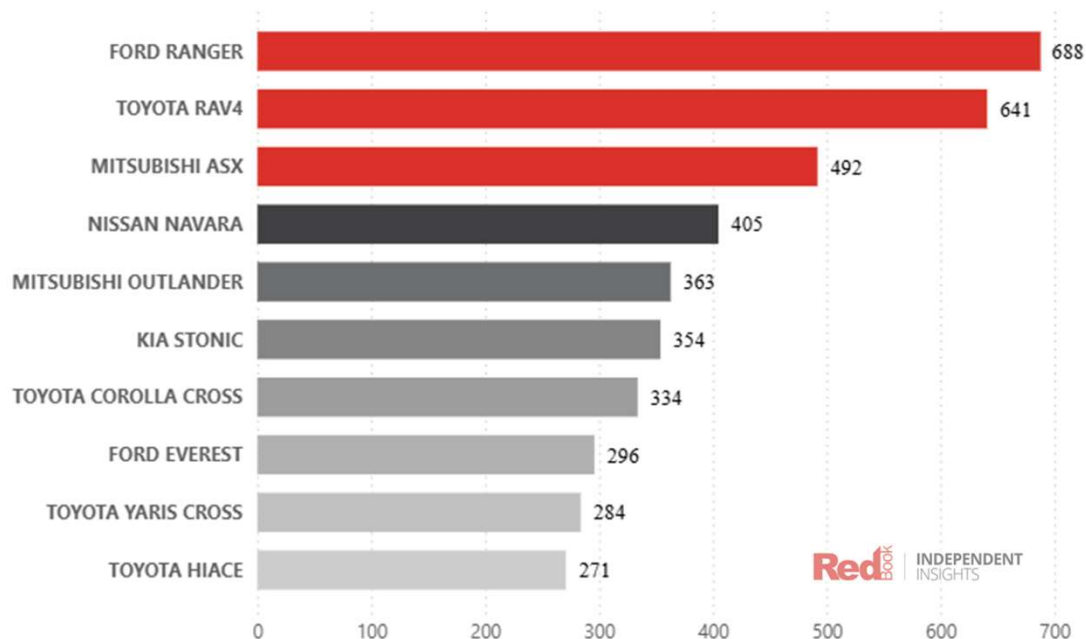


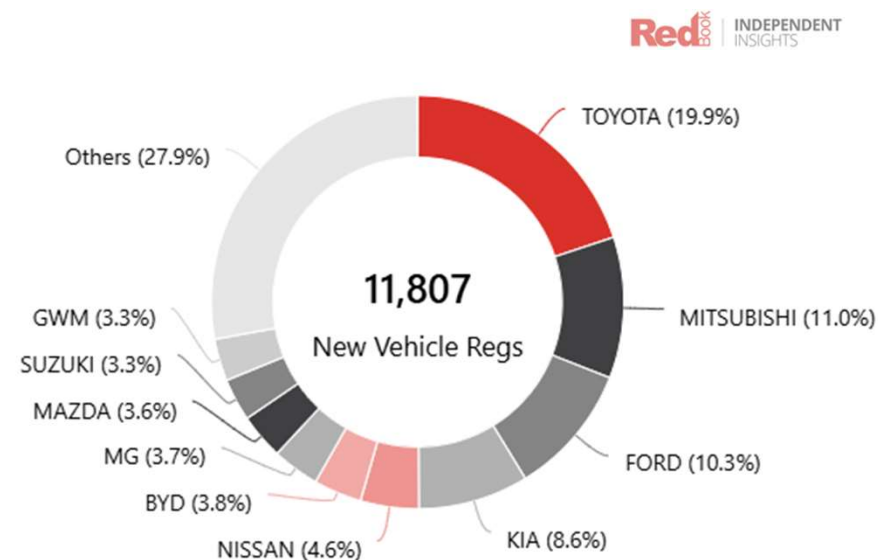
Jan 26

Top Sellers & Market Share

Top 10 Sellers - Jan 2026



Market Share by Brand (Top 10) - Jan 2026



Top Sellers

- 1.Ford Ranger on Top:** The Ford Ranger leads the market with 688 units sold.
- 2.Toyota RAV4 Follows:** The Toyota RAV4 fell to second place, with 641 units sold.
- 3.Mitsubishi ASX ranks No.3:** The Mitsubishi ASX (492 units) rises to No.3, supported by strong rental sales.

Market Share

- 1.Toyota Dominates:** Toyota holds the largest market share at 19.9%, but is down on the 2025 market share of 24%.
- 2.Mitsubishi and Ford Compete:** Mitsubishi holds the No. 2 position with 11.0%, followed by Ford at 10.3%.

Jan 26

NZ New Car Sales Trend

Market Trend

1. Overall Registrations Pick Up MoM –

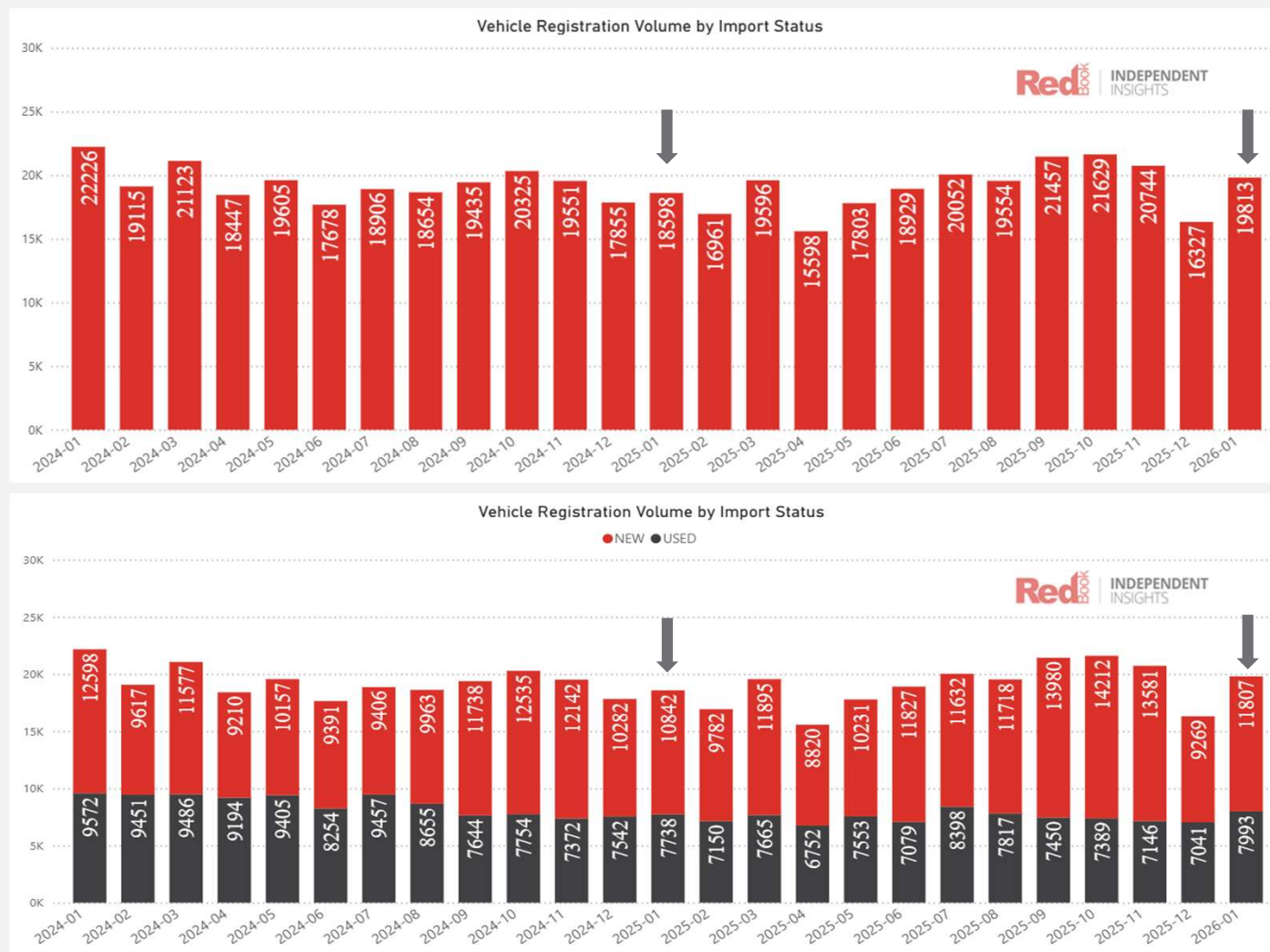
Total vehicle registrations increased 21% MoM compared with December 2025, driven mainly by a 27% increase in new registrations most likely driven by registrations held over until 2026.

2. New Registrations Up 9% YoY –

New vehicle registrations rose 9% compared with January 2025.

3. Used Registrations Up 3% YoY –

Used vehicle registrations increased 3% compared with January 2025.

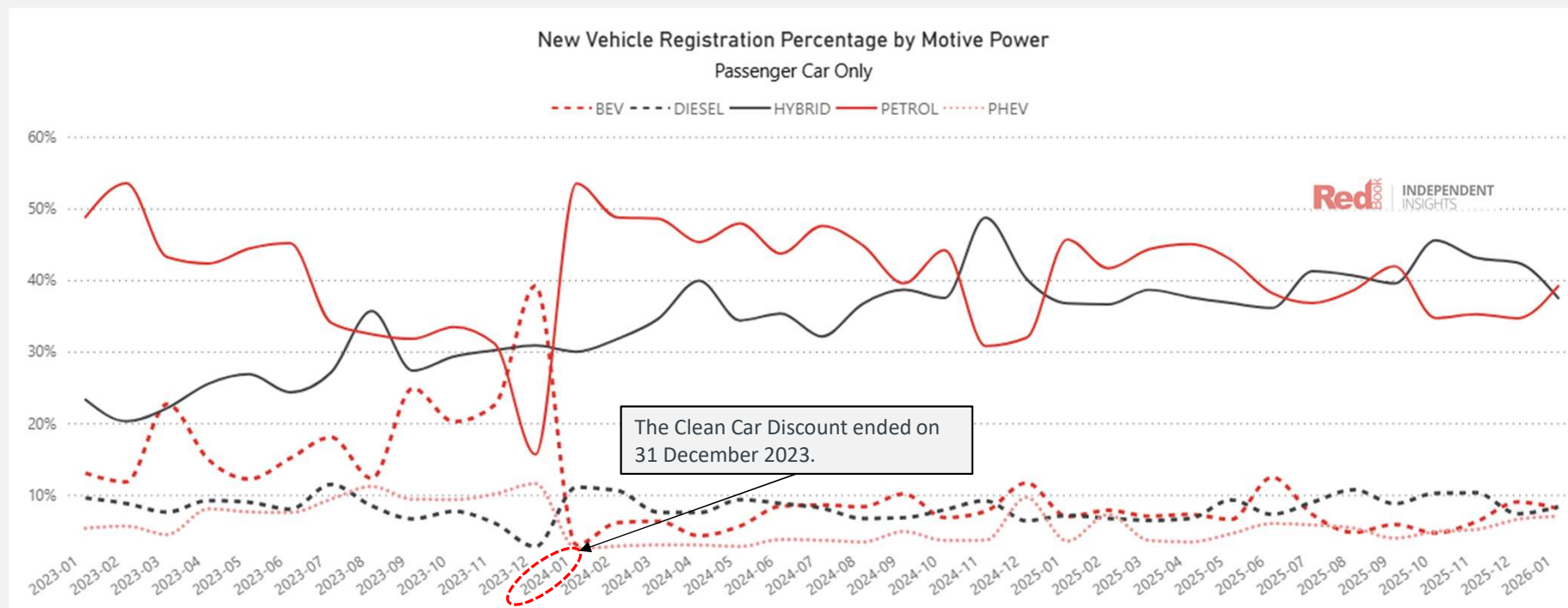


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New Car Sales Trend by Motive Power

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Insights

1. Hybrids Down, Petrol Registrations Up: Hybrid registration share declined, while petrol vehicle registration share increased slightly compared with December 2025.

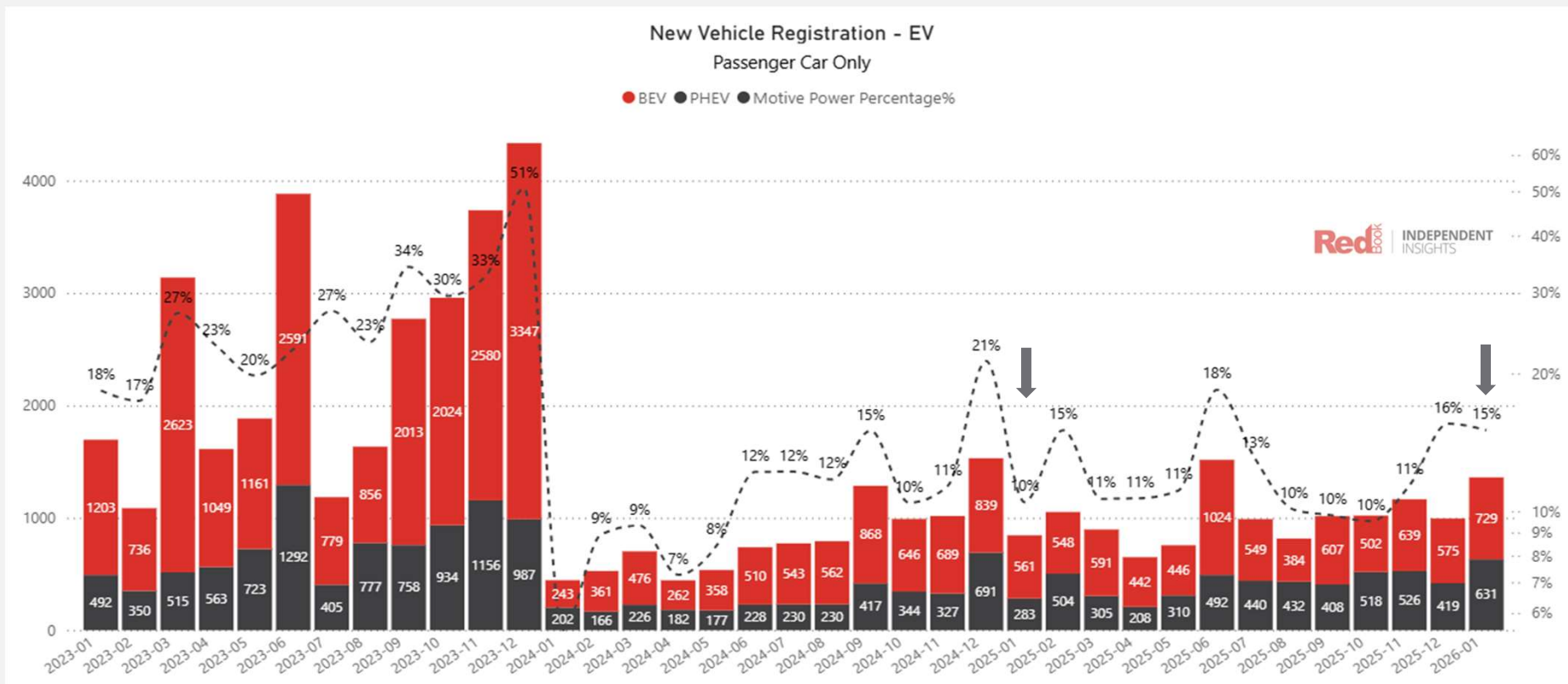
2. EV Registration Share Holds Steady: The combined share of BEV and PHEV registrations remained stable compared with the previous month.

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EV New Car Sales Percentage

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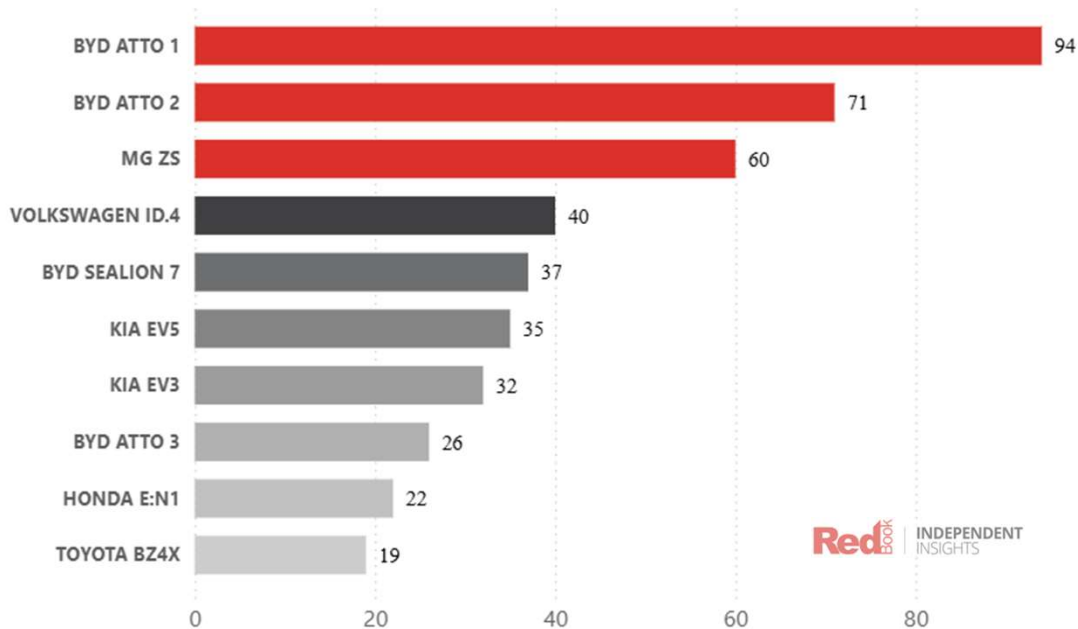
Insights

- EV Registrations Increase:** Both BEV and PHEV registrations increased compared with the previous months.
- Top-selling BEV and PHEV models** in January 2026 included the **BYD ATTO 1, ATTO 2 and Sealion 7, GWM Haval H6, Mitsubishi Eclipse Cross, MG ZS, Jaecoo J7, Volkswagen ID.4, and Kia EV5.**

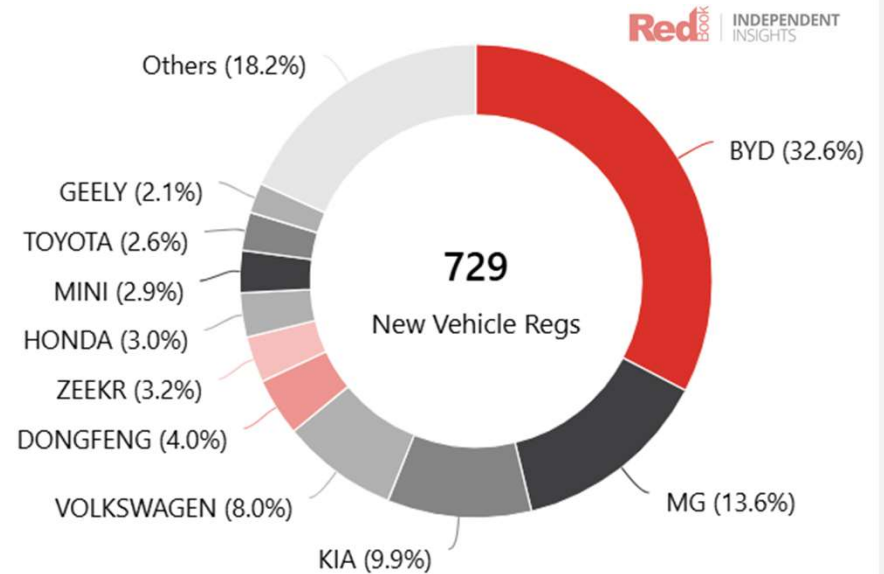
Jan 26

BEV Top Sellers & Market Share

Top 10 BEV Sellers - Jan 2026



BEV Market Share by Brand (Top 10) - Jan 2026



Top Sellers

1. BYD Models Lead the BEV Market in Jan 2026: Among the top 10 BEV sellers, four models are from BYD, highlighting BYD's strong market presence.

2. MG ZS Follows: The MG ZS ranked third, with 60 units sold.

Market Share

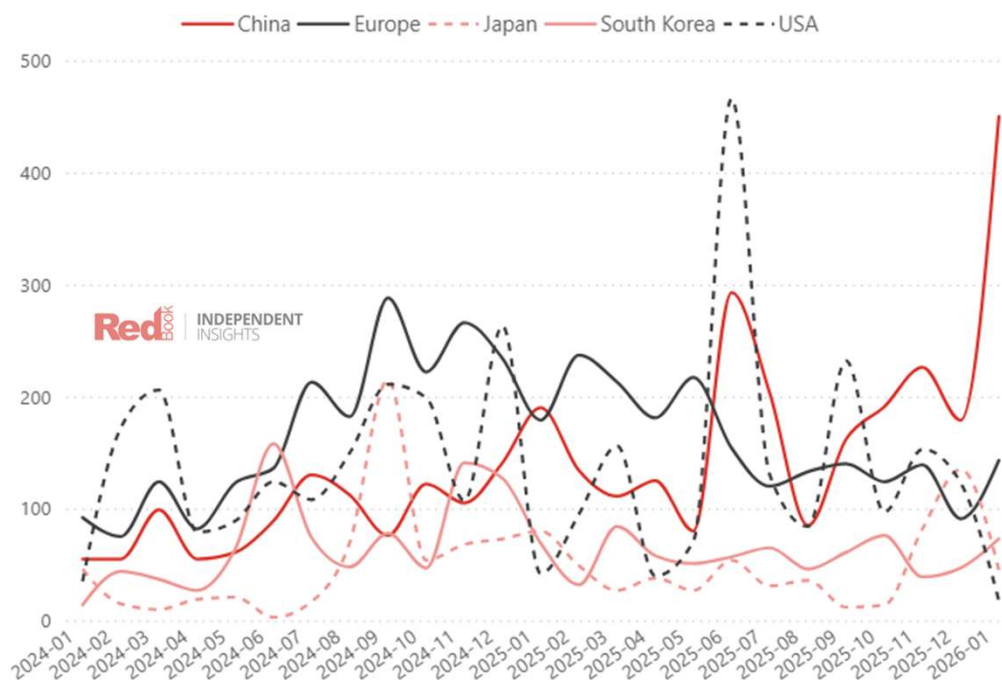
1. BYD Dominates by Brand: BYD holds the largest BEV brand market share at 32.6%, followed by MG at 13.6%.

2. Kia a Strong Challenger: Kia accounts for 9.9% of BEV sales, ranking No.3.

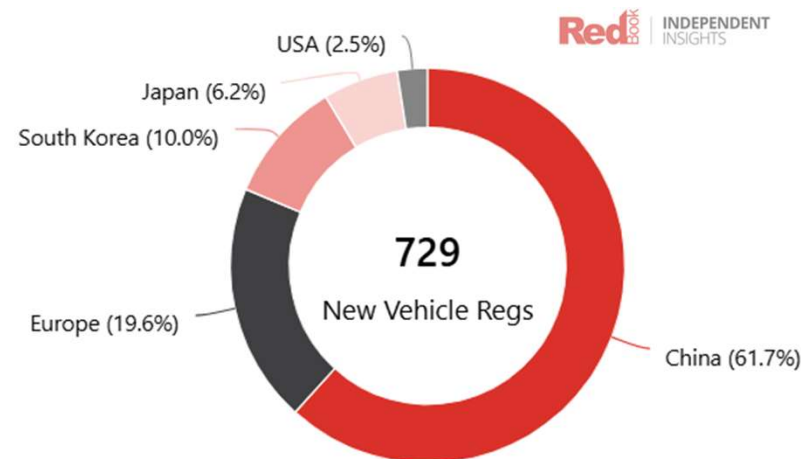
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BEV Market Trend by OEM Origin

New BEV Registrations by OEM Origin



BEV Market Share by OEM Origin - Jan 2026



Market Trend

- 1.Monthly Volumes Show Volatility:** BEV registrations by origin fluctuate significantly month to month, with noticeable spikes from the U.S. in mid-2025 and a strong start from China in January 2026.
- 2.China Gaining Momentum:** BEV registrations from Chinese OEMs trend higher overall.

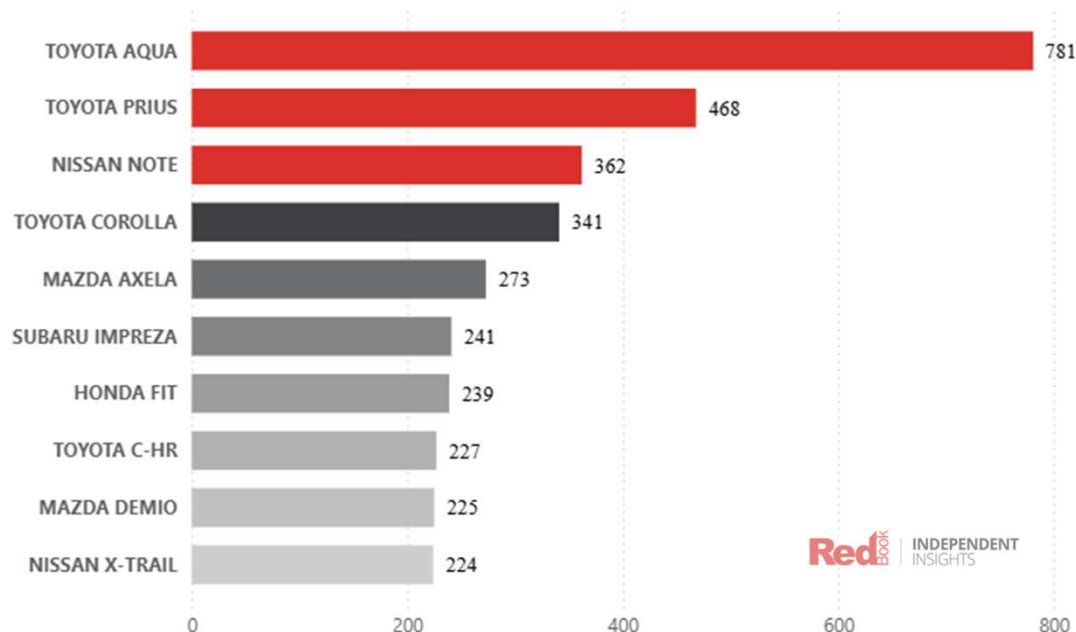
Market Share

- 1.China Leads BEV Supply in Jan 2026:** China accounts for 61.7% of BEV registrations, followed by Europe at 19.6%.
- 2.U.S. Shows a Sharp Decline:** BEV registrations from U.S. brands fell sharply in January 2026, linked to reduced Tesla volumes in the month.

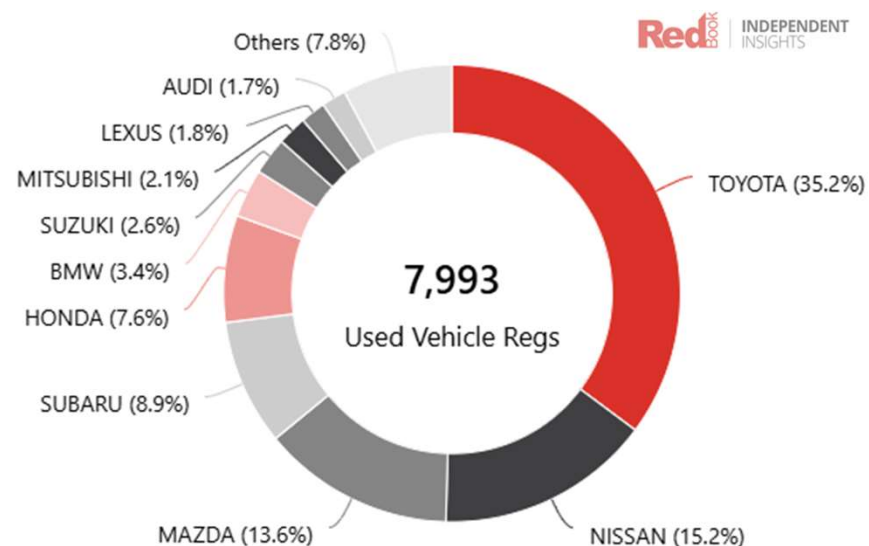
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Used Car Top Sellers & Market Share

Top 10 Sellers - Jan 2026



Market Share by Brand (Top 10) - Jan 2026



Top Sellers

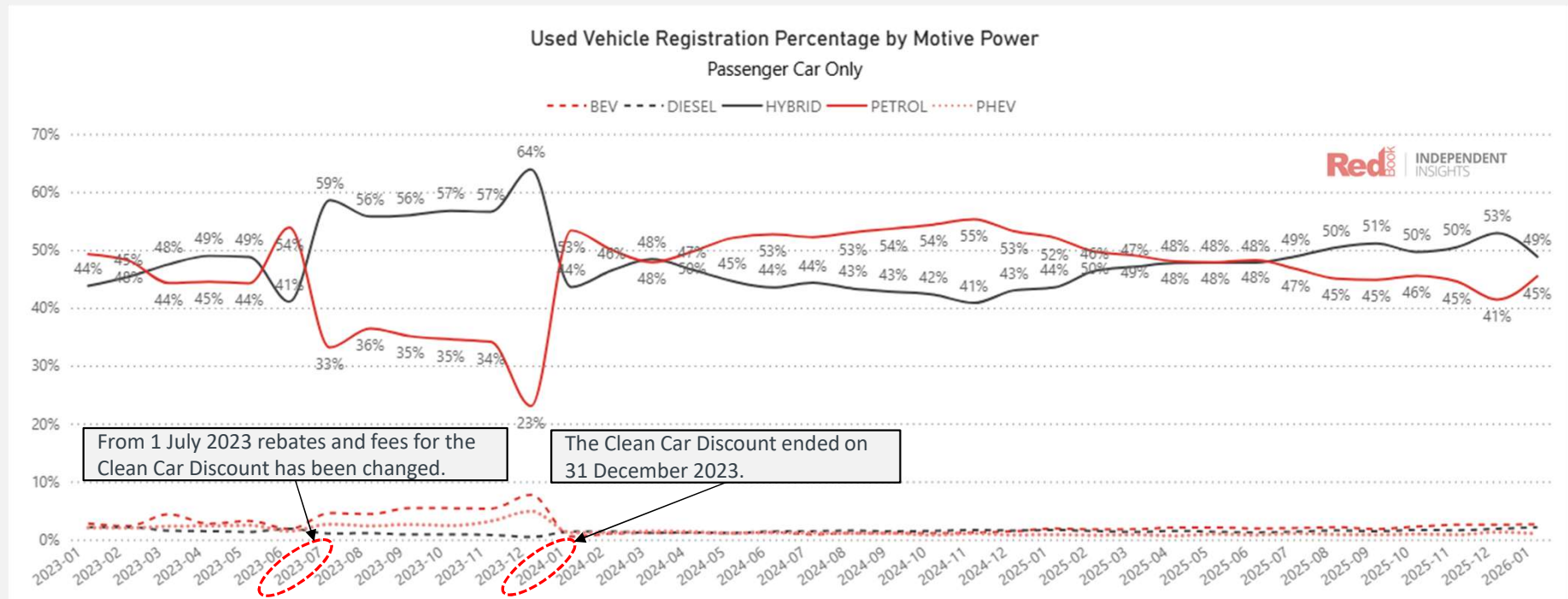
- 1. Toyota's Prominence:** Toyota models, including the Aqua, Prius and Corolla, are among the most registered.
- 2. Hybrid Dominance:** Nearly half of the list above is made up of hybrids or low petrol usage vehicles.

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.

Jan 26

Used Car Sales Trend by Motive Power

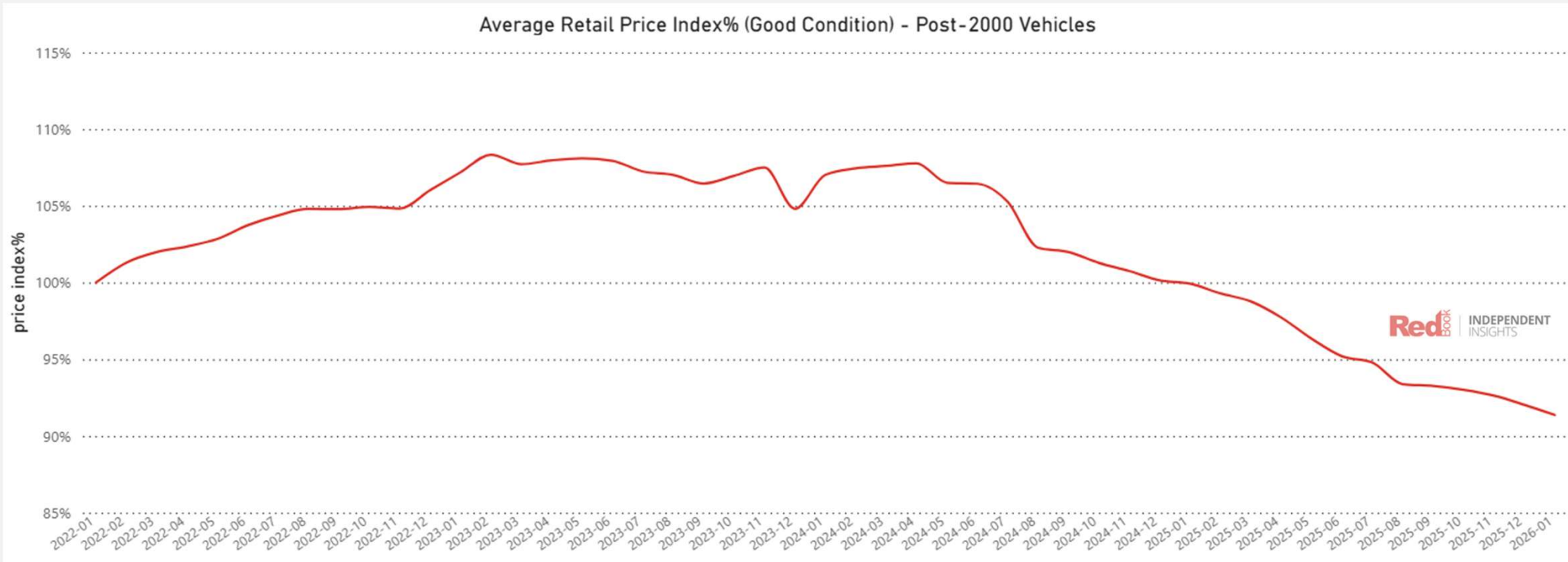


Insights

- 1. Hybrids Remain the Largest Segment:** Hybrid registrations continued to lead the used passenger car market in January 2026, remaining above petrol despite some month-to-month fluctuations.
- 2. Petrol Trends Higher:** Petrol's share picked up slightly in January 2026 but remained below hybrids.
- 3. BEV and PHEV Remain Niche:** BEV and PHEV registrations remain very low and together account for only a small proportion of used vehicle registrations.

Jan 26

Used Vehicle Price Index



Price Index

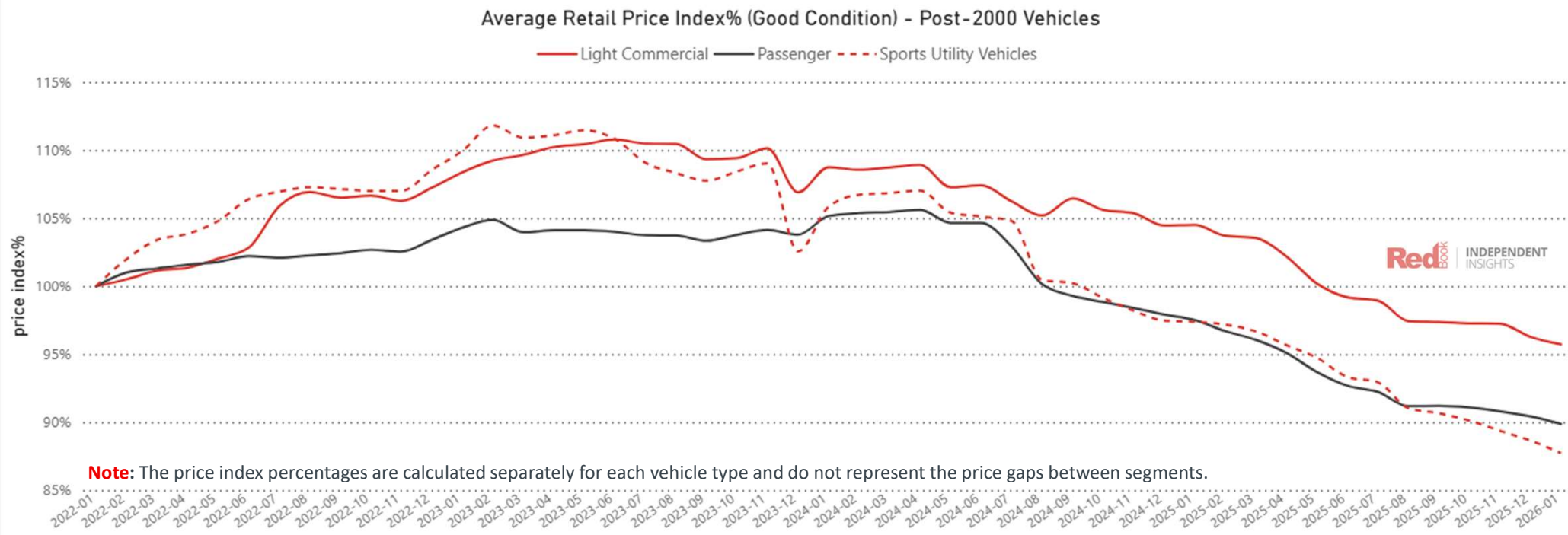
1. Prices Rose, Then Declined, and Continue to Ease: Retail prices climbed steadily and peaked in early 2023, before gradually softening through 2023 and 2024, and continuing to ease into early 2026. However, the rate of decline has slowed over the past four to five months.

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Used Vehicle Price Index by Vehicle Type

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Price Index

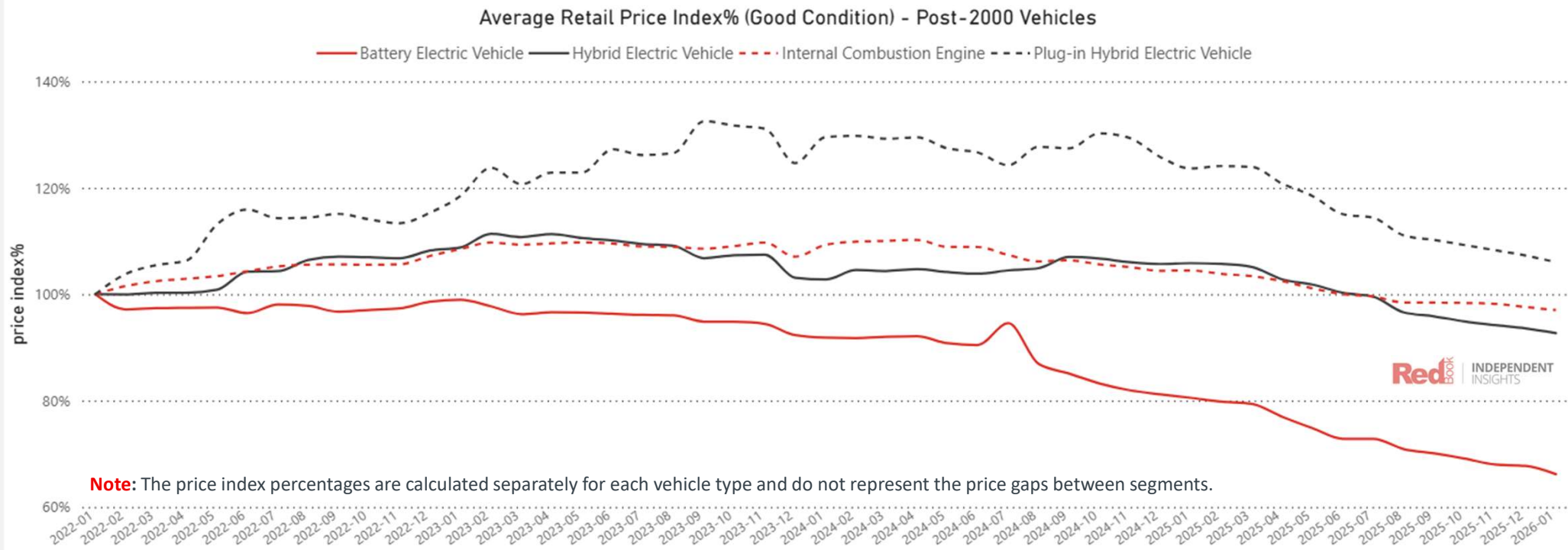
- 1. Passenger Cars and Light Commercials Move in Line:** Passenger cars and light commercial vehicles followed a similar pattern, rising to a peak in early 2023 before declining at a moderate and broadly steady pace.
- 2. SUVs Show a Sharper Correction:** SUV prices peaked at a similar level in early 2023 but have since declined more steeply than other segments, indicating the sharpest price correction among vehicle types.

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Used Vehicle Price Index by Motive Power

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Price Index

- 1. ICE and Hybrids Move in Line After Peaking:** After peaking in early 2023, both ICE and hybrid prices have eased slightly, following a similar trend.
- 2. PHEVs Hold Up Better Than BEVs:** PHEV prices have stayed relatively stable, while BEV prices have fallen sharply.
- 3. BEVs See the Sharpest Correction:** BEVs have recorded the largest and most persistent price decline among all powertrains.