Motus – South African trademarks

Updated 8 November 2026

Motus is a JSE-listed South African automotive group. It imports, distributes, sells, rents and services vehicles and supplies aftermarket parts.

How Motus has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#83
largest trademark owner in South Africa (of 121,626)

685
trademarks filed

31
different logos published since 2020

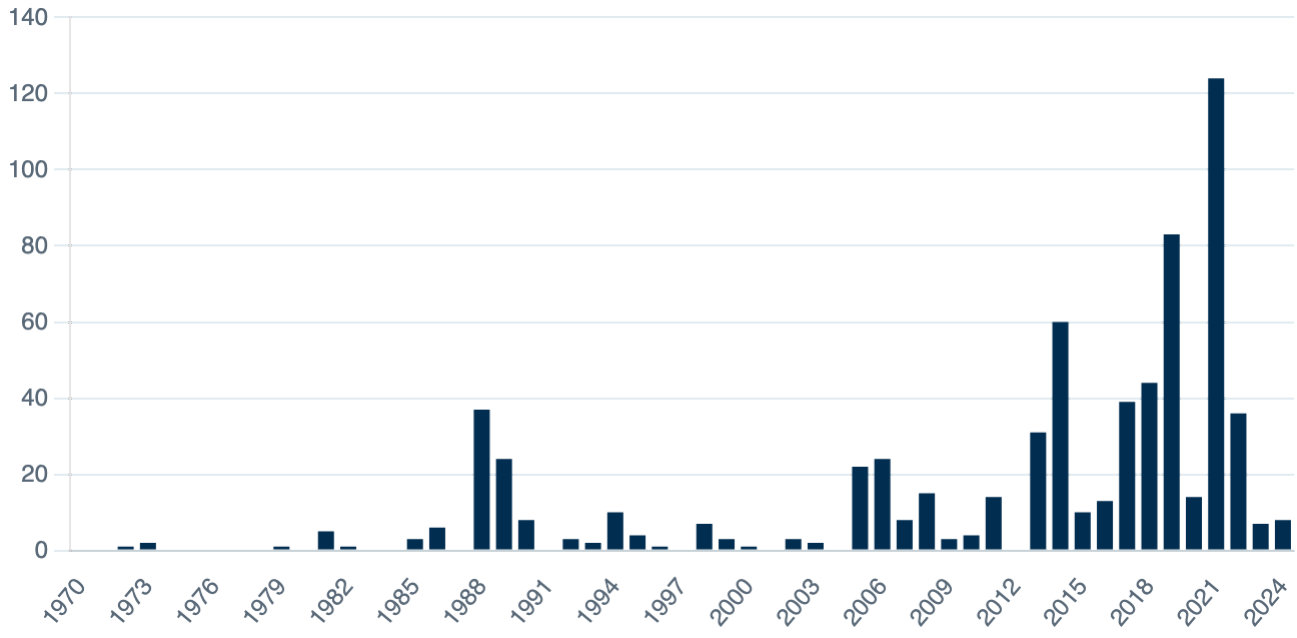
28
of 45 classes used

1960
first trademark filed

368
filed in the last 10 years

A portfolio built over time

Motus filed its first South African trademark in 1960 and has filed 685 since; its busiest year was 2021, with 124 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

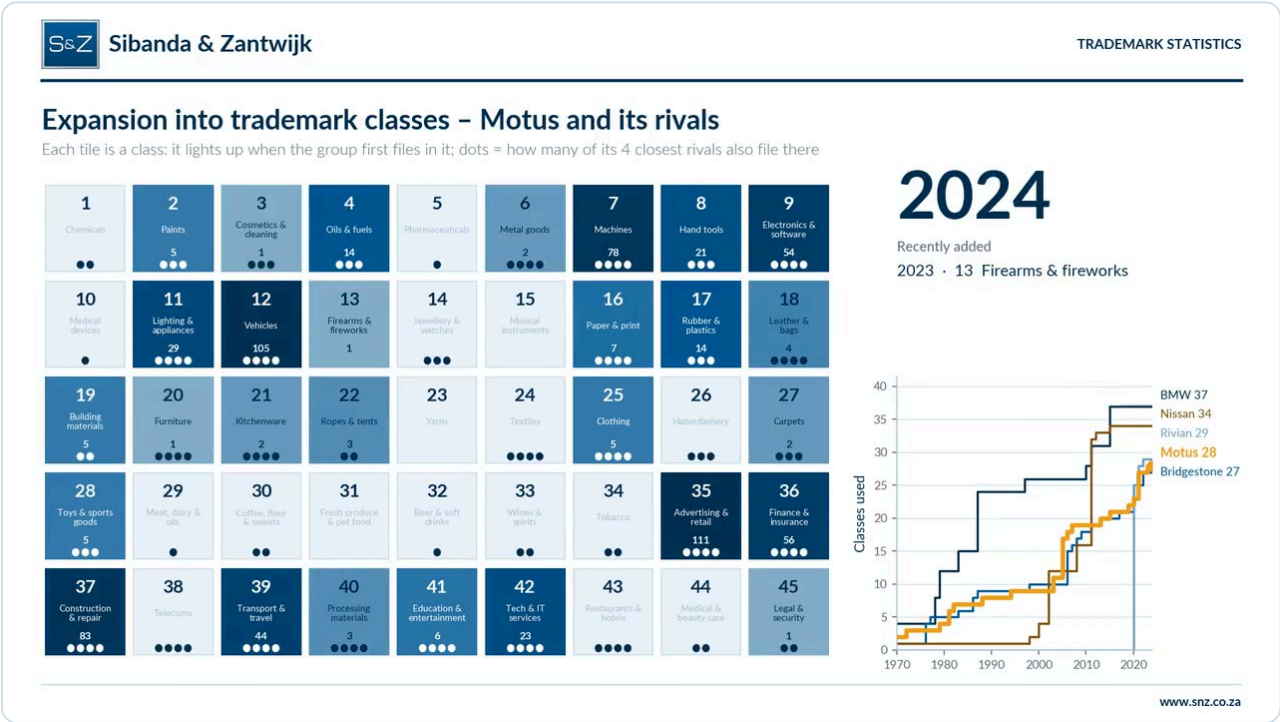
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Motus	766	1960–2024
Midas Group	155	1985–2015
Alert Engine Parts	32	1999–2011
Chestnut Hill Investments 354	6	2007–2007
Midas	4	1990–1990
Midas International	4	1994–1994
Albert Engine Parts	3	2008–2008

Where Motus expanded its business

Trademark classes show what a business sells. Motus' portfolio is concentrated in advertising & retail (class 35), vehicles (class 12), construction & repair (class 37). Its most recent moves were into firearms & fireworks (2023), paints (2021), metal goods (2021).

Motus trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/motus-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video

runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
35 Advertising & retail	111	16.2%	1994
12 Vehicles	105	15.3%	1960
37 Construction & repair	83	12.1%	1982
7 Machines	78	11.4%	1960
36 Finance & insurance	56	8.2%	2007
9 Electronics & software	54	7.9%	1981
39 Transport & travel	44	6.4%	2013
11 Lighting & appliances	29	4.2%	1981

The brands Motus protects most

The word marks and logo names Motus has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	ELECTROPART	15	4	1988–2022
2	ADCO	14	6	1960–1988
3	CARGO MOTORS	14	2	2021–2021
4	LIQUID CAPITAL	12	5	2018–2019
5	MOTUS	12	4	2018–2021
6	MOTORHAPPY	9	5	2014–2019
7	CBS	9	4	1973–2022
8	MIDAS	8	7	1986–2002
9	MOTOLEK	8	6	1989–1989
10	DP DIESEL PARTS & EQUIPMENT	8	4	2021–2021
11	MOTUS.CARS	8	4	2019–2022
12	POWER TORQUE	8	4	1999–2006
13	MERCURIUS MOTORS	8	2	2021–2021
14	AUTO GEAR	7	7	2021–2021
15	AUTO GEAR X	7	7	2021–2021

Logos filed most often (since 2020)



38 filings · 4 classes



21 filings · 9 classes



16 filings · 2 classes



12 filings · 4 classes



8 filings · 4 classes



7 filings · 7 classes



7 filings · 7 classes



7 filings · 7 classes



7 filings · 7 classes

6 filings · 2 classes

Motus' logos

The 31 different logos Motus has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

AUTO GEAR 9 classes	 7 classes	MSS MOTOR SPARES STOP 7 classes	 7 classes	RiteWay DISTRIBUTORS 7 classes
#motus.cars 4 classes	MotorHappy DRIVE 4 classes	DP DIESEL PARTS & EQUIPMENT 4 classes	oto 4 classes	INTEGRATEDDIESEL 4 classes
 4 classes	ELECTRO PART 4 classes	MYGARAGE 4 classes	bumpa 3 classes	M·SURE 3 classes
Lindsay Saker 3 classes	MAKHAYA 3 classes	Cargo Motors 2 classes	Mercurius Motors 2 classes	Ready2GO 2 classes
MIDAS FORMULA+ 2 classes	DYNAMIC FILTERS 2 classes	SAUBER FILTERS 2 classes	AC 2 classes	COVATA 2 classes

2 classes

2 classes

2 classes

1 class

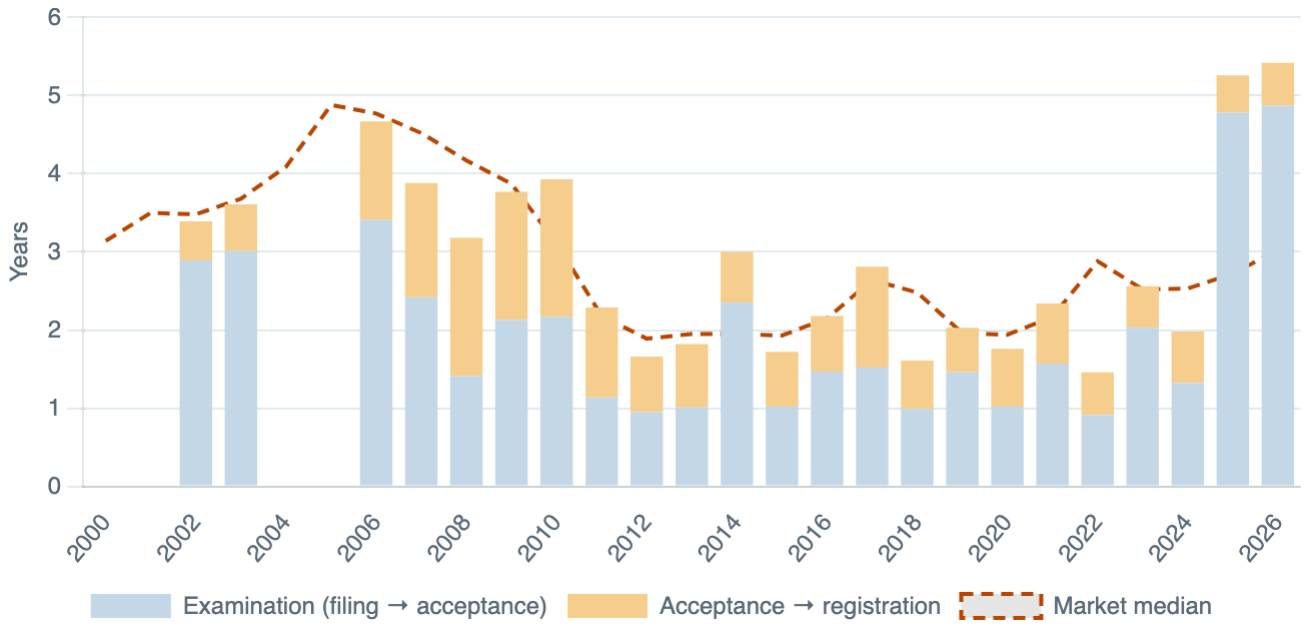
1 class

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Motus' marks took a median of **2.8 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 2.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance. In 2026 the median jumped to 5.4 years: older applications – many filed years earlier – were finally accepted and registered, as the registry worked through its examination backlog.

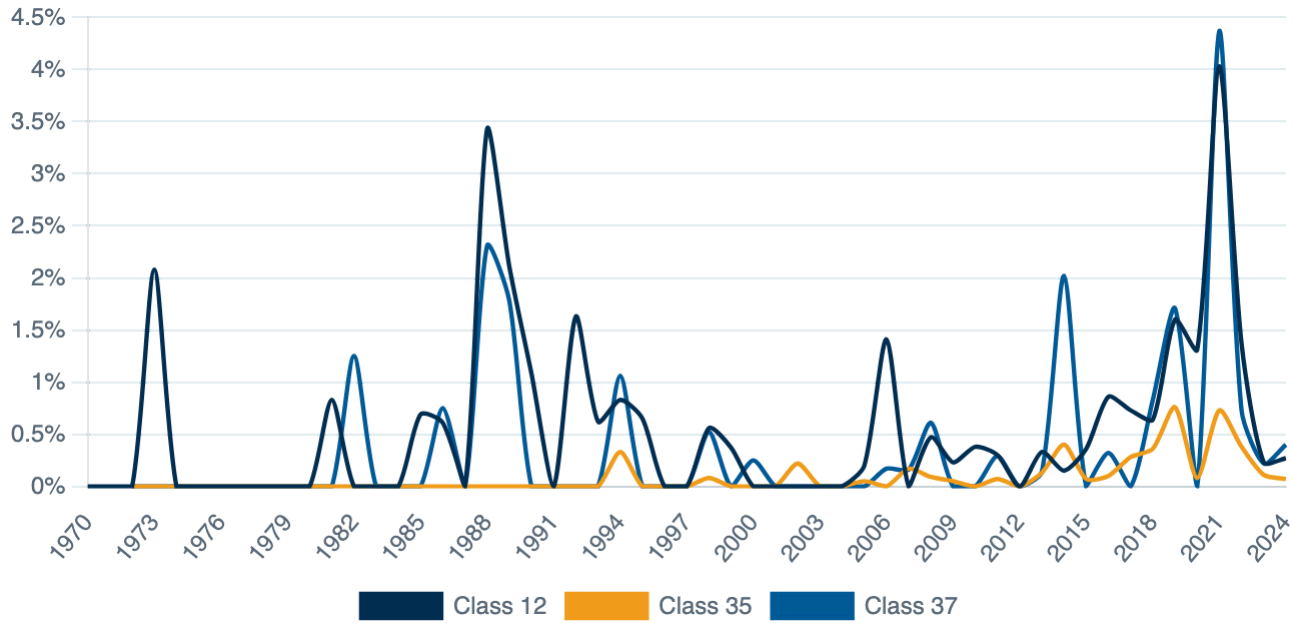


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Motus' classes

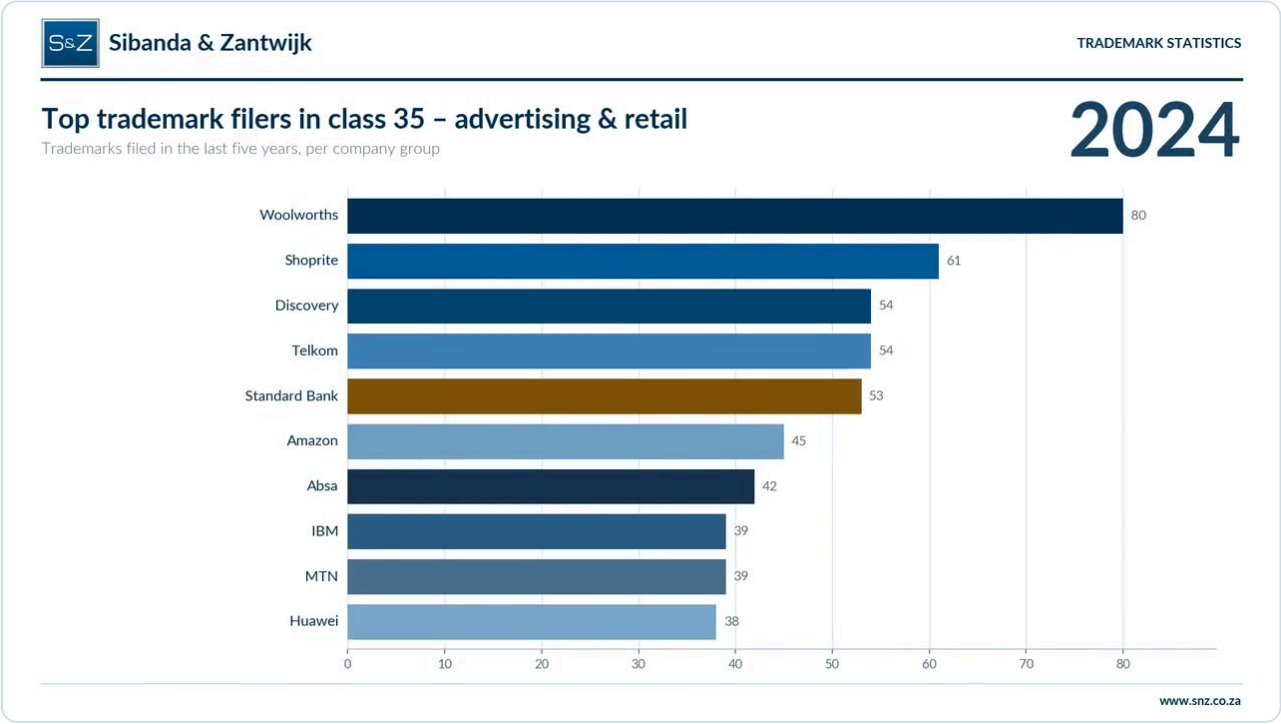
> Ranked by **number of trademarks filed in Motus' main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Motus' market position, not who is most like it.

In the last five years, Motus was #11 of 5,866 filers in class 35 (advertising & retail), with 36 of 11,124 trademarks; #6 of 891 filers in class 12 (vehicles), with 32 of 2,078 trademarks; #1 of 1,255 filers in class 37 (construction & repair), with 29 of 2,181 trademarks.



Motus' share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 35 (advertising & retail), South Africa 1975–2024: Motus



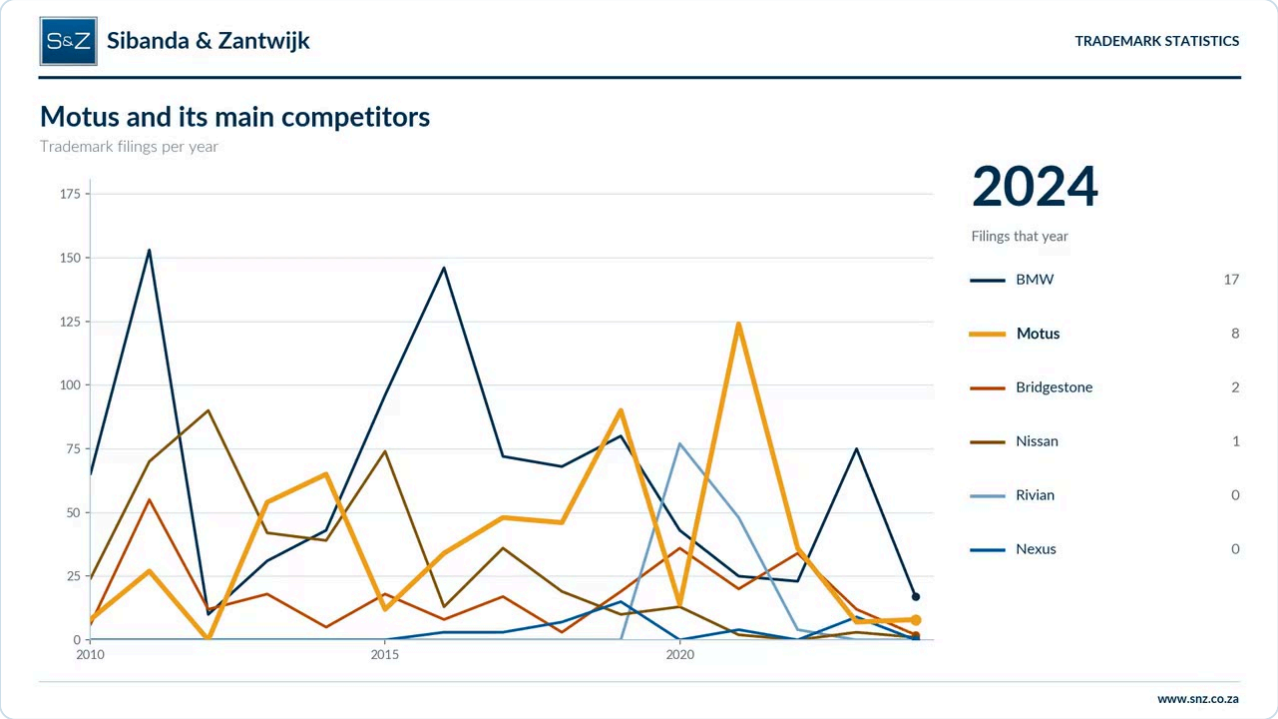
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/motus-south-african-trademarks/class-35-race-video.html

Main competitors – the companies most like Motus

> Ranked by **how similar their whole trademark portfolio is to Motus'** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Motus' closest competitors in South Africa are BMW, Bridgestone, Rivian and Nissan.

Motus trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/motus-south-african-trademarks/competitors-video.html

Trademark filings per year: Motus (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	76%
2	Bridgestone	Direct competitor	72%
3	Rivian	Direct competitor	67%
4	Nissan	Direct competitor	66%
5	Volvo	Direct competitor	65%
6	Nexus	Related field	67%
7	Bidvest	Supplier / brand owner	75%
8	Tracker Connect	Supplier / brand owner	72%
9	Alstom	Supplier / brand owner	67%
10	Dube Tradeport	Supplier / brand owner	67%

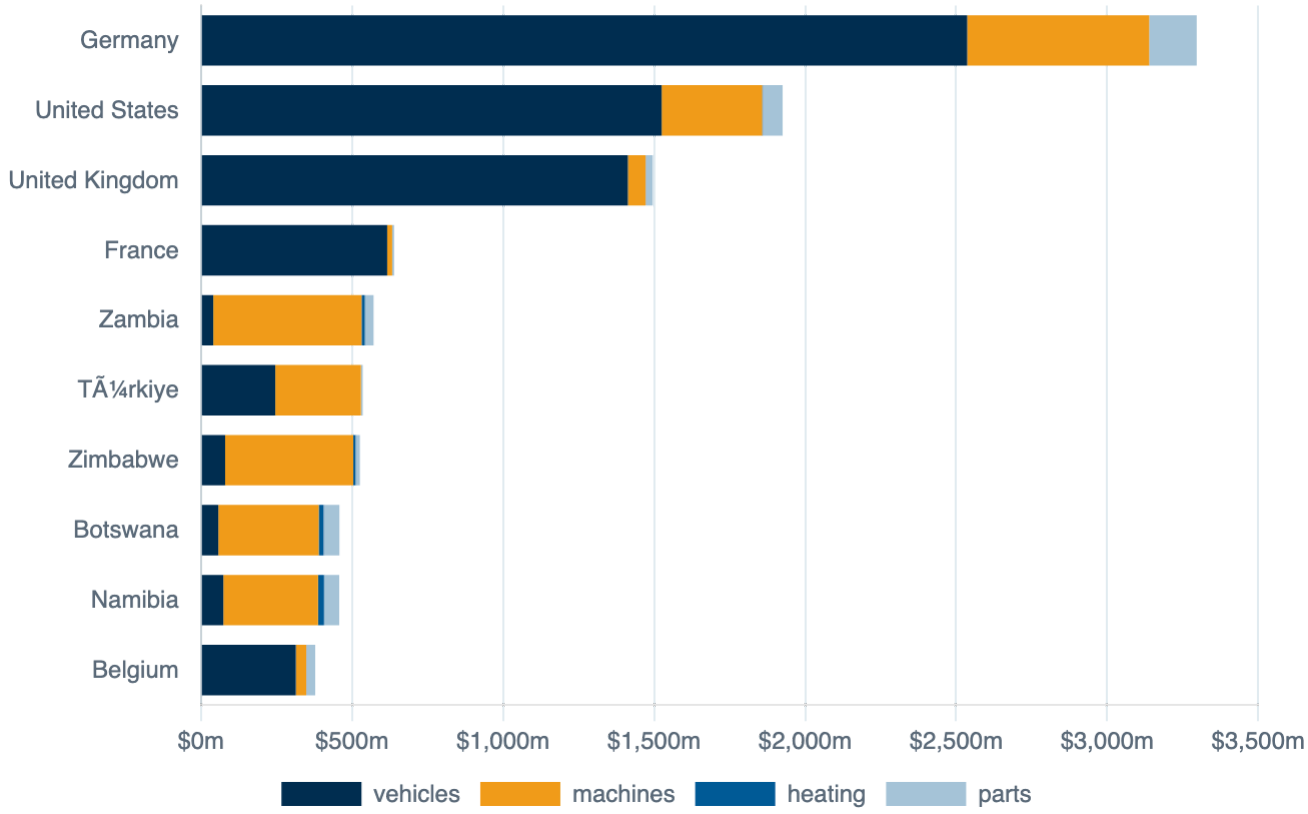
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Motus – relevant export countries

South Africa exported **US$22.4 billion** of the goods Motus' main classes cover in the last year – vehicles; parts; air or water; accessories (class 12); machines; machine tools; motors; parts (class 7); computer software; computers; downloadable; computer programs (class 9); heating; lighting; steam generating; installations (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Motus' trademarks matter most.

Where South Africa exports Motus' top goods

Motus' trademarks most often cover vehicles, machines, heating and parts. South Africa's ten largest export markets for these goods took **68%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones Motus' specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	80	US$8.9 billion	+3%	National	US$2,123
2	United States of America	71	US$2.0 billion	+5%	National	US$2,750
3	United Kingdom	65	US$1.8 billion	+4%	National	US$1,192
4	Canada	58	US$129 m	+2%	National	US$1,907
5	Türkiye	57	US$610 m	+15%	National	US$1,119
6	Australia	56	US$607 m	+2%	National	US$2,020
7	India	55	US$31 m	+4%	National	US$1,051
8	Russian Federation	55	US$19 m	+16%	National	US$1,703
9	Switzerland	53	US$203 m	+3%	National	US$1,390
10	China	53	US$59 m	-2%	National	US$984

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Morocco	48	US$29 m	+25%	National	US$1,224
2	OAPI (17 states)	47	US$302 m	+10%	National	US$1,378 S&Z
3	Nigeria	47	US$83 m	-5%	National	US$812 S&Z
4	Egypt	47	US$101 m	+1%	National	US$1,835
5	Algeria	45	US$9.4 m	+38%	National	US$1,302
6	Tanzania	44	US$180 m	+7%	ARIPO	US$397 S&Z
7	Namibia	43	US$836 m	+18%	ARIPO	US$397 S&Z
8	Zimbabwe	43	US$776 m	+11%	ARIPO	US$397 S&Z
9	Malawi	42	US$134 m	+39%	ARIPO	US$397 S&Z
10	Uganda	42	US$25 m	+16%	ARIPO	US$397 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 4 classes; ARIPO costs are per country, plus US$290 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
ELECTROPART	4	US$812	US$1,378
ADCO	6	US$1,218	US$1,748
CARGO MOTORS	2	US$406	US$1,009
LIQUID CAPITAL	5	US$1,015	US$1,563
MOTUS	4	US$812	US$1,378

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Motus' five most-filed brands: word marks of **other companies** (not Motus' own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to ELECTROPART (classes 7, 9, 12, 16; searched 2018-05-30 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to ADCO (classes 7, 9, 12, 16, 37, 42; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to CARGO MOTORS (classes 35, 37; searched 2018-01-31 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to LIQUID CAPITAL (classes 35, 36, 37, 39, 41; searched 2018-02-28 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similar to MOTUS (classes 12, 35, 36, 39; searched 2021-05-26 to 2026-11-07)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

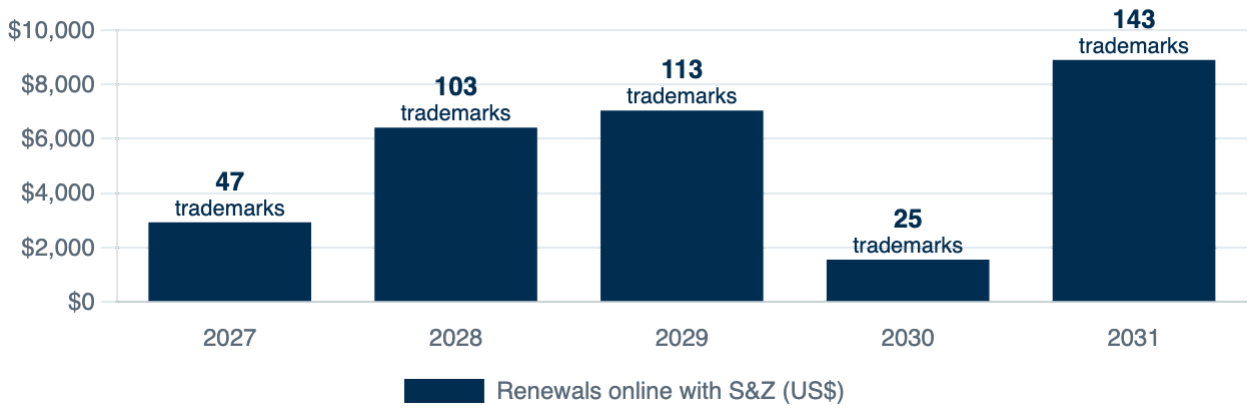
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Motus' next five years of renewals

431 of Motus' registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$26,847** over the five years.



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