Hilux (PUP) sales only. Sales of Toyota Hilux SW4 (SUV) were not included.*

Data: SEMA calculations from bestsellingcarsblog.com, vehicle manufacturers and IHS data

This data report is made possible by a partnership between SEMA and the US Department of Commerce. For more information on other SEMA international projects designed to grow your business (including trips to promising overseas markets and access to hard-to-obtain vehicles popular outside the US but not sold in this country) contact SEMA's Senior Director, International and Government Affairs, Linda Spencer at [lindas@sema.org](mailto:lindas@sema.org).