business
for sale



BUSINESS REPORT

Date: **19th November 2026**
Business Reference:**BFS00496**

About the Business:

BOUTIQUE CAR DEALERSHIP – TURNKEY OPPORTUNITY IN CBD

An exceptional opportunity to acquire a premium boutique automotive dealership situated in the heart of Cape Town's CBD, operating from an approximately 850 m² extensively upgraded showroom with capacity for around 35 luxury and prestige vehicles.

The dealership offers a sophisticated retail environment, supported by established dealership infrastructure.

Additional benefits include an established commercial lease with approximately three years remaining and a pre-negotiated five-year extension option, together with complete flexibility regarding branding and staffing.

Ideally suited to an established dealership group or automotive entrepreneur seeking a premium location without the time and expense of developing a showroom from scratch.

The selling price is R15 million, excluding VAT and Vehicle Stock, which is available by separate negotiation.

BOUTIQUE CAR DEALERSHIP – TURNKEY OPPORTUNITY IN CBD



Sector: **Retail**

Asking Price:

R 15,000,000

Monthly Profit:

R 0

Asset Value:
R 0

Stock Value:
R 0

Yearly Net Profit :
R 0

Business Report

BUSINESS OVERVIEW

R15,000,000 Excluding VAT and Vehicle Stock

An exceptional opportunity to acquire one of Cape Town's most impressive boutique automotive dealership environments.

Situated in the heart of Cape Town's CBD, this premium dealership occupies approximately 850 m² of retail space, with capacity to showcase approximately 35 luxury and prestige vehicles.

The premises underwent an extensive architectural and interior revamp approximately two years ago, with an estimated R15 million-plus invested in capital infrastructure, fittings and improvements. The result is a sophisticated, contemporary showroom featuring bespoke vehicle display environments, premium finishes, high-end lounges, signature LED lighting and an exceptional retail presentation.

This is far more than simply acquiring a showroom. The opportunity includes an established dealership infrastructure, existing dealer stocking codes, an established FSCA and NCR compliance framework, integrated IT and CRM systems, live reporting capabilities, documented operational workflows and pre-installed EV charging infrastructure. All applicable registrations, approvals and change-of-control requirements will need to be verified.

A particularly attractive feature is the existing commercial lease:

- Approximately three years remaining.
- Pre-negotiated five-year extension option.
- Current rental of approximately R85,000 per month.
- A substantial retail footprint in a location where suitable dealership properties are extremely limited.

The incoming owner has complete brand flexibility, with the option to retain the existing dealership identity or introduce their own brand. There is also flexibility to retain existing staff or introduce a new team. Selected vehicle stock is available through separate negotiation.

This opportunity is ideally suited to an established dealership group looking to expand into Cape Town, an existing motor dealer wanting to relocate to a premium retail environment, or an automotive entrepreneur seeking to establish a dealership without the considerable time, expense and complexity of a ground-up development.

The owner is selling to focus on other business interests, creating an opportunity for a new operator to take advantage of this exceptional offering.

Built for scale, not setup.

Secure a premium CBD location, step into an extensively fitted dealership environment and focus on what matters most: bringing in your stock and growing your business.

Opportunities of this nature are exceptionally rare in Cape Town.

LOCATION & PREMISES

Strategically situated in Cape Town's CBD, the dealership operates from 850 m² of dedicated dealership premises in a prime central location.

The premises offer excellent accessibility, strong commercial exposure and convenient access to a diverse urban customer base, making it well suited to a premium automotive retail operation.

TRADING HOURS

Mon - Fri : 09:00 - 17:00

Sat : 09:00 - 12:00

OPPORTUNITY & IDEAL BUYER

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REASON FOR SELLING

The owner is selling to focus on other business interests, creating an opportunity for a new operator to take advantage of this exceptional offering.