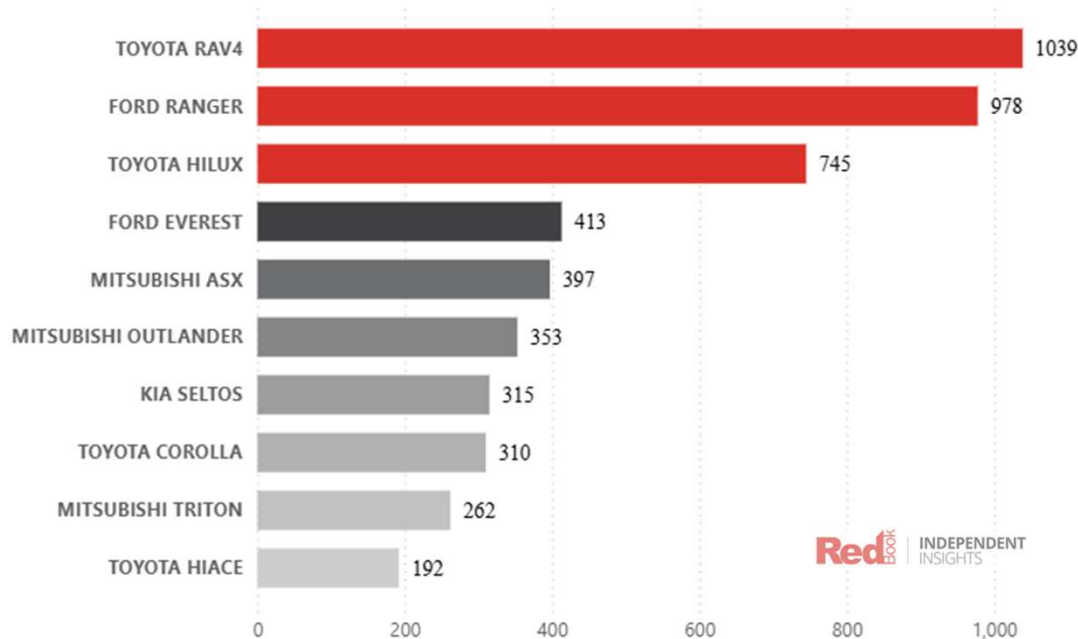


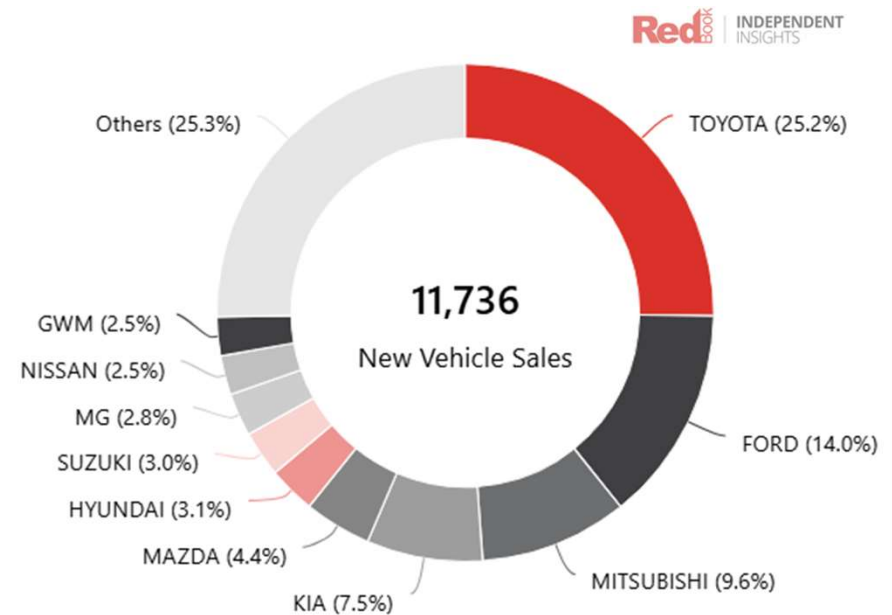
Aug 25

## Top Sellers & Market Share

Top 10 Sellers - Aug 2025



Market Share by Brand (Top 10) - Aug 2025



### Top Sellers

**1. Toyota RAV4 Back on Top with Strong Rental:** The Toyota RAV4 leads the market with 1,039 units sold, including 380 units from the rental sector.

**2. Ford Ranger and Toyota Hilux Follow:** Ford Ranger (978 units) and Toyota Hilux (745 units) post good numbers.

### Market Share

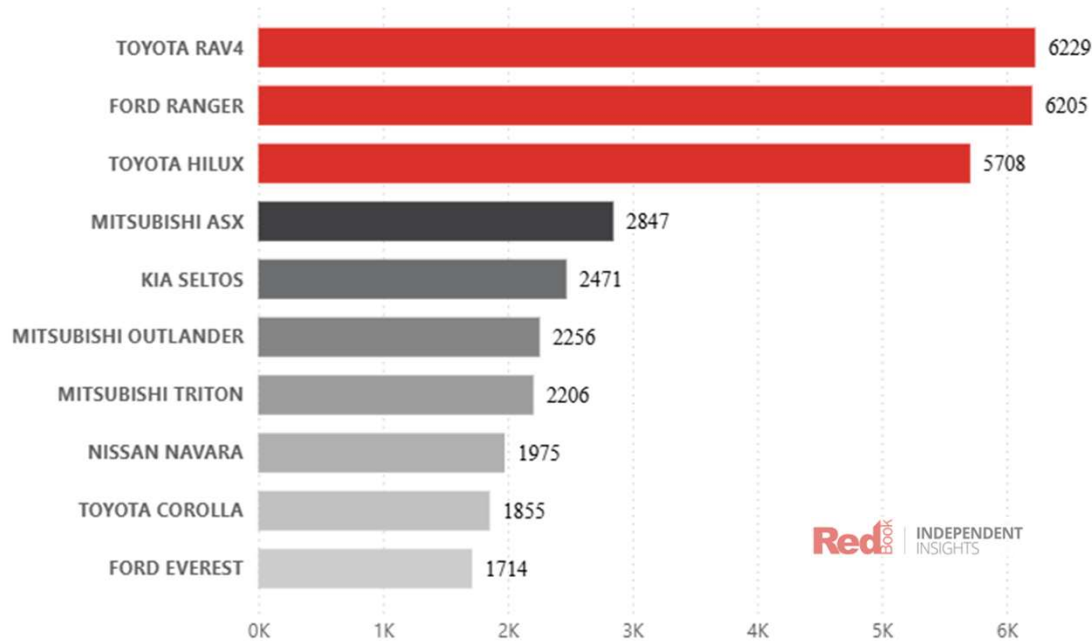
**1. Toyota Dominates:** Toyota continues to hold the largest market share at 25.2%.

**2. Ford and Mitsubishi Compete:** Ford holds No.2 position with 14.0%, Mitsubishi follows with 9.6%.

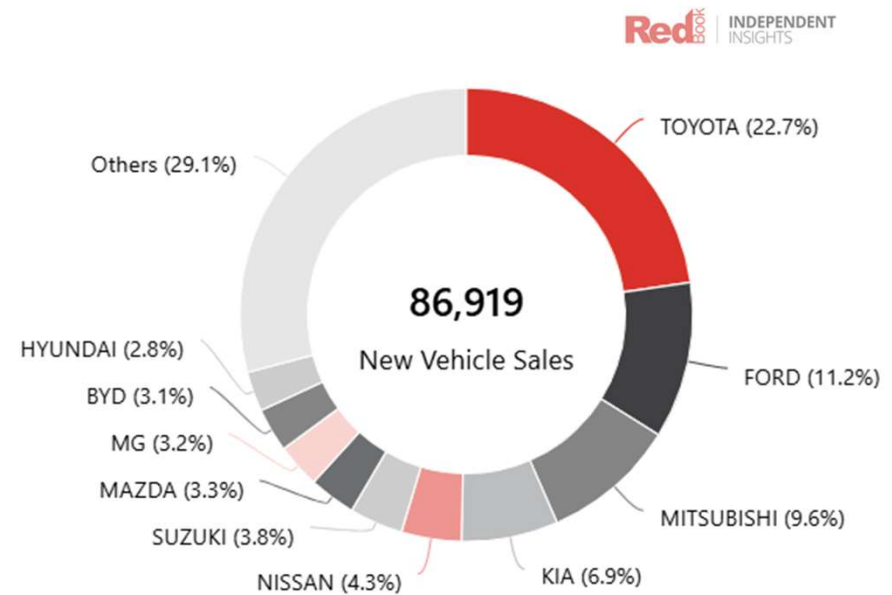
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## Top Sellers & Market Share

Top 10 Sellers - YTD 2025



Market Share by Brand (Top 10) - YTD 2025



### Top Sellers

**1. Utes Continue to dominate the Top 10:** Over 20% of new vehicles registered this year are utes, and 4 of the Top 10.

**2. Toyota RAV4 Regains No.1 Spot:** The RAV4 reclaims the top position, edging out the Ford Ranger by a narrow margin.

### Market Share

**1. Toyota Dominates YTD:** Toyota holds the largest market share at 22.7%, showing its continued dominance in the market.

**2. Ford and Mitsubishi Compete:** Ford has a 11.2% market share, while Mitsubishi holds 9.6%.

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## NZ New Car Sales Trend

### Market Trend

#### 1. Slight Drop from Previous Month –

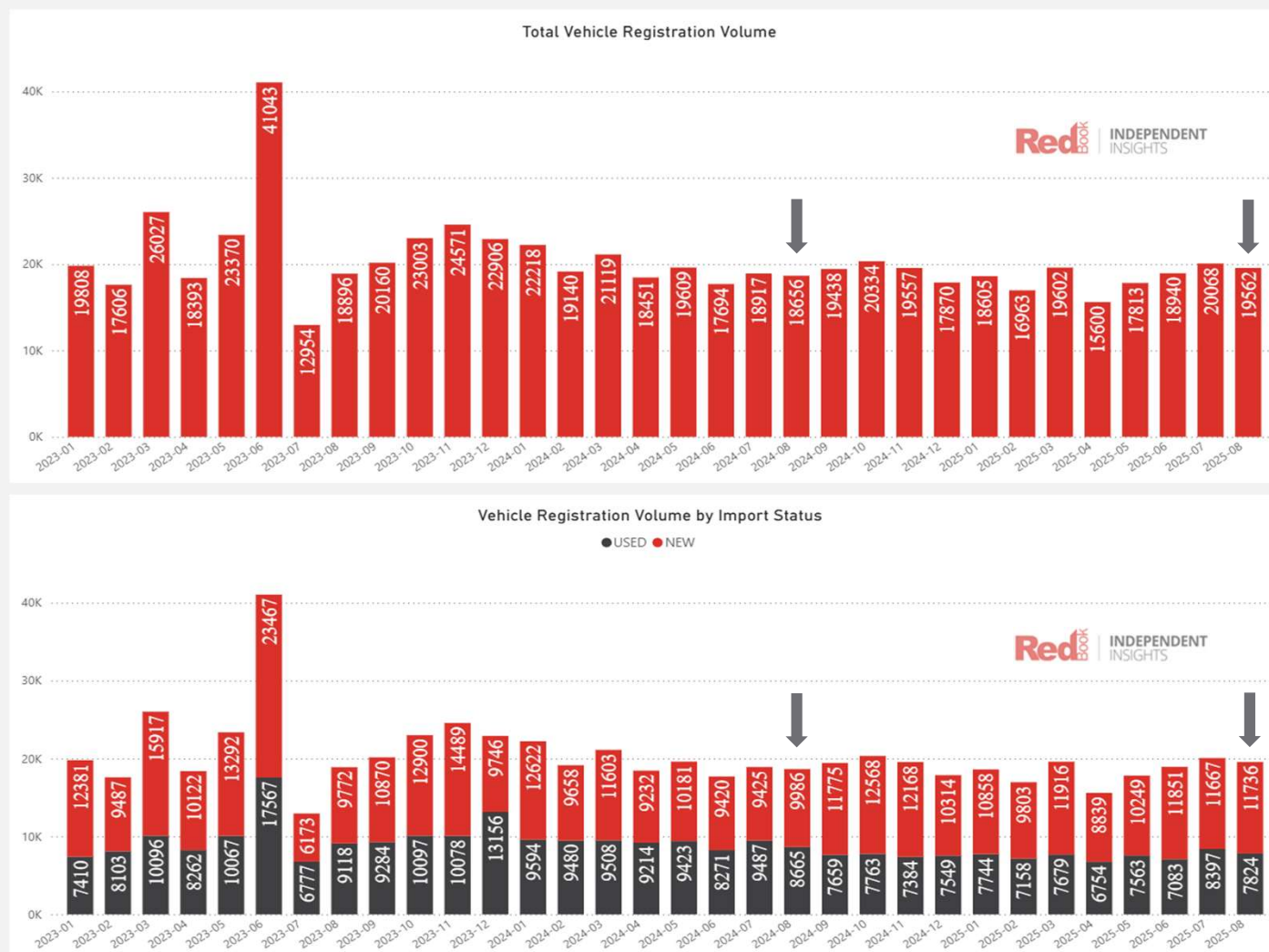
Overall vehicle registrations fell by 3% compared to July 2025, with new registrations up slightly by 1% and used registrations down 7%.

#### 2. Significant YoY Growth in New Registrations –

New registrations rose 18% compared to August 2024.

#### 3. Used Registrations Down 10% YoY –

Used registrations declined 10% compared to August 2024, reflecting a continued slowdown in the used vehicle market.

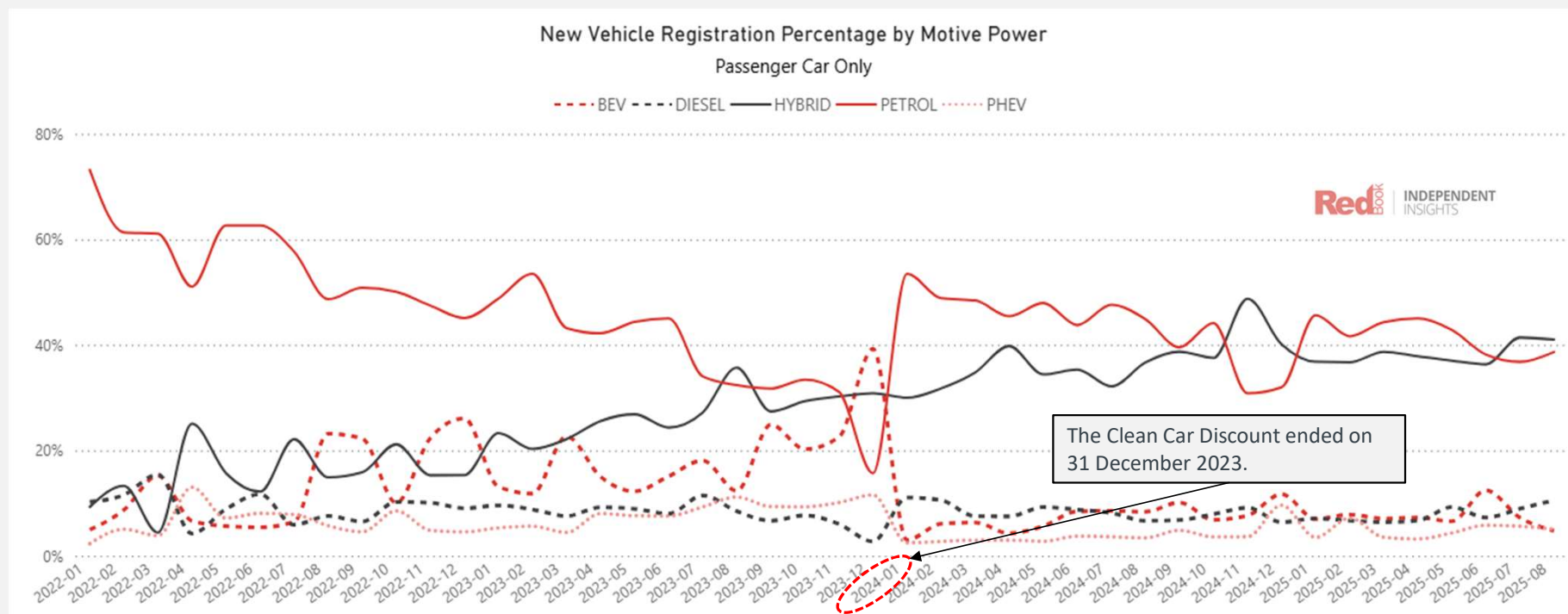


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## New Car Sales Trend by Motive Power

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### Insights

**1. Rise in Petrol, Steady in Hybrid:** Petrol vehicle registrations increased slightly, while hybrid registrations remained stable in August 2025.

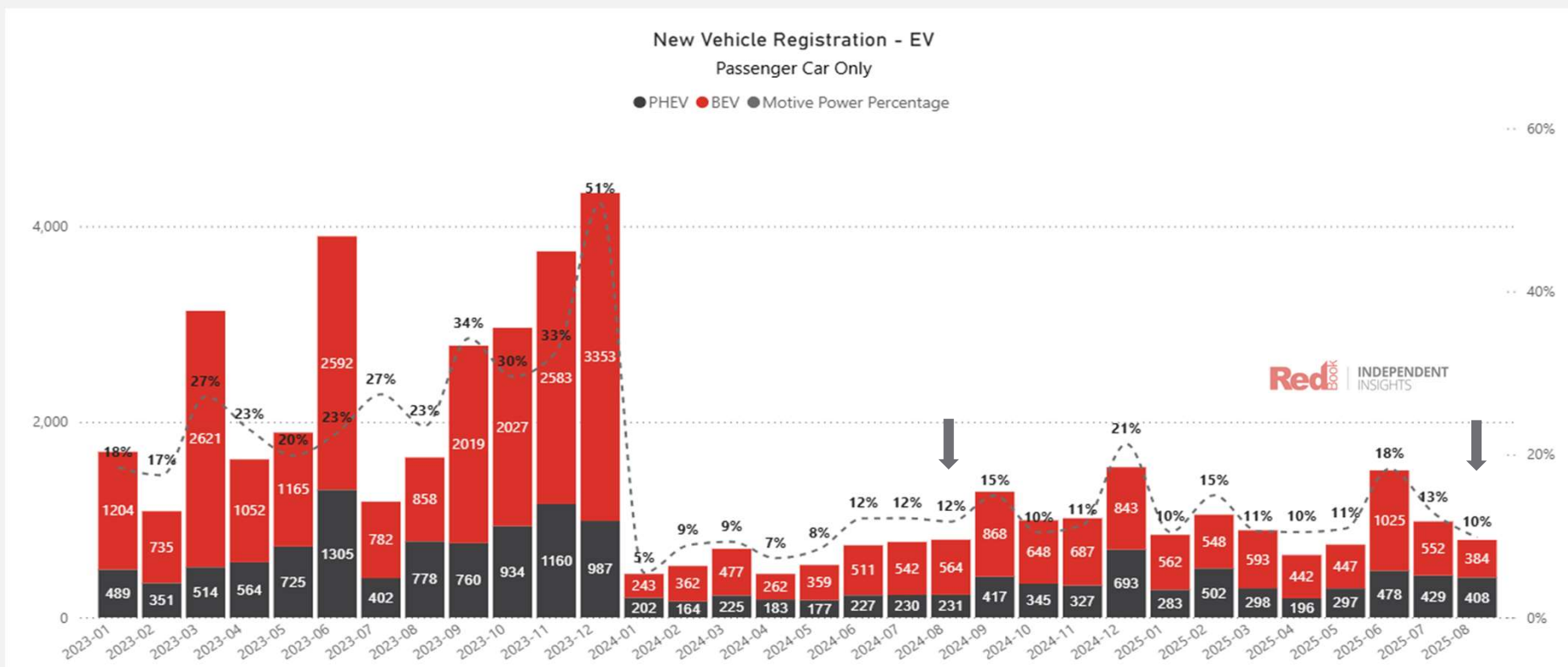
**2. EV Registrations Drop:** BEV registrations continued to decline compared to previous two months, while PHEV volumes remained relatively stable. Overall EV registrations were on par with the same period last year.

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## EV New Car Sales Percentage

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### Insights

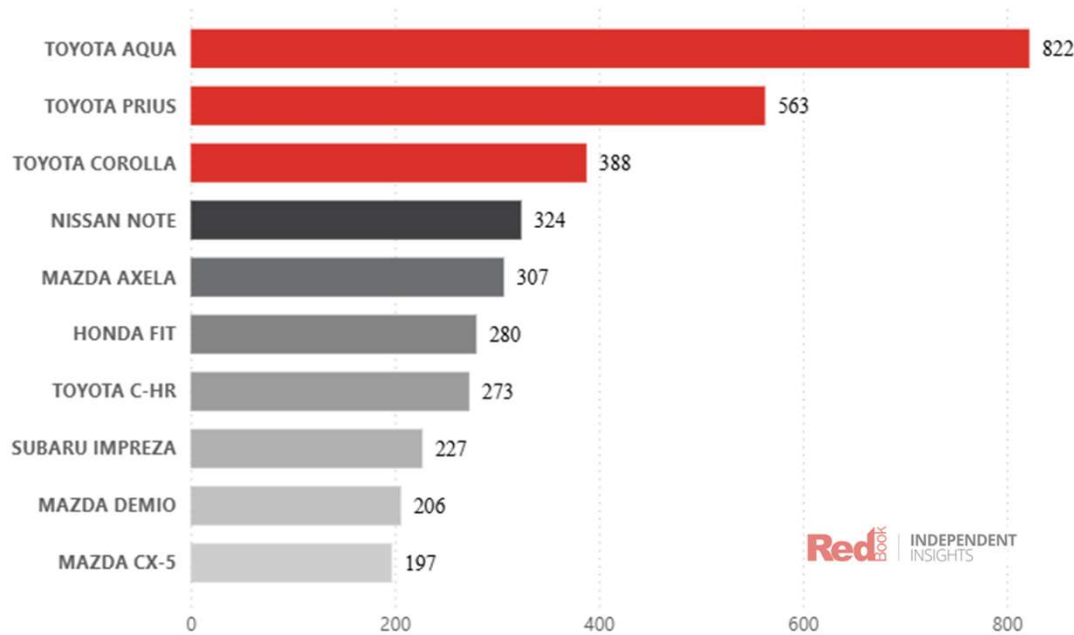
- EV Registrations Drop:** BEV registrations continued to decline compared to previous two months, while PHEV volumes remained relatively stable. Overall EV registrations were on par with the same period last year.
- The top-selling models** in August 2025 included the **Tesla Model Y**, **Kia EV5** and **EV3**, **Toyota BZ4X**, **BYD Sealion 7** and **ATTO 3**, **BMW i Series**, **Audi Q4 E-Tron**, the all-electric **Mini Countryman**, and **Volvo EX30**.

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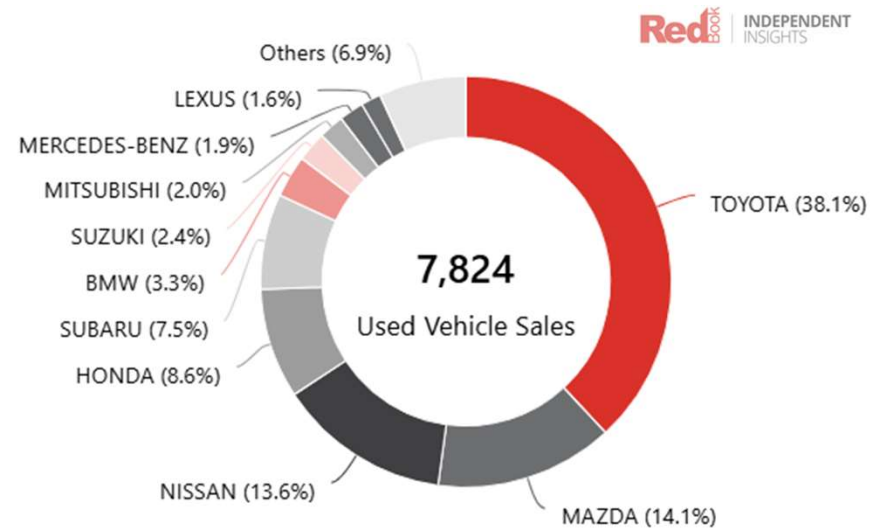
## Used Car Top Sellers & Market Share

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Top 10 Sellers - Aug 2025



Market Share by Brand (Top 10) - Aug 2025



### 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

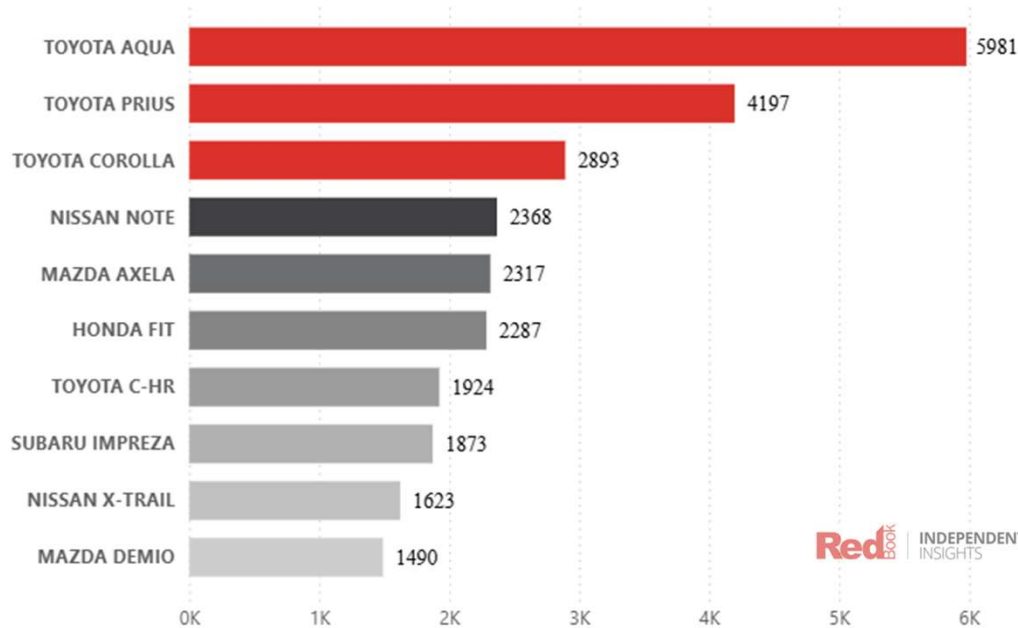
- 1. Hybrids Keep Ahead:** Toyota has a commanding lead over used car registrations due to their hybrid range of vehicles.
- 2. Leaders remain:** Not a lot of change in the mix of cars coming in, just less of them.



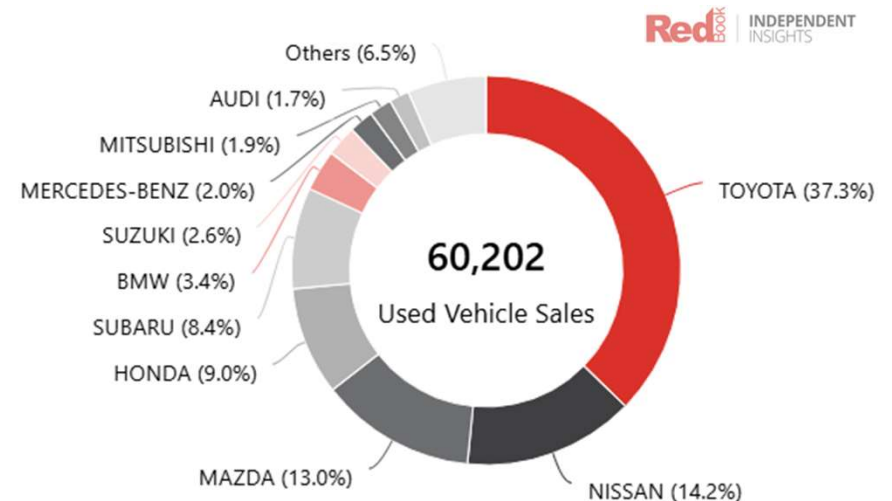
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## Used Car Top Sellers & Market Share

Top 10 Sellers - YTD 2025



Market Share by Brand (Top 10) - YTD 2025



### Top Sellers

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### Market Share

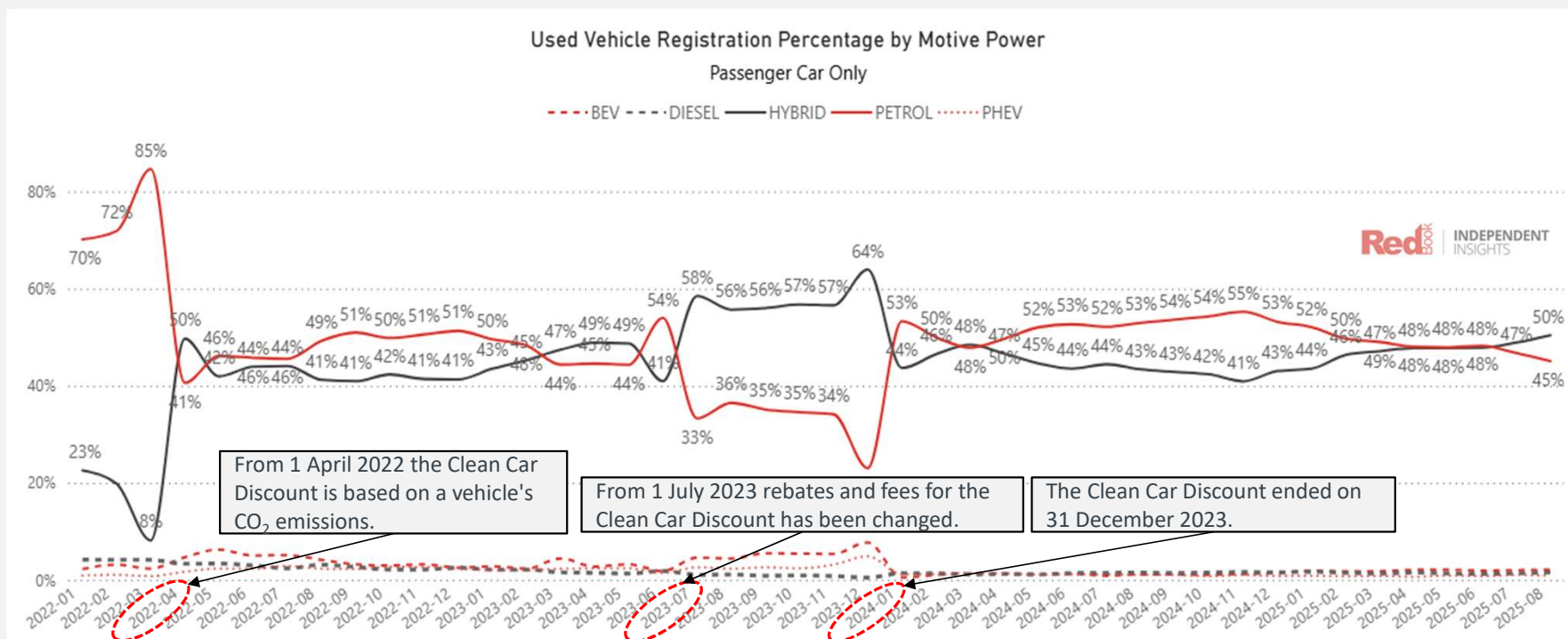
- 1. Toyota Dominates:** Toyota has a commanding lead with 37.3% of the used car registrations market.
- 2. Euro's small:** BMW, Mercedes-Benz, and Audi together account for just 7.1% of the market share, while Japanese brands dominate.

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## Used Car Sales Trend by Motive Power

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### Insights

**1. Hybrid Registrations Overtaking Petrol:** In August 2025, hybrid vehicle registrations continued to grow. While petrol vehicle share has gradually declined in recent months, hybrid registrations have been steadily recovering since November 2024.

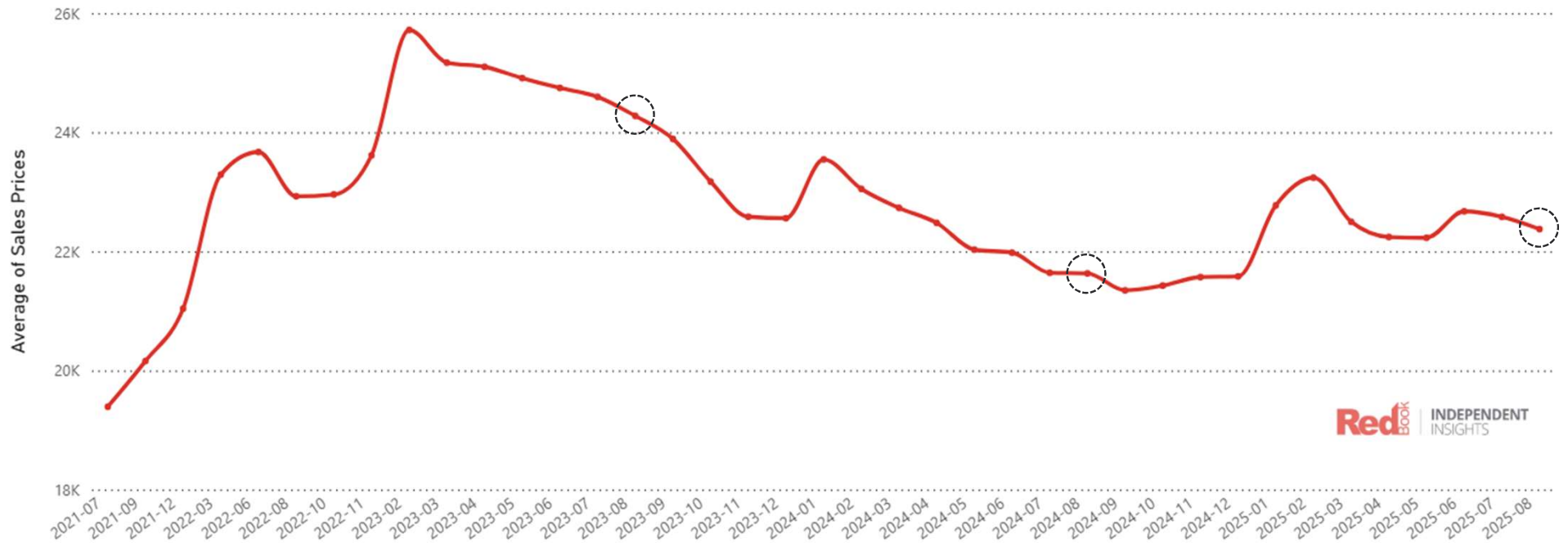
**2. BEV and PHEV Remain Limited:** BEV and PHEV registrations continue to make up a small fraction of the total.



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## Used Vehicle Price Index

Average Sales Price



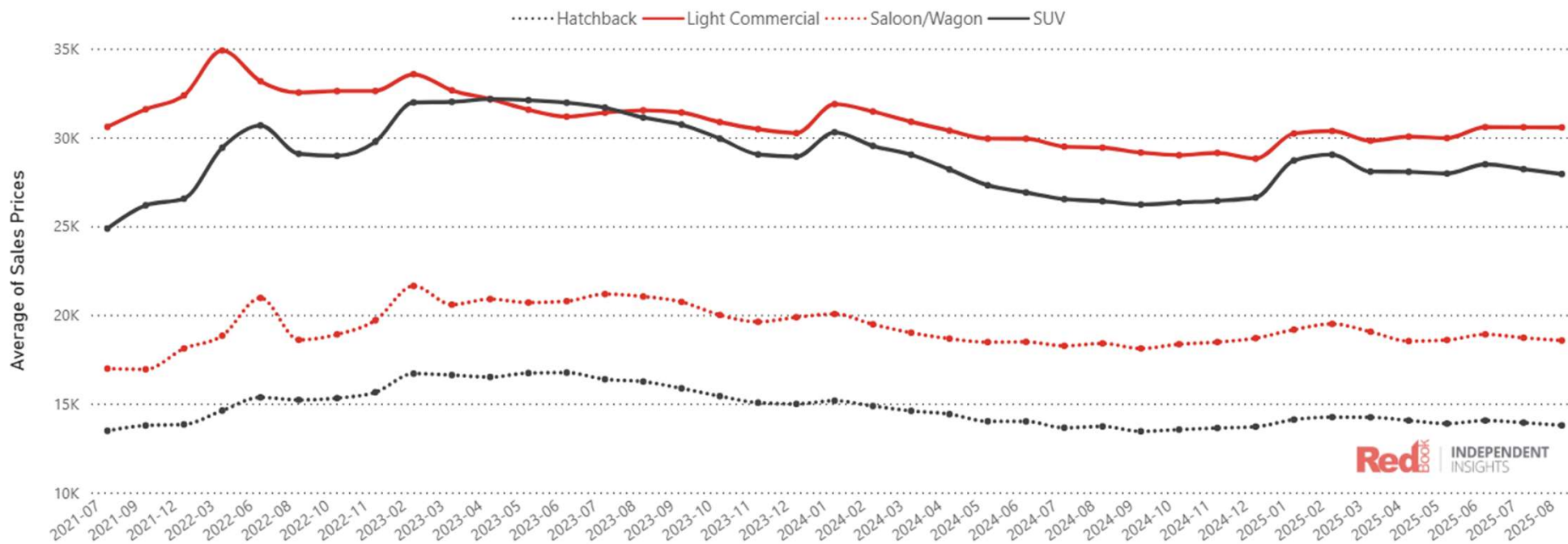
### Price Index

**1. Used Car Prices Continue to Decline:** In August 2025, used car prices edged down further following July's dip. Prices remain above the same period last year but are now clearly below the levels observed in August 2023.

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## Used Vehicle Price Index by Type

Average Sales Price by Vehicle Type



### Price Index

**1. Price Trends by Vehicle Type:** In August 2025, used vehicle prices declined across most categories, including SUVs, Hatchbacks, and Saloons/Wagons. Only Light Commercial vehicles maintained stable prices compared with previous months