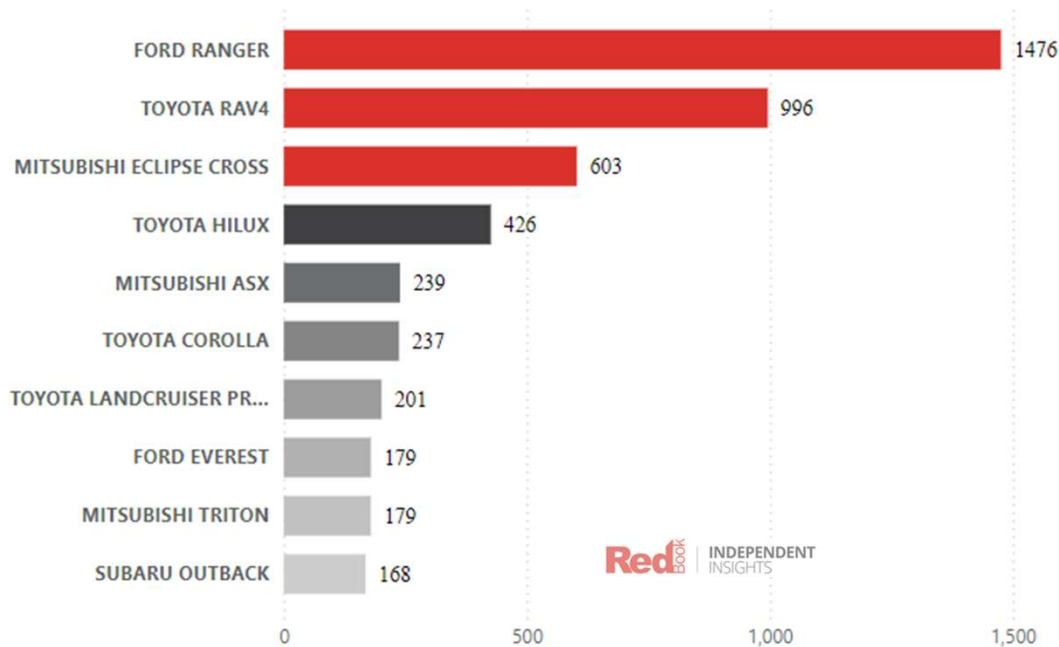


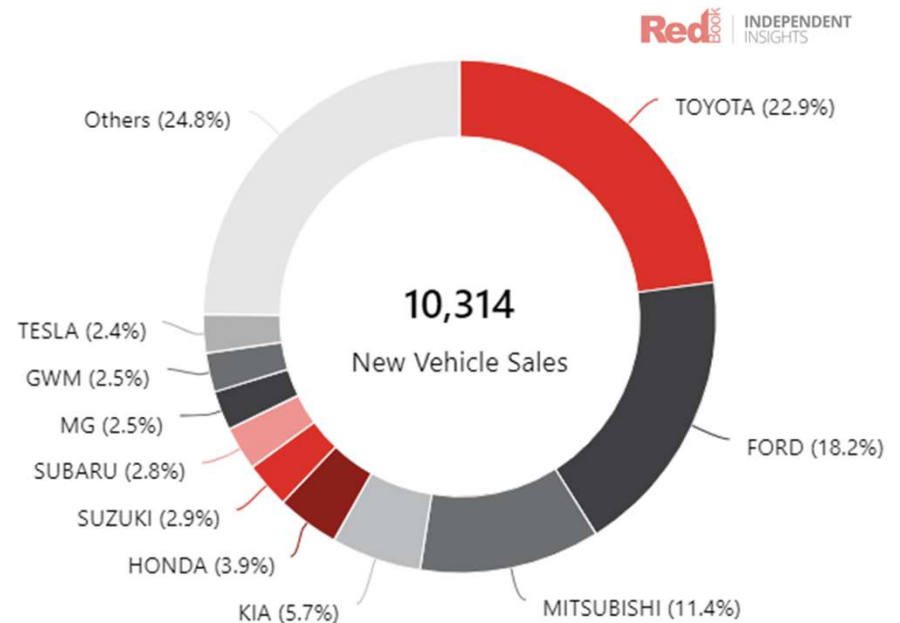
Dec 24

## Top Sellers & Market Share

Top 10 Sellers - Dec 2024



Market Share by Brand (Top 10) - Dec 2024



### Top Sellers

- 1.Ford Ranger Leads:** The Ford Ranger tops the chart with 1,476 units sold, leading the market.
- 2.Toyota RAV4 and Mitsubishi Eclipse Cross Follow:** Mitsubishi Eclipse Cross (603 units) ranks No. 3 for the first time, overtaking Toyota Hilux.

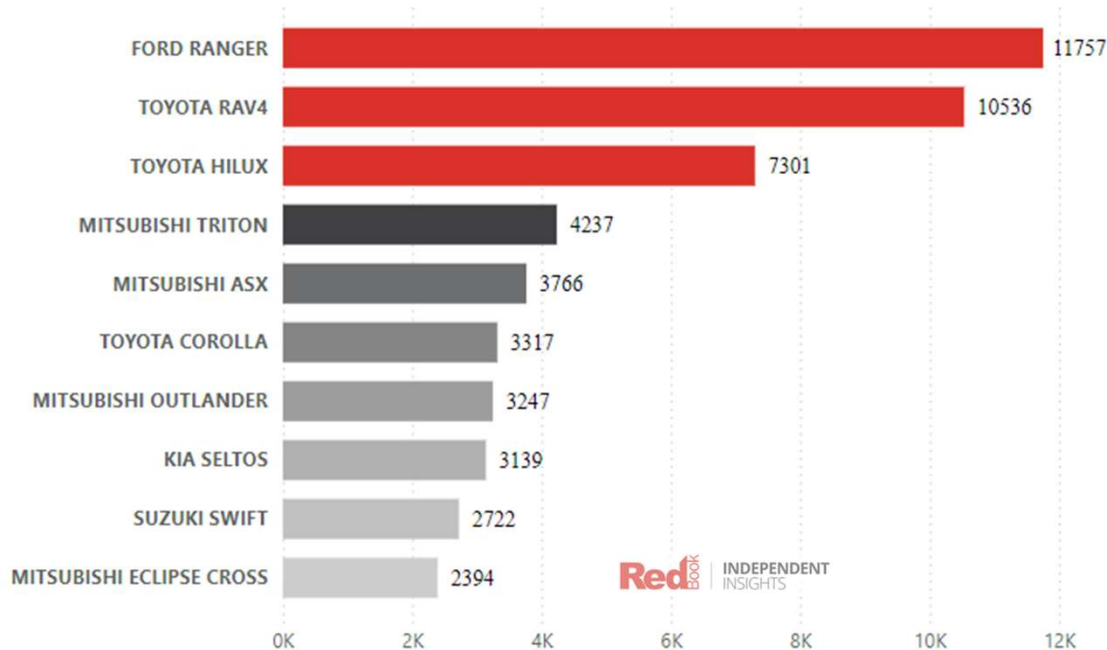
### Market Share

- 1.Toyota Dominates:** Toyota continues to hold the largest market share at 22.9%, despite a significant drop from 33.7% in November.
- 2.Ford and Mitsubishi Compete:** Ford holds No.2 position with 18.2%, Mitsubishi follows with 11.4%.

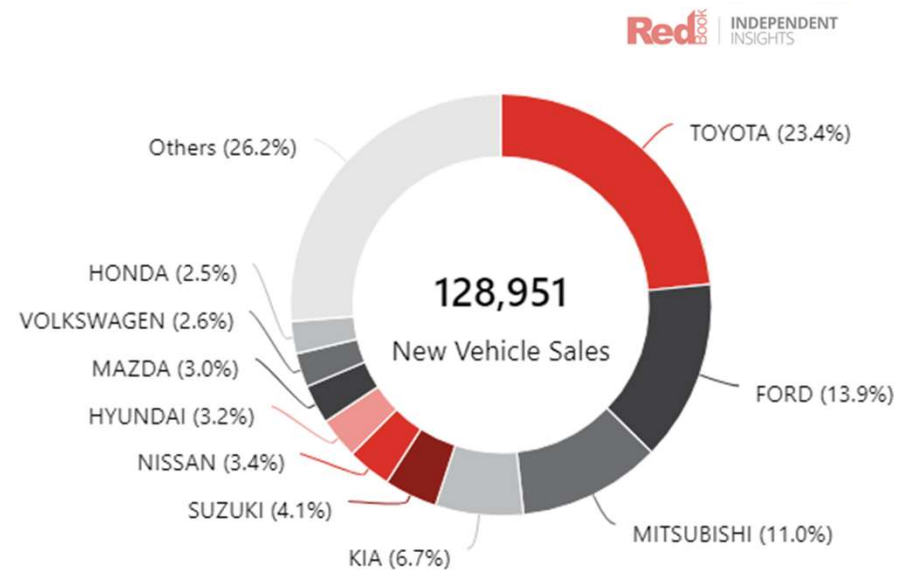
Dec 24

## Top Sellers & Market Share

Top 10 Sellers - YTD 2024



Market Share by Brand (Top 10) - YTD 2024



### Top Sellers

**1.Utes Continue to dominate:** Since removal of Clean Car Discounts (CCD) ute registrations have returned to pre-CCD levels.

**2.Toyota RAV4 holds strong:** The Toyota RAV4 ranks No.2, showing strong performance, but supported with 34% of these going as rentals.

### Market Share

**1.Toyota Dominates YTD:** Toyota holds the largest market share at 23.4%, showing its continued dominance in the market.

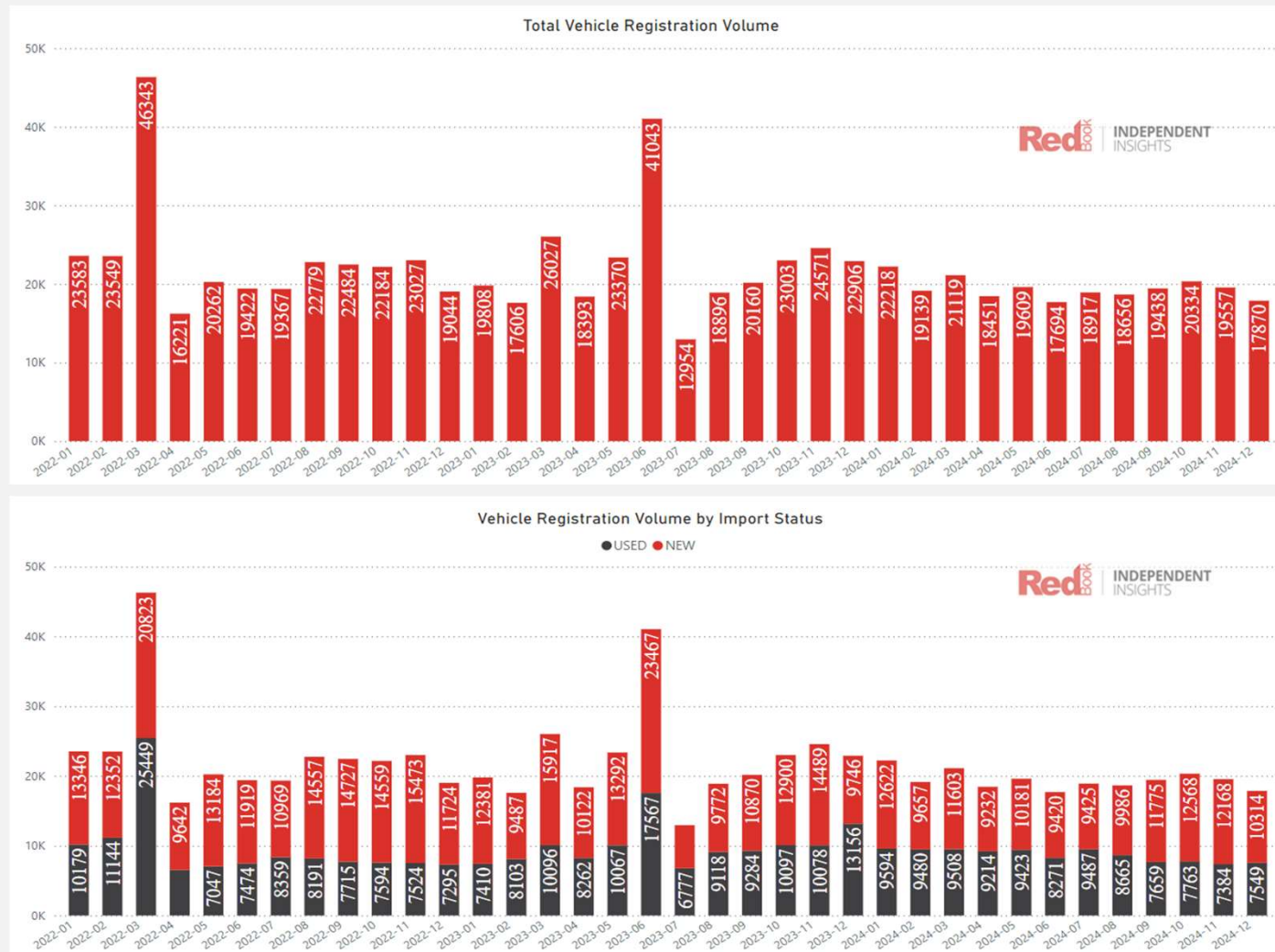
**2.Ford and Mitsubishi Compete:** Ford has a 13.9% market share, while Mitsubishi holds 11.0%, both remaining strong competitors in the market.

Dec 24

## NZ New Car Sales Trend

### Market Trend

- 1. Big drop – Overall registrations dropped by 9%, with new registrations declining by 15% and used registrations increasing by 2% compared to November 24.**
- 2. YTD New registrations significantly down, 13% on 2023 – With a slight increase of 6% in December compared to the same month last year.**
- 3. YTD Used registrations down by 13% on 2023 – There was a significant drop in December (-43%) compared to last year.**

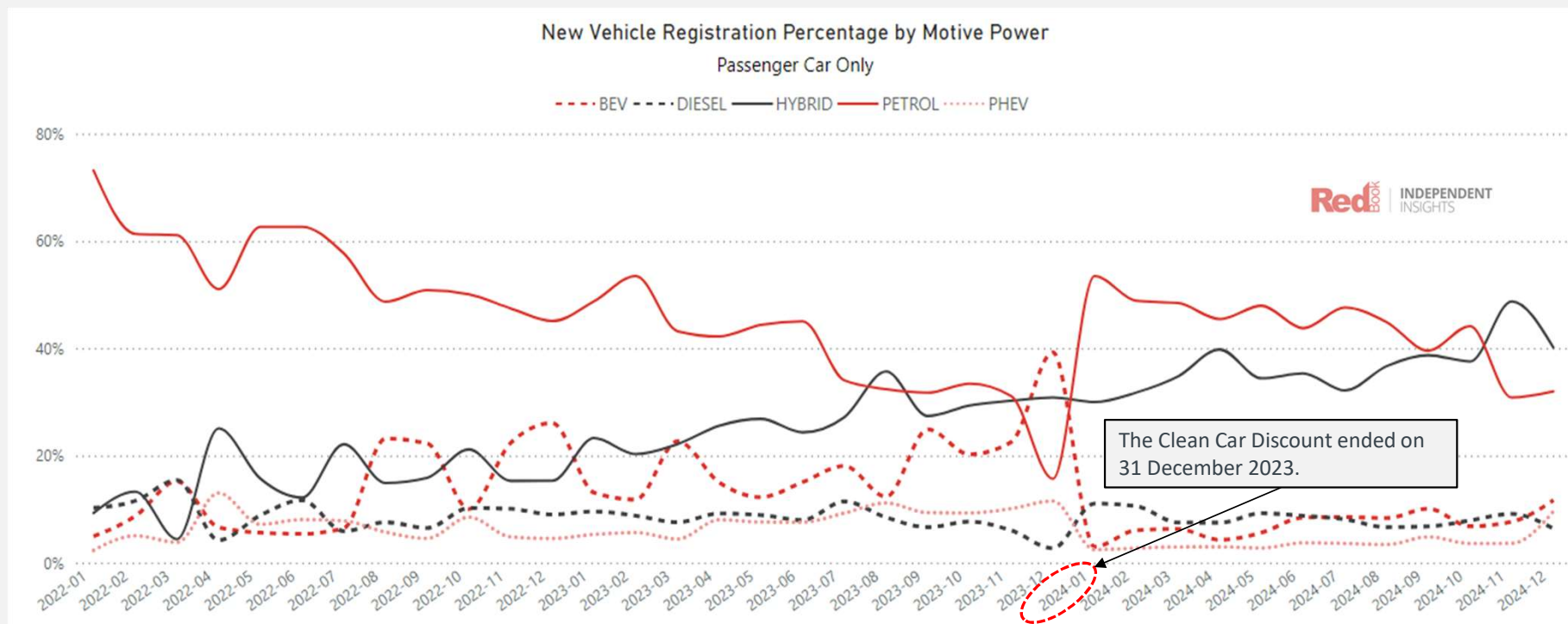


Dec 24

## New Car Sales Trend by Motive Power

RedBook

INDEPENDENT  
INSIGHTS



### Insights

**1. Hybrid decreases, while petrol maintains:** In December, hybrid registrations decreased significantly, while petrol registrations remained at similar levels compared to the previous month.

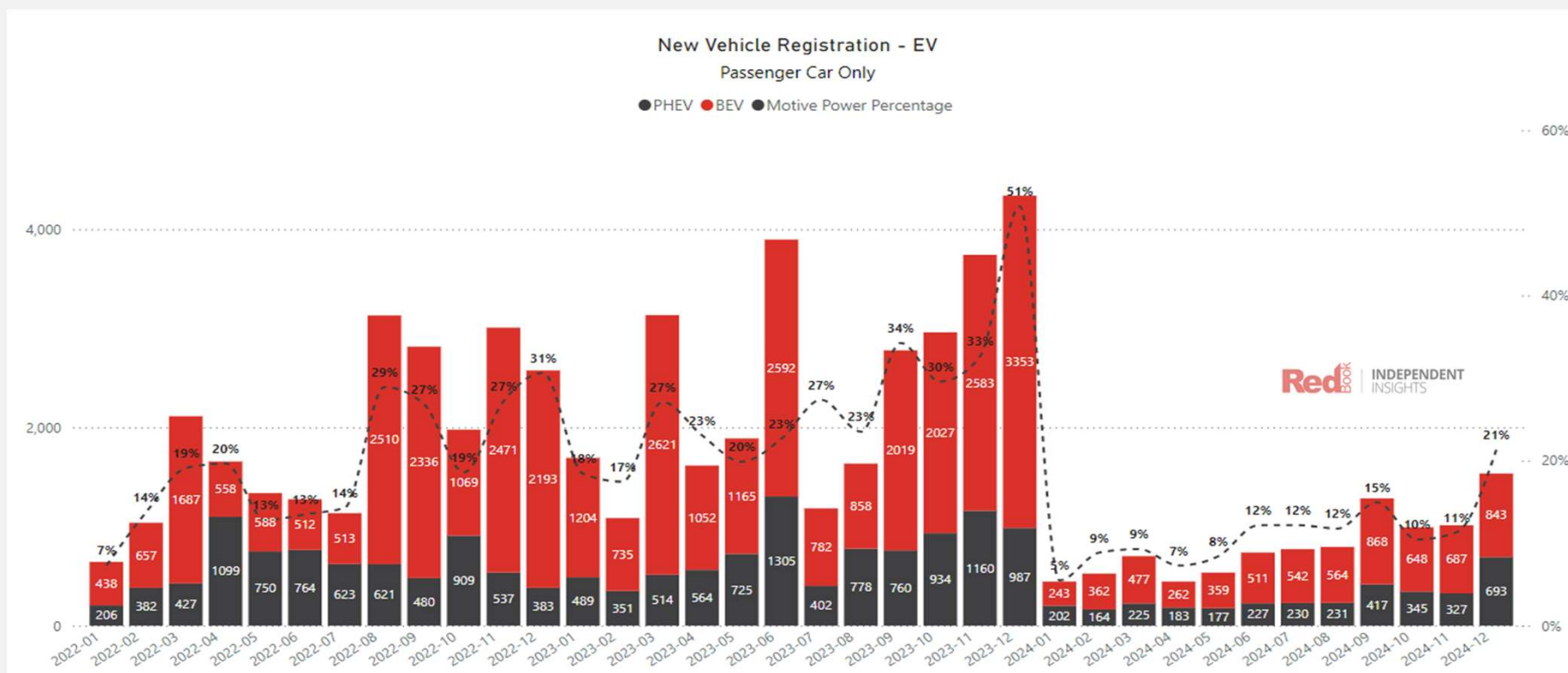
**2. EV sees steady increases:** Both BEV and PHEV registrations increased compared to November, showing a steady uptrend as they recover from the huge drop due to the termination of the CCD at the end of December 2023.

Dec 24

## EV New Car Sales Percentage

RedBook

INDEPENDENT  
INSIGHTS



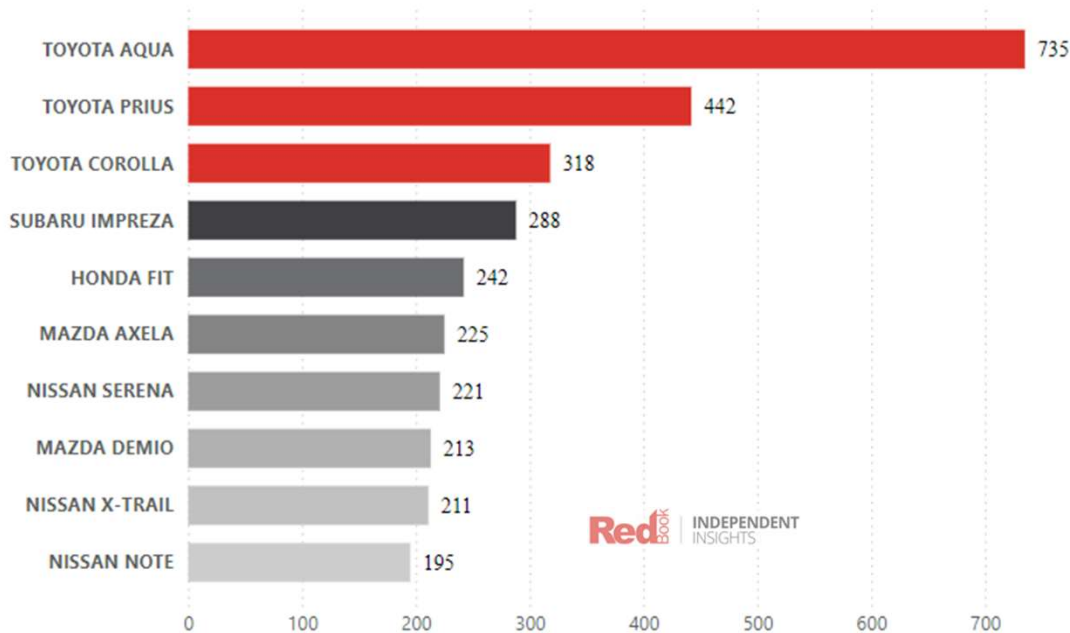
### Insights

**1. EV's fight back continues :** The market share of BEVs and PHEVs has increased to 21%. The top-selling models in December include the Tesla Model Y and Model 3, BMW iX series, Kia EV9 and EV6, Volkswagen ID.5 and ID.4, BYD Atto 3 and Dolphin.

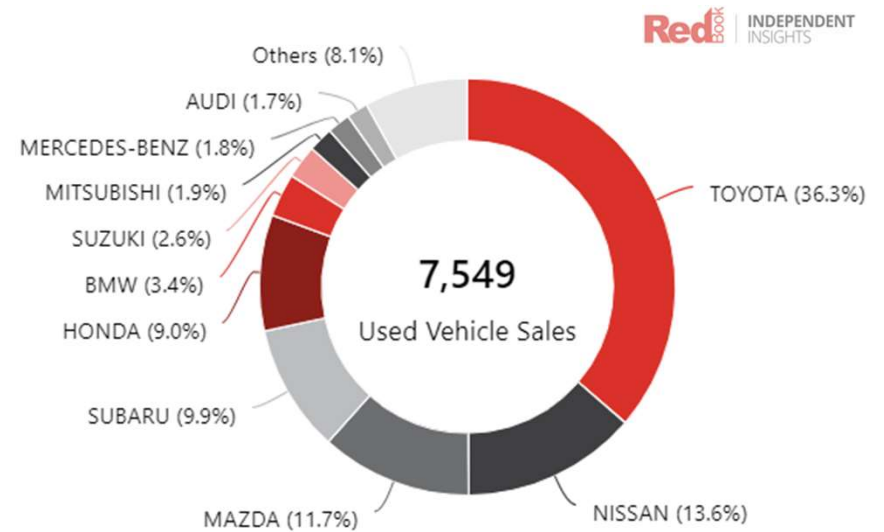
Dec 24

## Used Car Top Sellers & Market Share

Top 10 Sellers - Dec 2024



Market Share by Brand (Top 10) - Dec 2024



### Top Sellers

- 1. Toyota's Prominence:** Toyota models, including the Aqua, Prius and Corolla, are among the most registered.
- 2. Hybrids Dominance:** Nearly half of the list above is made up of hybrids or low petrol usage vehicles.

### Market Share

- 1. Hybrids Keep Ahead:** Toyota has a commanding lead over used car registrations due to their hybrid range of vehicles.
- 2. Leaders Remain:** Not a lot of change in the mix of cars coming in, just less of them.

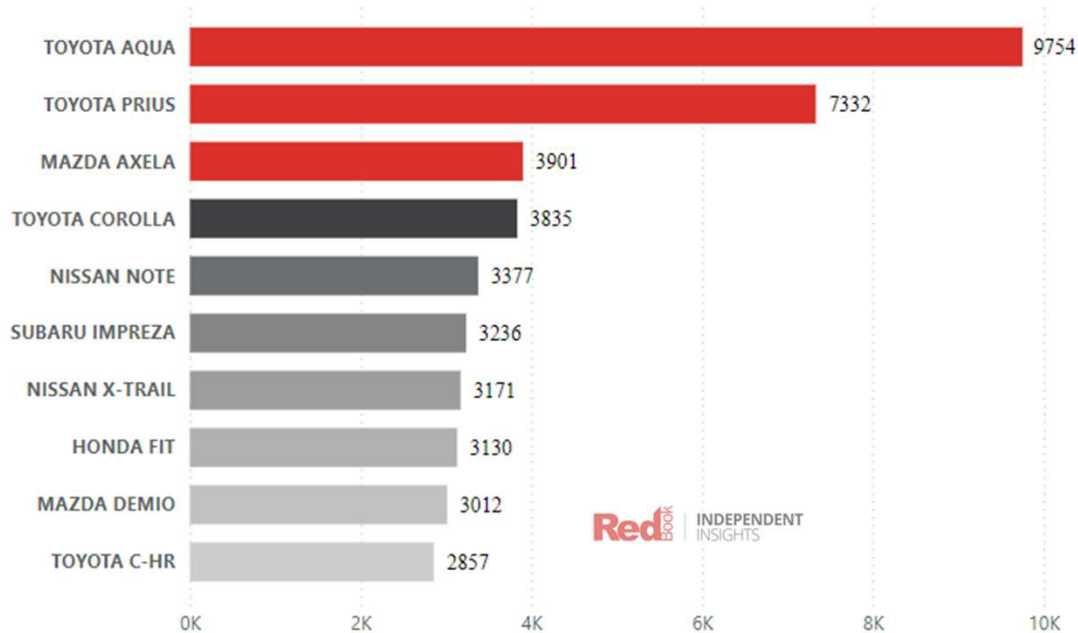
Dec 24

## Used Car Top Sellers & Market Share

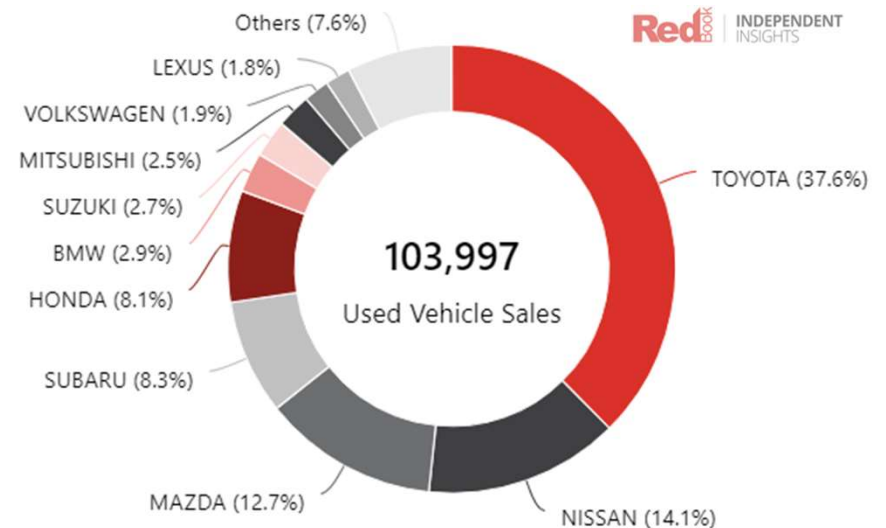
RedBook

INDEPENDENT  
INSIGHTS

Top 10 Sellers - YTD 2024



Market Share by Brand (Top 10) - YTD 2024



### Top Sellers

- 1. Toyota's Prominence:** Toyota models, including the Aqua, Prius and Corolla, are among the most registered.
- 2. Hybrids Dominance:** Nearly half of the list above is made up of hybrids or low petrol usage vehicles.

### Market Share

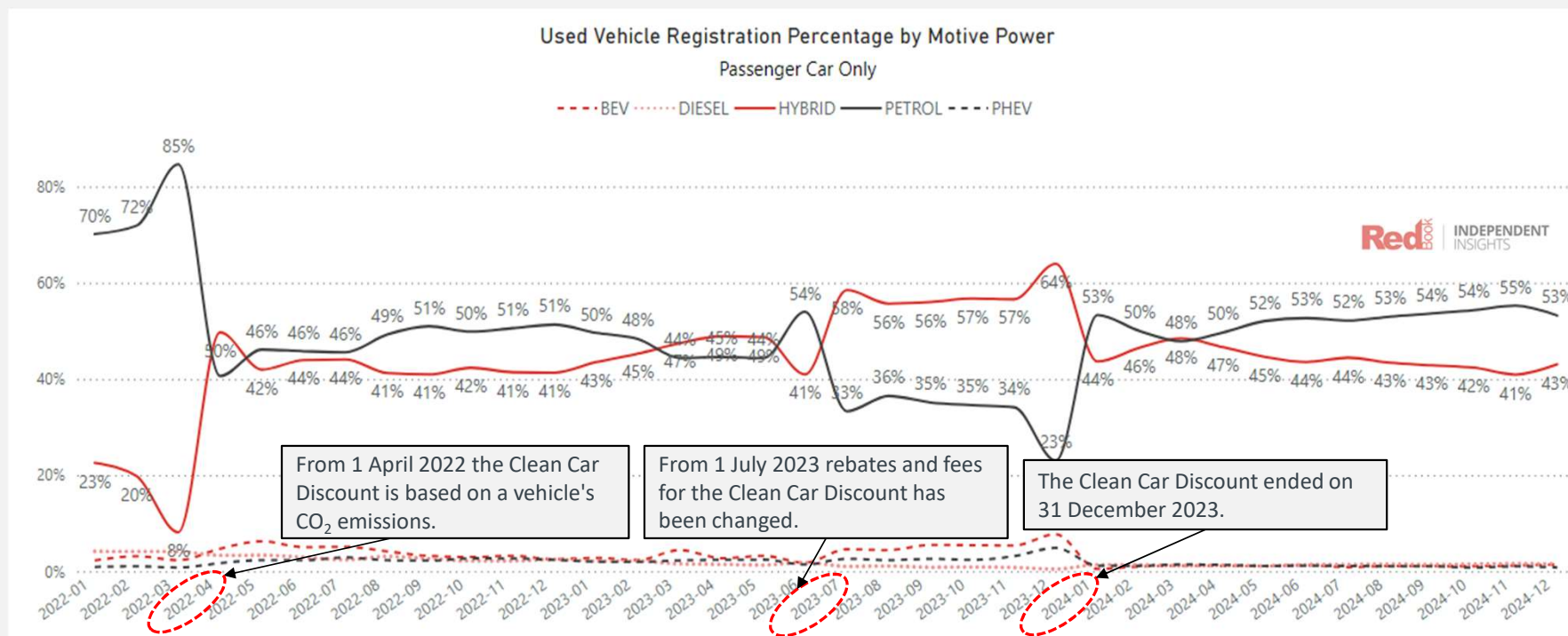
- 1. Toyota Dominates:** Toyota has a commanding lead with 37.6% of the used car registrations market.
- 2. Euro's Small:** BMW and VW make up 4.8% market share while Japanese brands still dominate.

Dec 24

## Used Car Sales Trend by Motive Power

Red Book

INDEPENDENT  
INSIGHTS

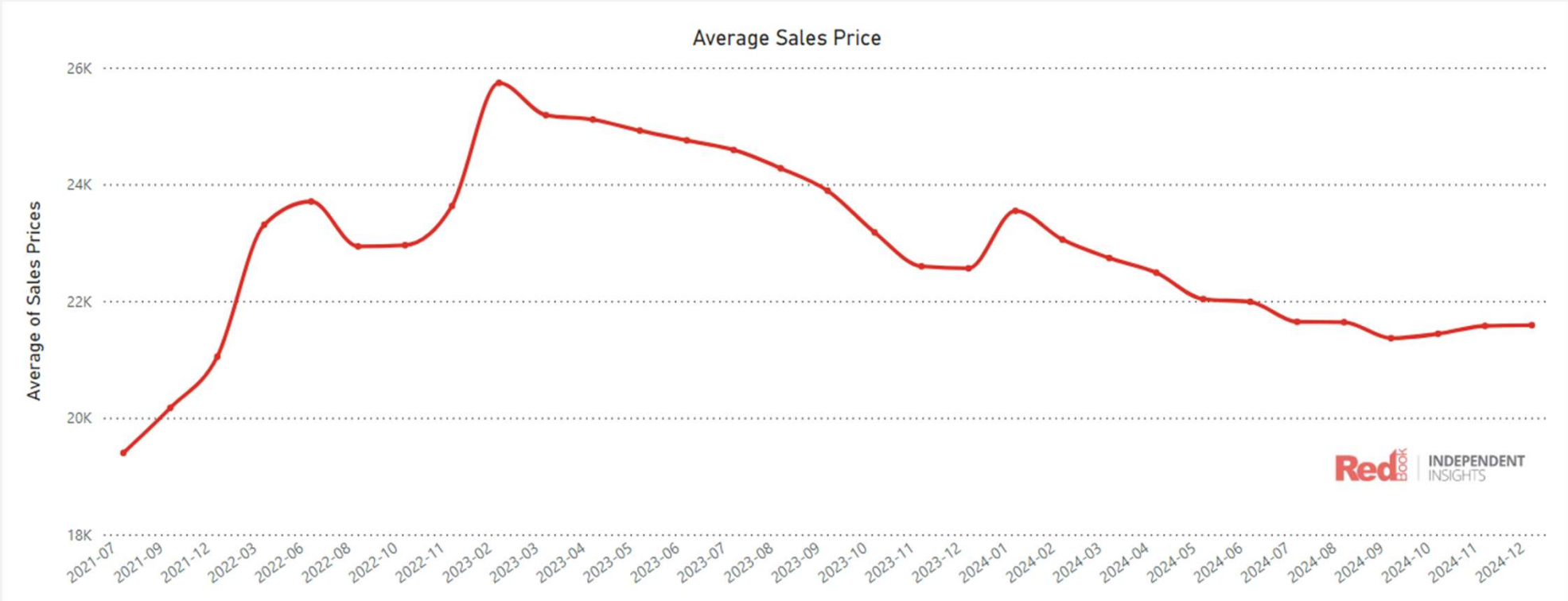


### Insights

**1. Petrol holds above 53%:** down slightly from November 2024.

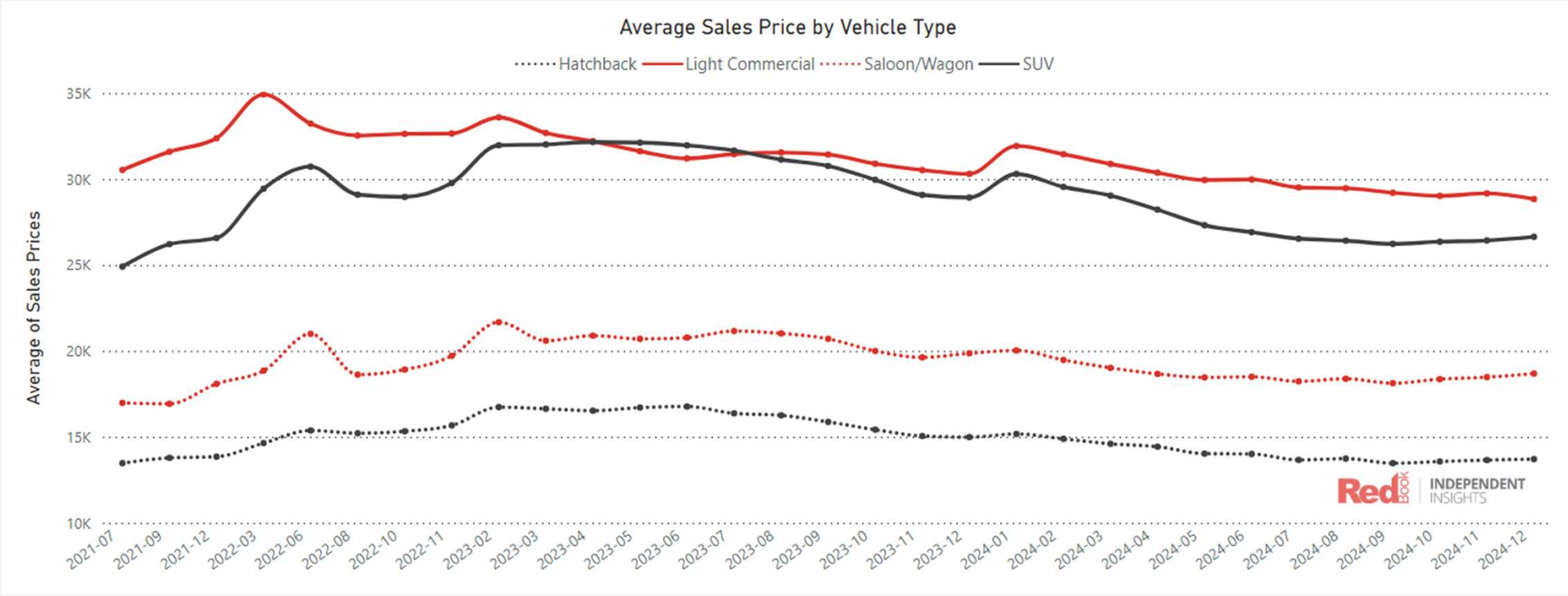
**2. Hybrid vehicles increase slightly to 43%:** With no incentives under the rebate scheme, hybrid registrations have been consistently falling, but December saw a slight recovery.

**3. BEV and PHEV Remain Marginal:** BEV and PHEV registrations continue to make up a small fraction of the total.



Price Index

**1. Sales prices maintained:** Following a period of decline from January to September, used car values experienced a slight uptick between September and November. December remained at a similar level to November. However, the overall trend still reflects a sustained decrease compared to earlier in the year.



Price Index

1. In December, all vehicle types showed a slight increase compared to November, except for light commercial vehicles, which continued to trend downward.