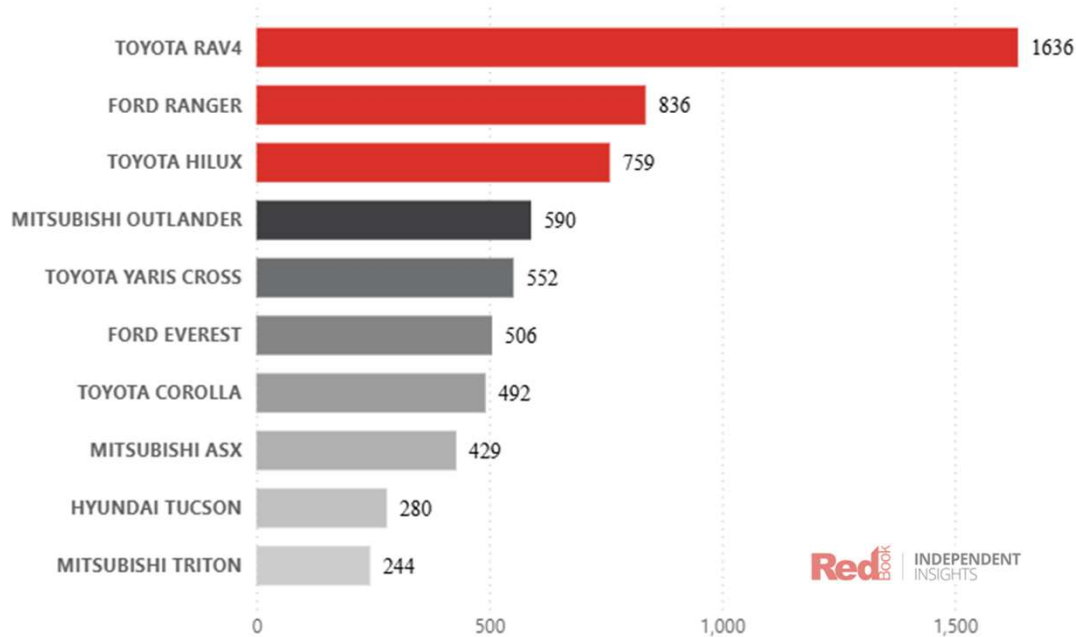


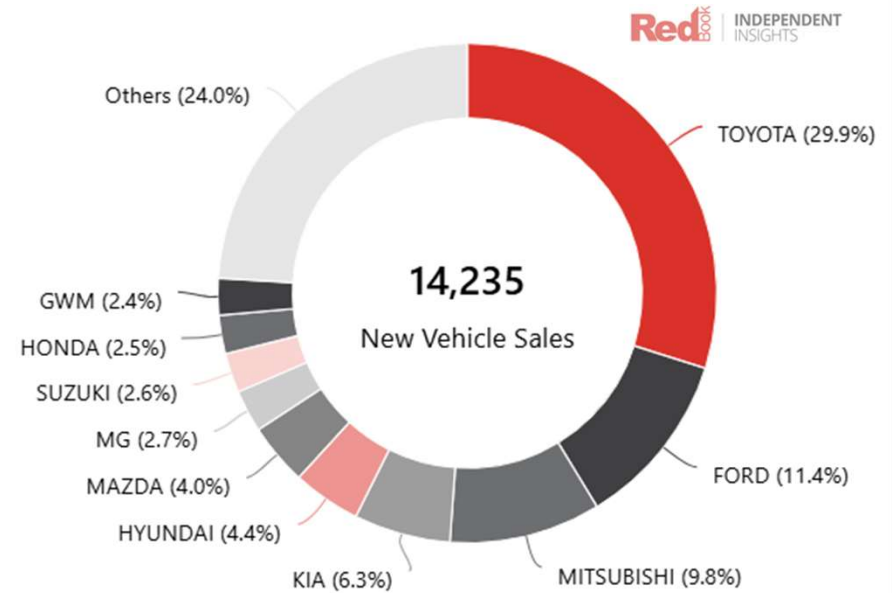
Oct 25

## Top Sellers & Market Share

Top 10 Sellers - Oct 2025



Market Share by Brand (Top 10) - Oct 2025



### Top Sellers

- 1.Strong Rental Sales boost the RAV4 again:** The Toyota RAV4 leads the market with 1,636 units sold, including 1,137 units from the rental sector.
- 2.Ford Ranger and Toyota Hilux maintain strength:** Ford Ranger (836 units) and Toyota Hilux (759 units) remain strong contenders.
- 3.Rentals Boost the market :** One third of all new vehicles registered in October 25 are into the rental market.

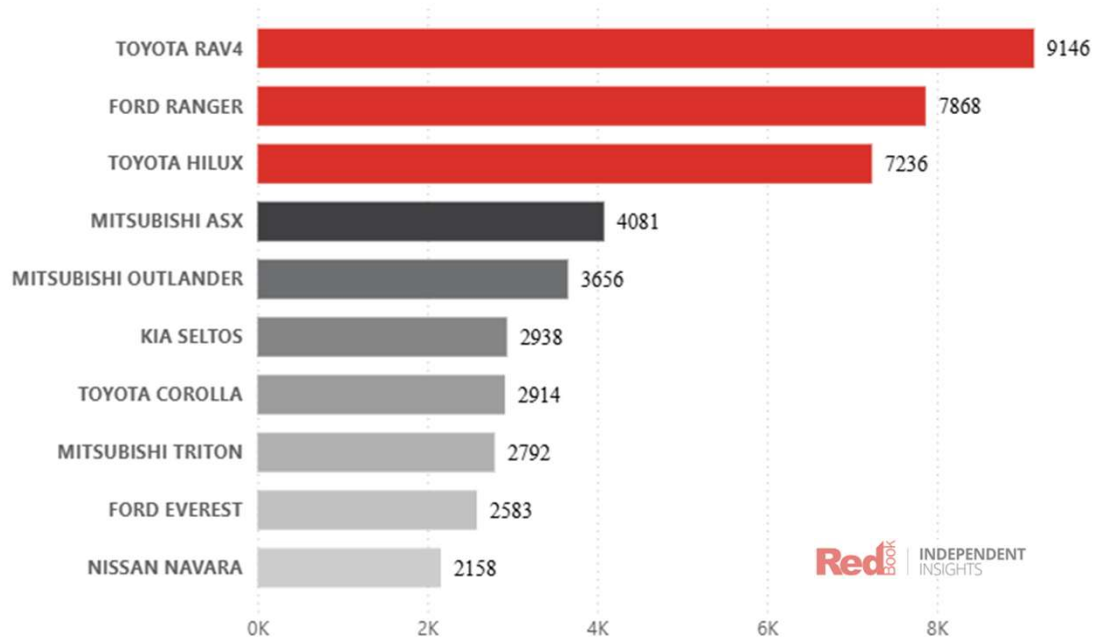
### Market Share

- 1.Toyota Dominates:** Toyota continues to hold the largest market share at 29.9%.
- 2.Ford and Mitsubishi Compete:** Ford holds No.2 position with 11.4%, Mitsubishi follows with 9.8%.

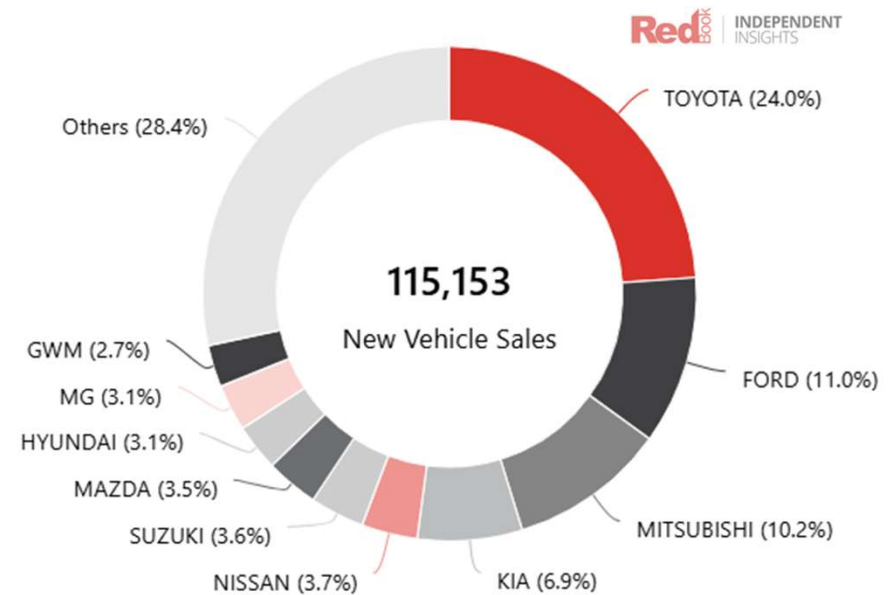
Oct 25

## Top Sellers & Market Share - YTD

Top 10 Sellers - YTD 2025



Market Share by Brand (Top 10) - YTD 2025



### Top Sellers

- 1.Private Passenger and Rentals make up most of market:** Private passenger vehicles make up 86% of all new vehicles registered YTD, rentals make up 12%.
- 2. Toyota RAV4 holds No.1 Spot:** The RAV4 remains the top-selling model, followed by the Ford Ranger and Toyota Hilux.

### Market Share

- 1.Toyota Dominates YTD:** Toyota holds the largest market share at 24.0%, showing its continued dominance in the market.
- 2.Ford and Mitsubishi Compete:** Ford has a 11.0% market share, while Mitsubishi holds 10.2%.

Oct 25

# NZ New Car Sales Trend

## Market Trend

### 1. Overall Registrations Steady MoM –

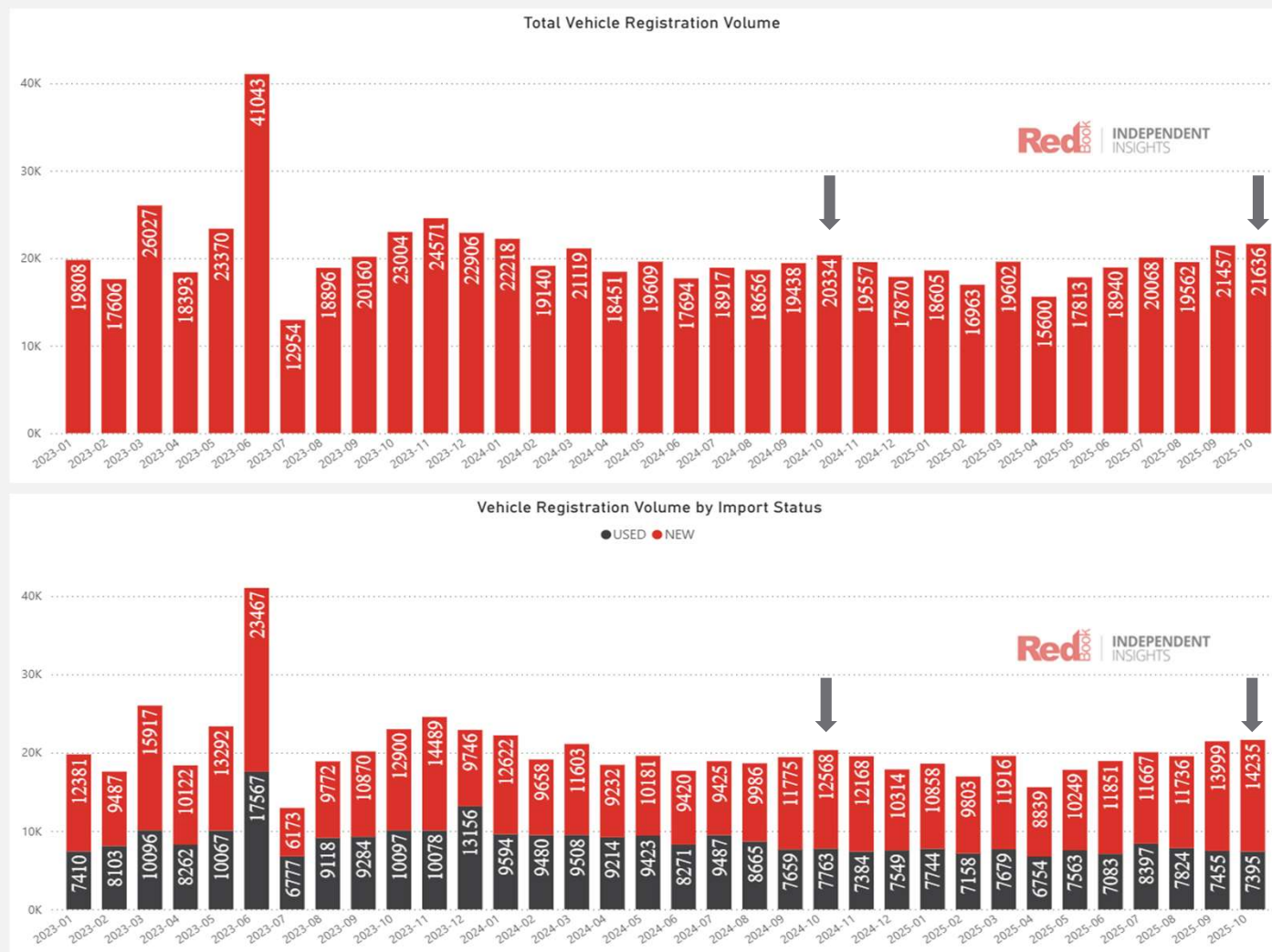
Total vehicle registrations remained stable compared with September 2025. New registrations edged up slightly, while used registrations dipped marginally.

### 2. Strong YoY Growth in New Registrations

– New vehicle registrations increased by 13% compared to October 2024.

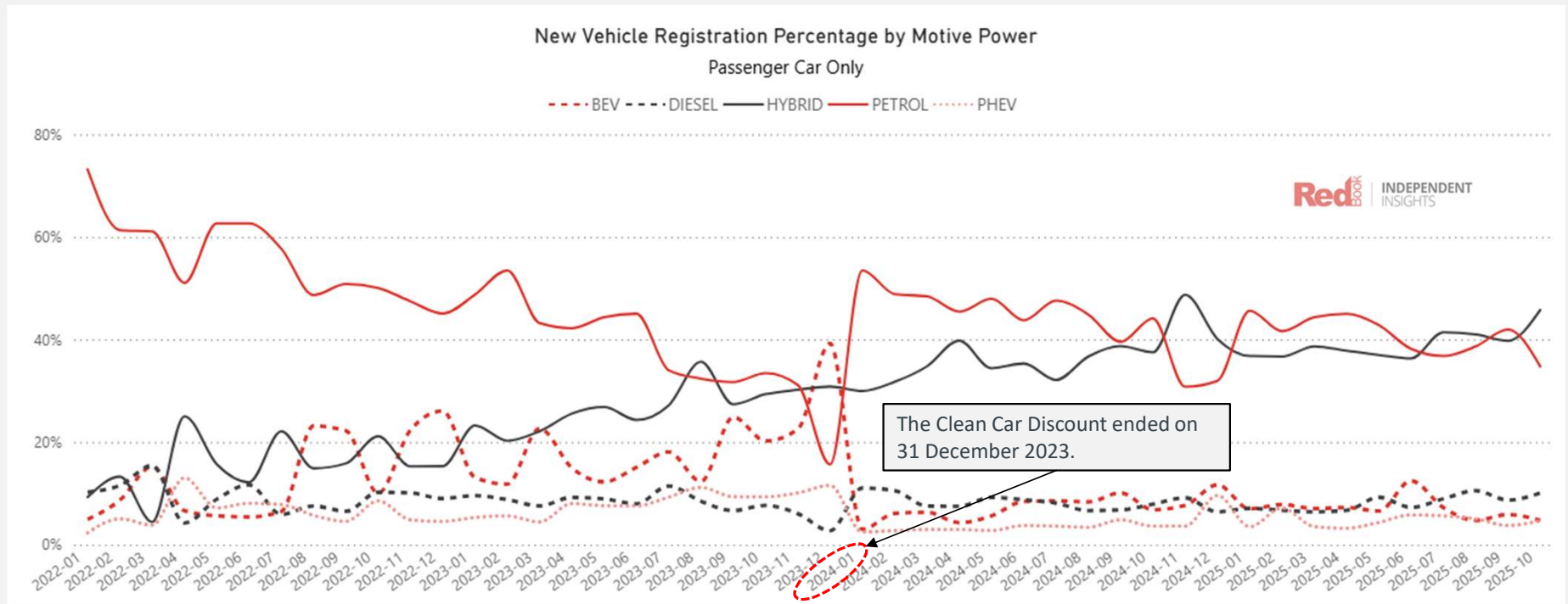
### 3. Used Registrations Down 5% YoY –

Used vehicle registrations fell by 5% compared to October 2024, reflecting a continued slowdown in the used vehicle market.



Oct 25

## New Car Sales Trend by Motive Power



### Insights

**1. Rise in Hybrid, Drop in Petrol:** As OEMs do their sums on their CO2 emissions under the Clean Car Scheme, we see availability of hybrid vehicles improve and registrations increase, while petrol registrations saw a decline in October 2025.

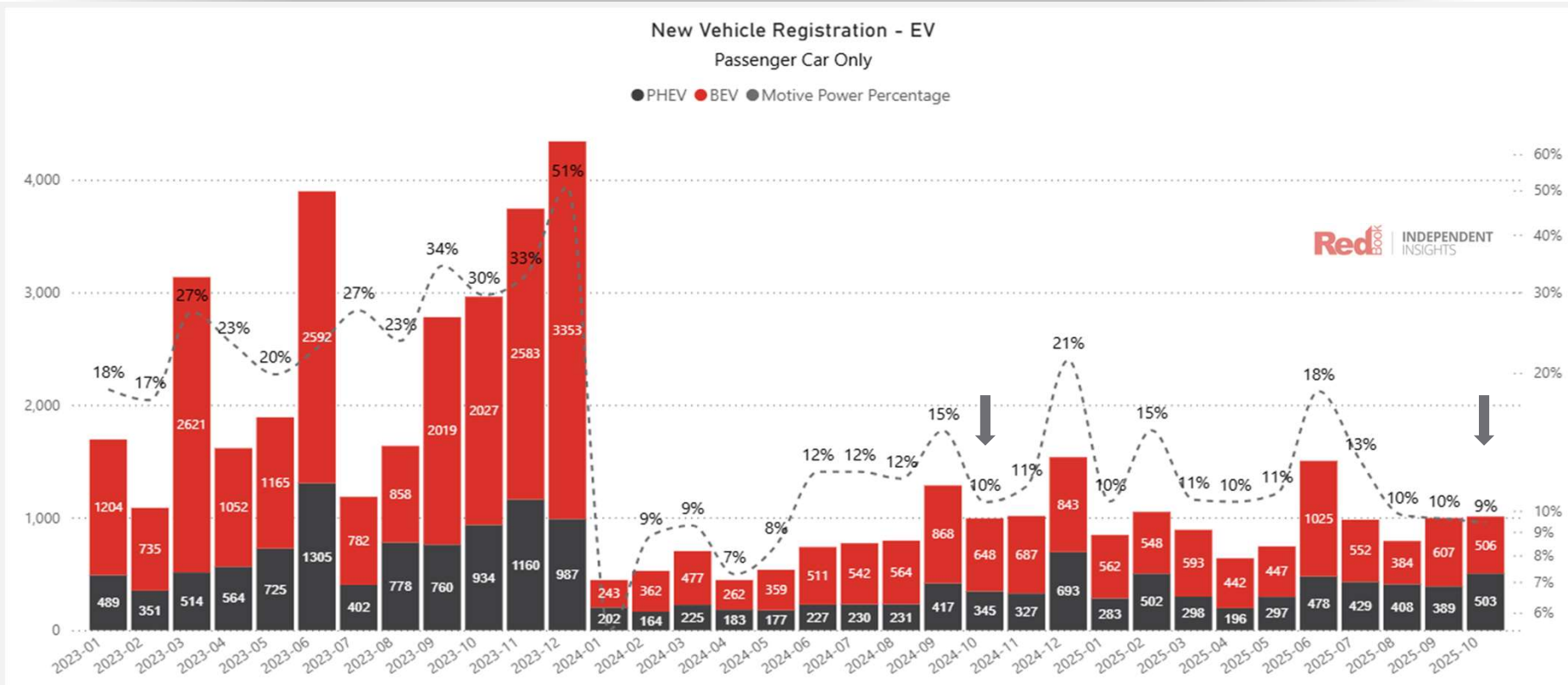
**2. EV Registrations Remain Stable:** BEV registrations declined compared to the previous month, while PHEV volumes increased. Overall, total EV registrations were similar to last month and consistent with the same period last year.

Oct 25

# EV New Car Sales Percentage

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INSIGHTS



## Insights

- EV Registrations Remain Stable:** BEV registrations declined compared to the previous month, while PHEV volumes increased. Overall, total EV registrations were similar to last month and consistent with the same period last year.
- More new-comers into the BEV market:** The top-selling EV models in October 2025 sees some newcomers and included the **Tesla Model Y**, **BYD Sealion 7** and **ATTO 3**, **Kia EV5** and **EV3**, **Geely EX5**, **MG S5**, the all-electric **Mini Countryman**, **Omoda E5**, and **Zeekr X**.



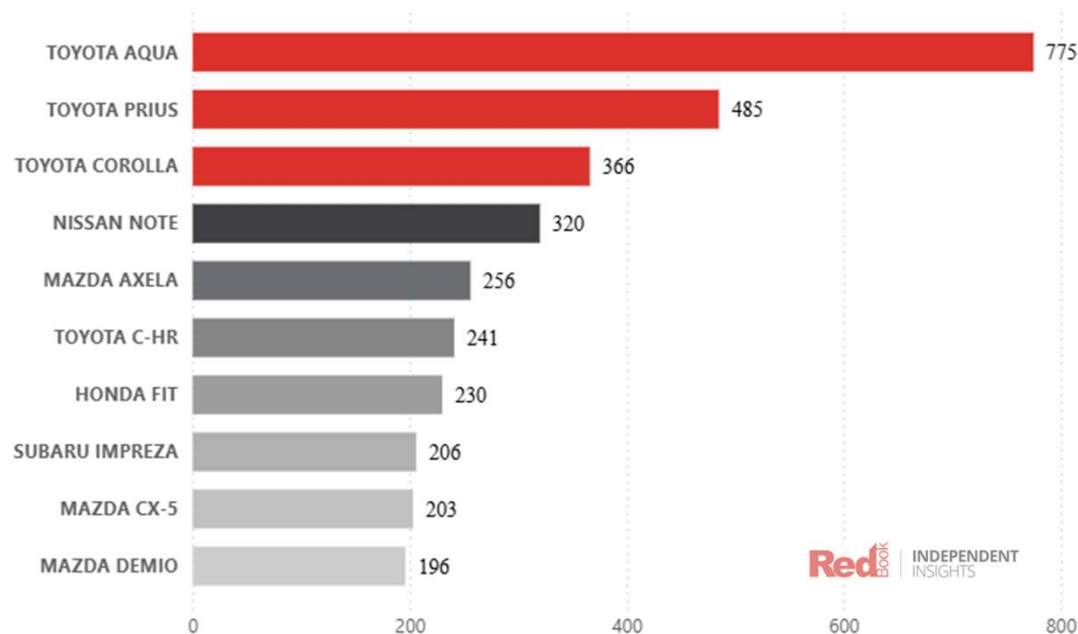
Oct 25

## Used Car Top Sellers & Market Share

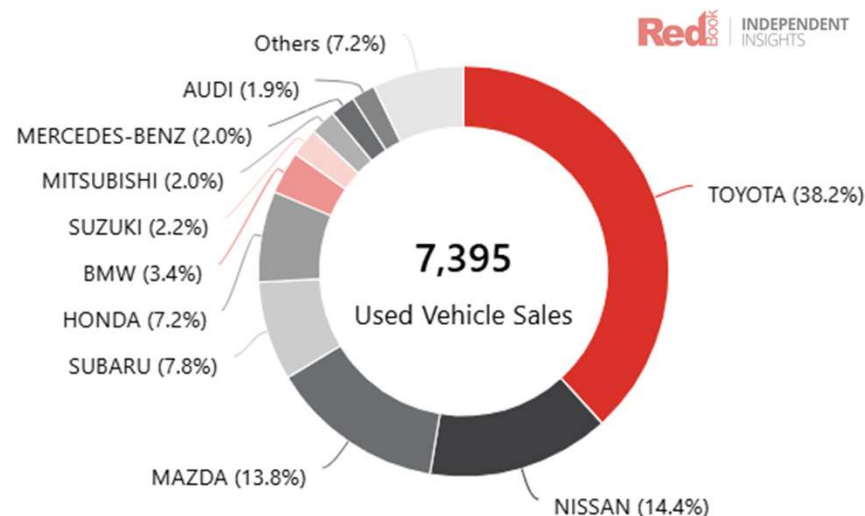
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Top 10 Sellers - Oct 2025



Market Share by Brand (Top 10) - Oct 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.

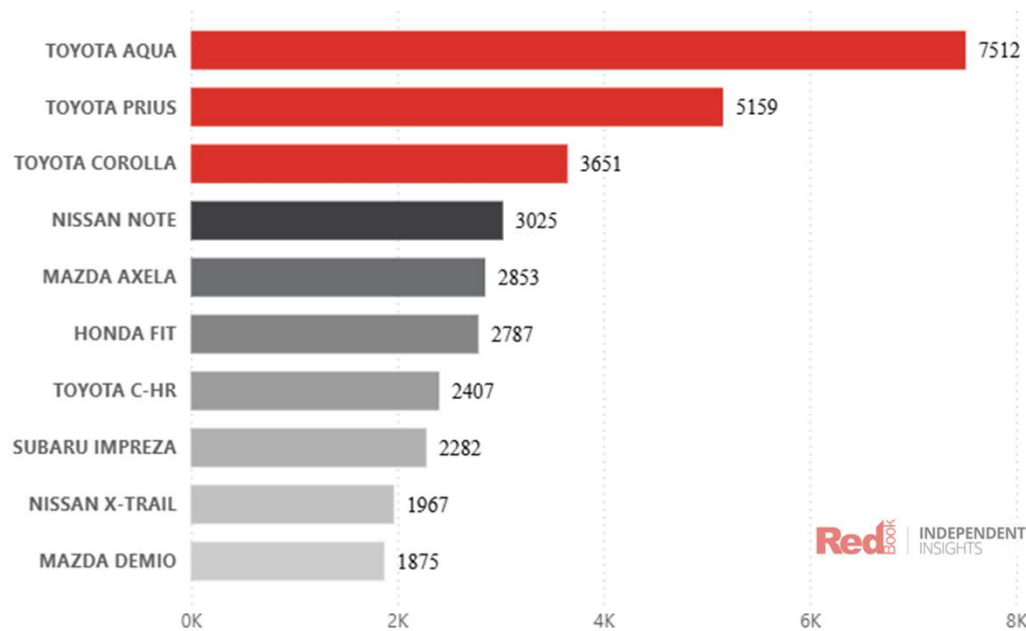
Oct 25

## Used Car Top Sellers & Market Share

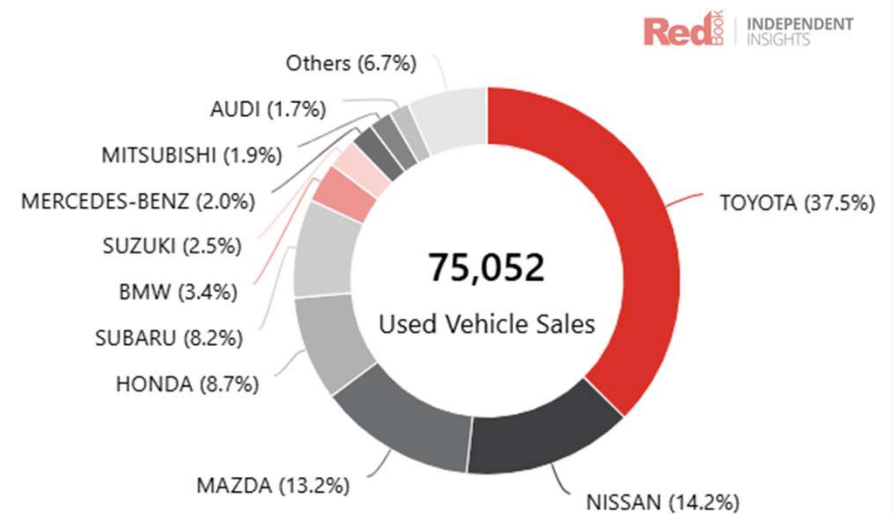
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INSIGHTS

Top 10 Sellers - YTD 2025



Market Share by Brand (Top 10) - YTD 2025



### Top Sellers

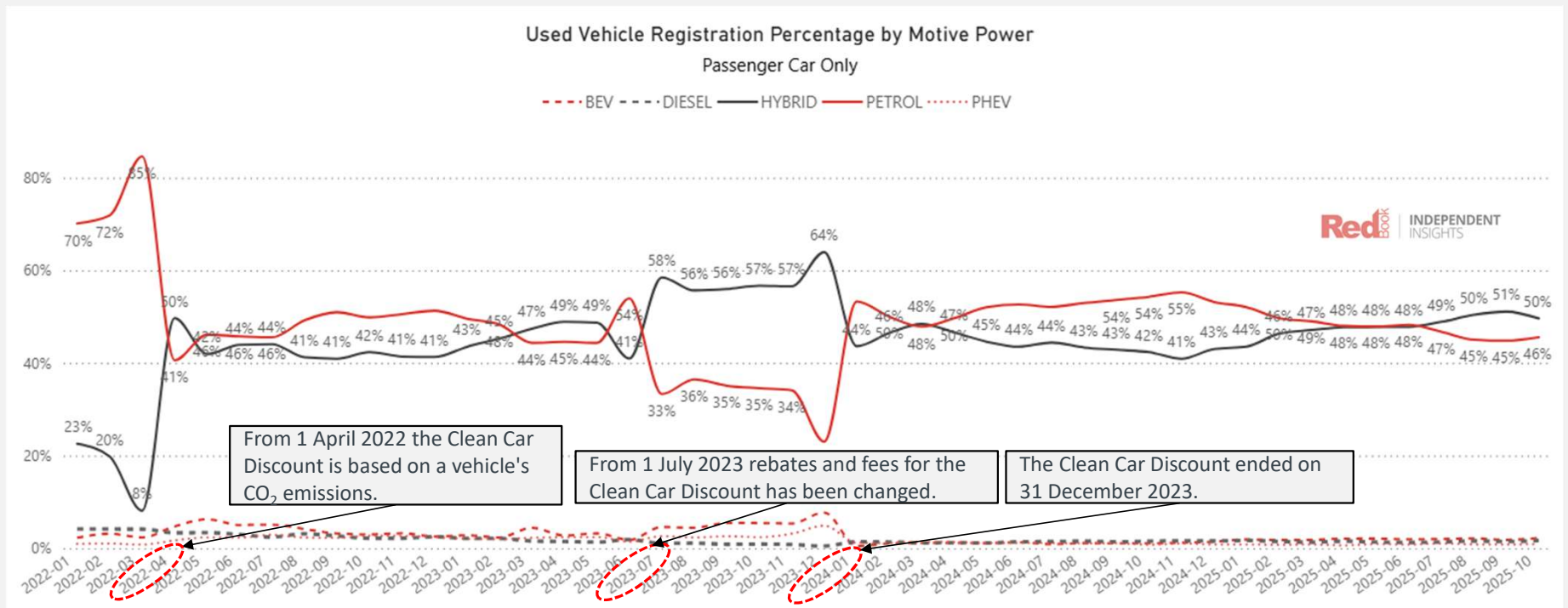
- 1. Toyota's Prominence:** Toyota models, including the Aqua, Prius and Corolla, are among the most registered.
- 2. Hybrids Dominance:** Nearly half of the list above is made up of hybrids or low petrol usage vehicles.

### Market Share

- 1. Toyota Dominates:** Toyota has a commanding lead with 37.5% 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.

Oct 25

## Used Car Sales Trend by Motive Power



### Insights

**1. Hybrid Registrations Continue to Outpace Petrol:** In October 2025, hybrid vehicle registrations saw a slight decline, while petrol vehicle share edged up. However, hybrid registrations still remained higher than petrol overall.

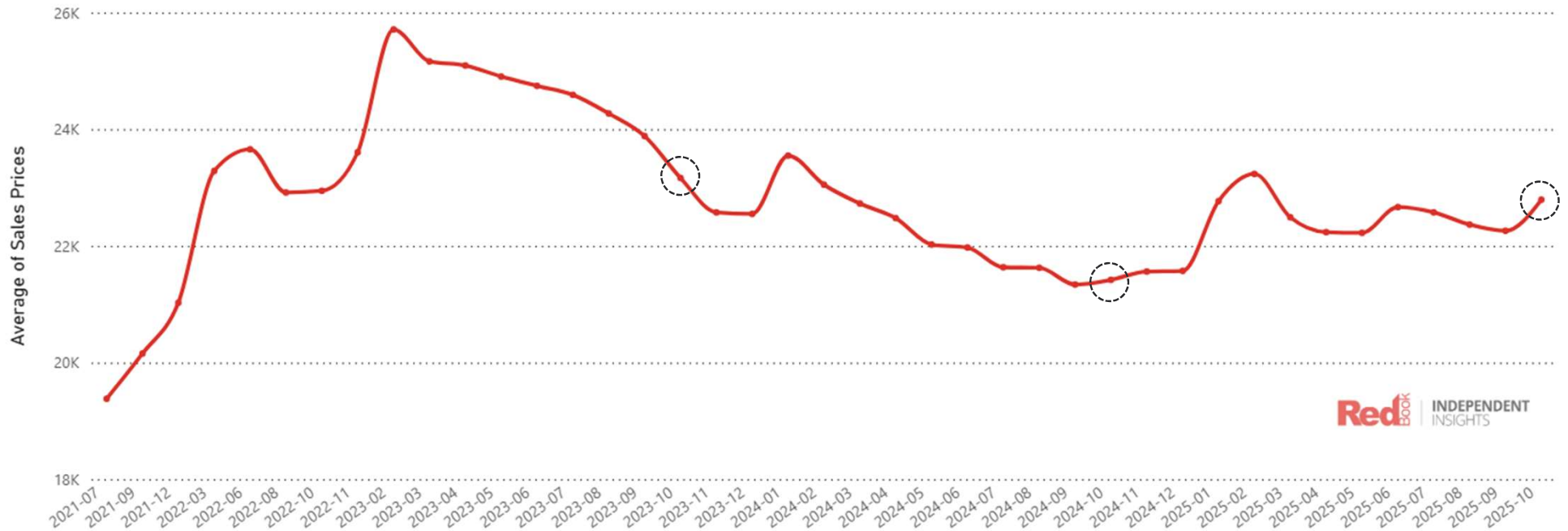
**2. BEV and PHEV Remain Limited:** BEV and PHEV registrations continue to make up a small fraction of the total.



Oct 25

## Used Vehicle Price Index

Average Sales Price

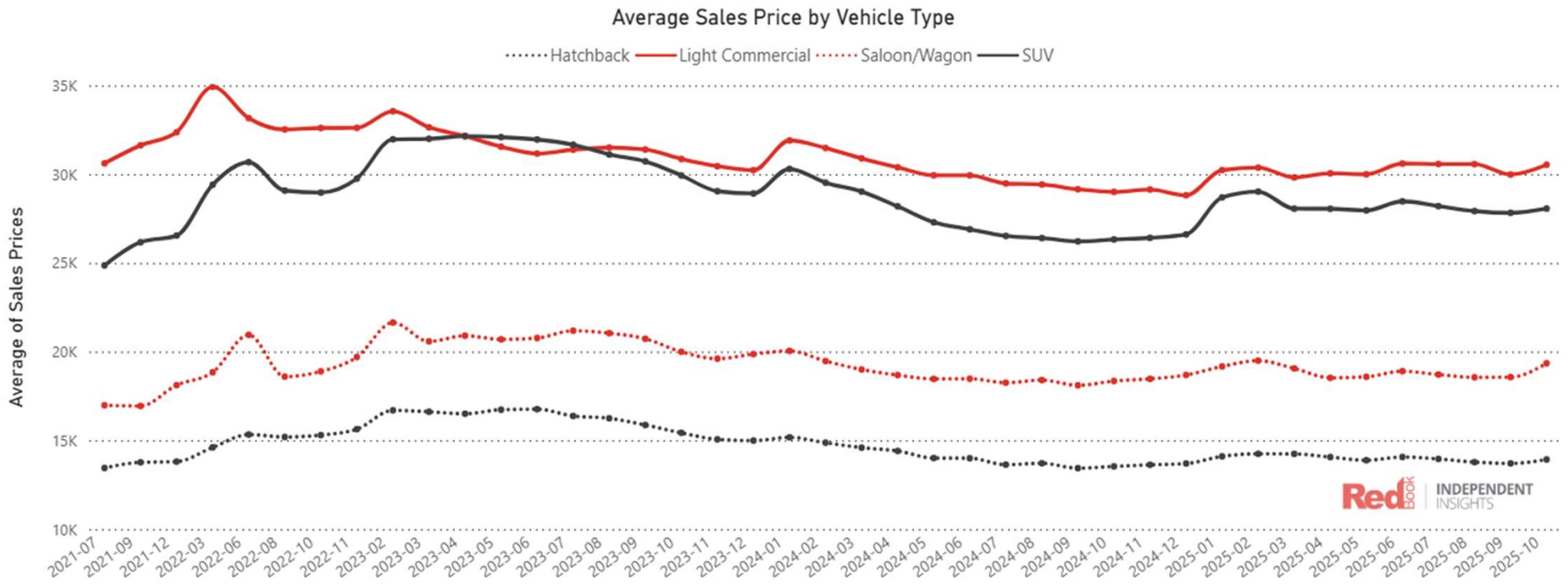


### Price Index

**1. Used Car Prices Pick Up After Continuous Decline:** In October 2025, used car prices picked up following a dip over the past three months. While prices remain higher than the same period last year, they are now slightly below the levels recorded in October 2023.

Oct 25

## Used Vehicle Price Index by Type



### Price Index

**1. Recovery in Prices Across All Vehicle Types:** In October 2025, used vehicle prices showed a recovery across all vehicle types after three months of decline, with slightly higher increases in SUVs and Light Commercial (utes).