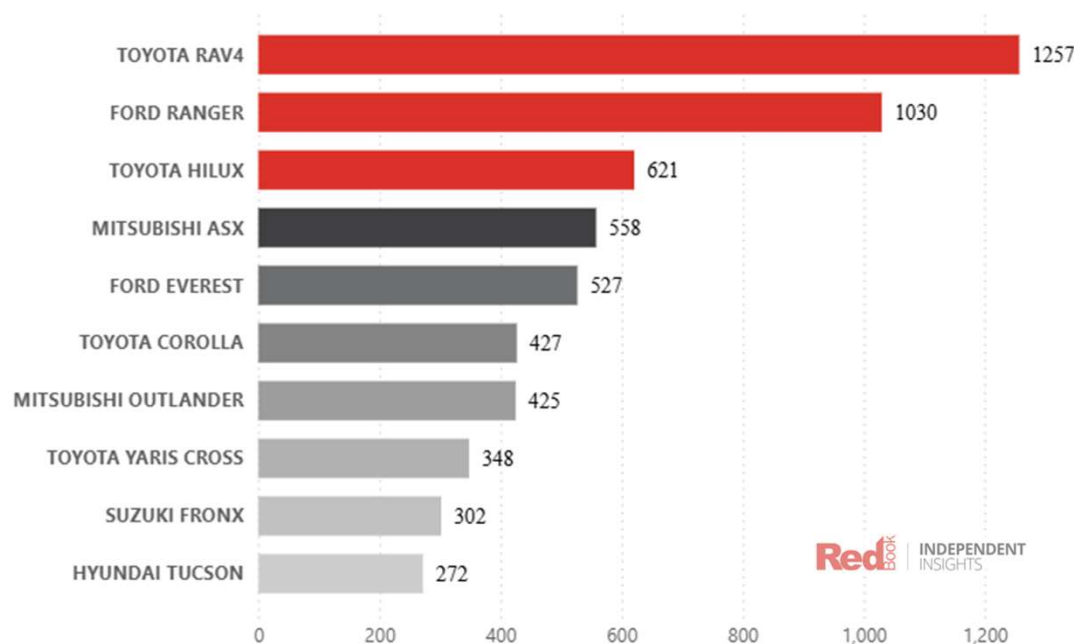


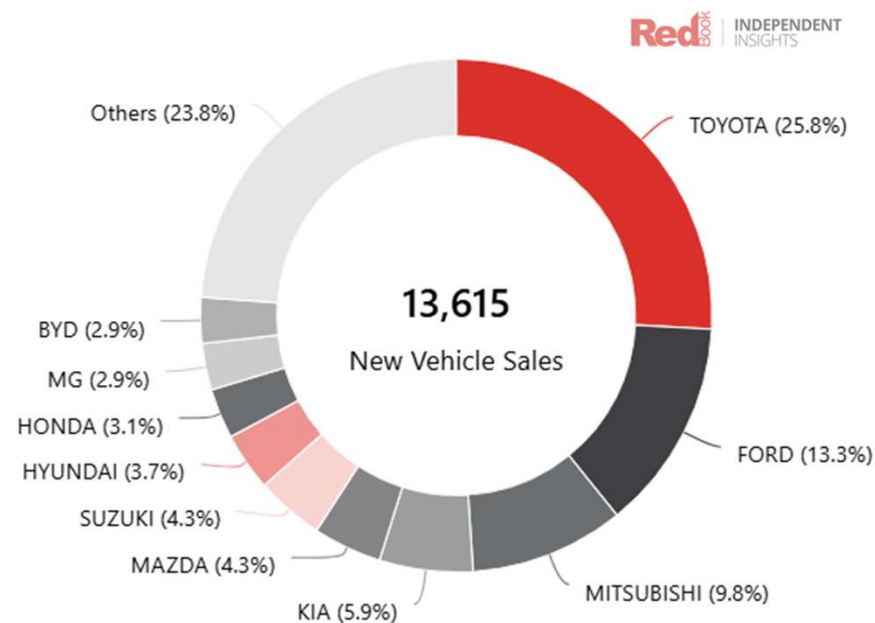
Nov 25

Top Sellers & Market Share

Top 10 Sellers - Nov 2025



Market Share by Brand (Top 10) - Nov 2025



Top Sellers

- 1. Toyota RAV4 Continues on Top with Strong Rental Sales:** The Toyota RAV4 leads the market with 1,257 units sold, including 692 units from the rental sector.
- 2. Ford Ranger and Toyota Hilux Follow:** Ford Ranger (1,030 units) and Toyota Hilux (621 units) remain strong contenders.
- 3. Rentals Boost the market again:** Nearly one third of all new vehicles registered in November are into the rental market.

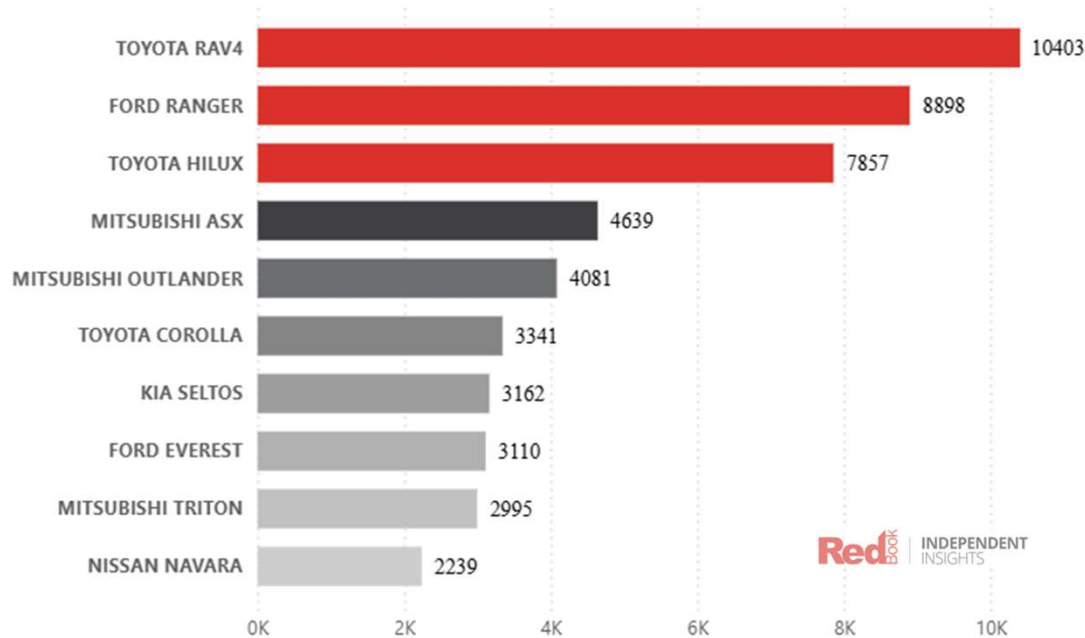
Market Share

- 1. Toyota Dominates:** Toyota continues to hold the largest market share at 25.8%, down slightly on last month.
- 2. Ford and Mitsubishi Compete:** Ford holds No.2 position with 13.3%, Mitsubishi follows with 9.8%.

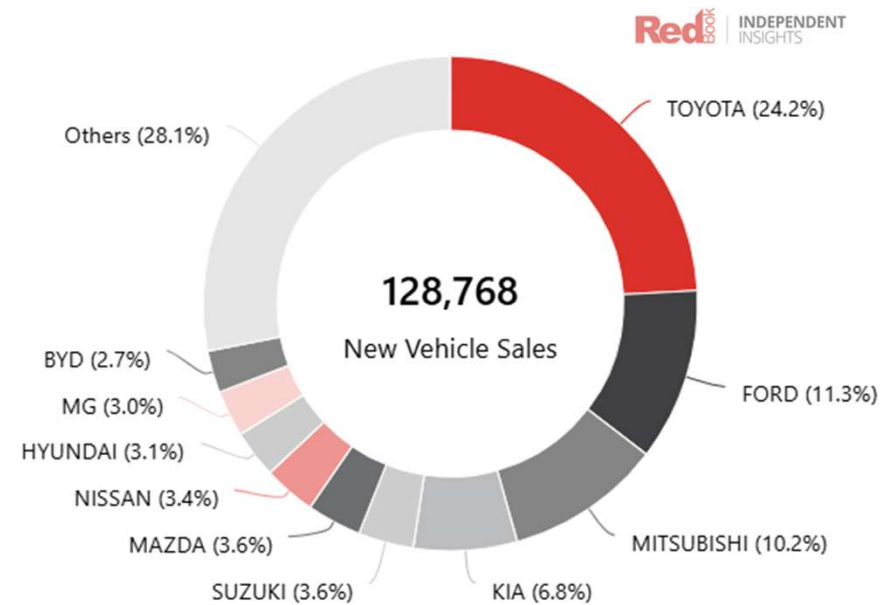
Nov 25

Top Sellers & Market Share

Top 10 Sellers - YTD 2025



Market Share by Brand (Top 10) - YTD 2025



Top Sellers

- 1.SUV's and Utes dominate sales:** SUVs (or "Wagons") make up nearly 60% of all sales. Utes are in second at nearly 20%. Hatchbacks are third with only 9% of the market share.
- 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 24.2%, showing its continued dominance in the market.
- 2.Chinese Brands Strengthen:** We are consistently seeing Chinese brands in the Top 10 and these are eroding traditional Japanese and Korean market dominance.

Nov 25

NZ New Car Sales Trend

Market Trend

1. Overall Registrations Slightly Dip MoM –

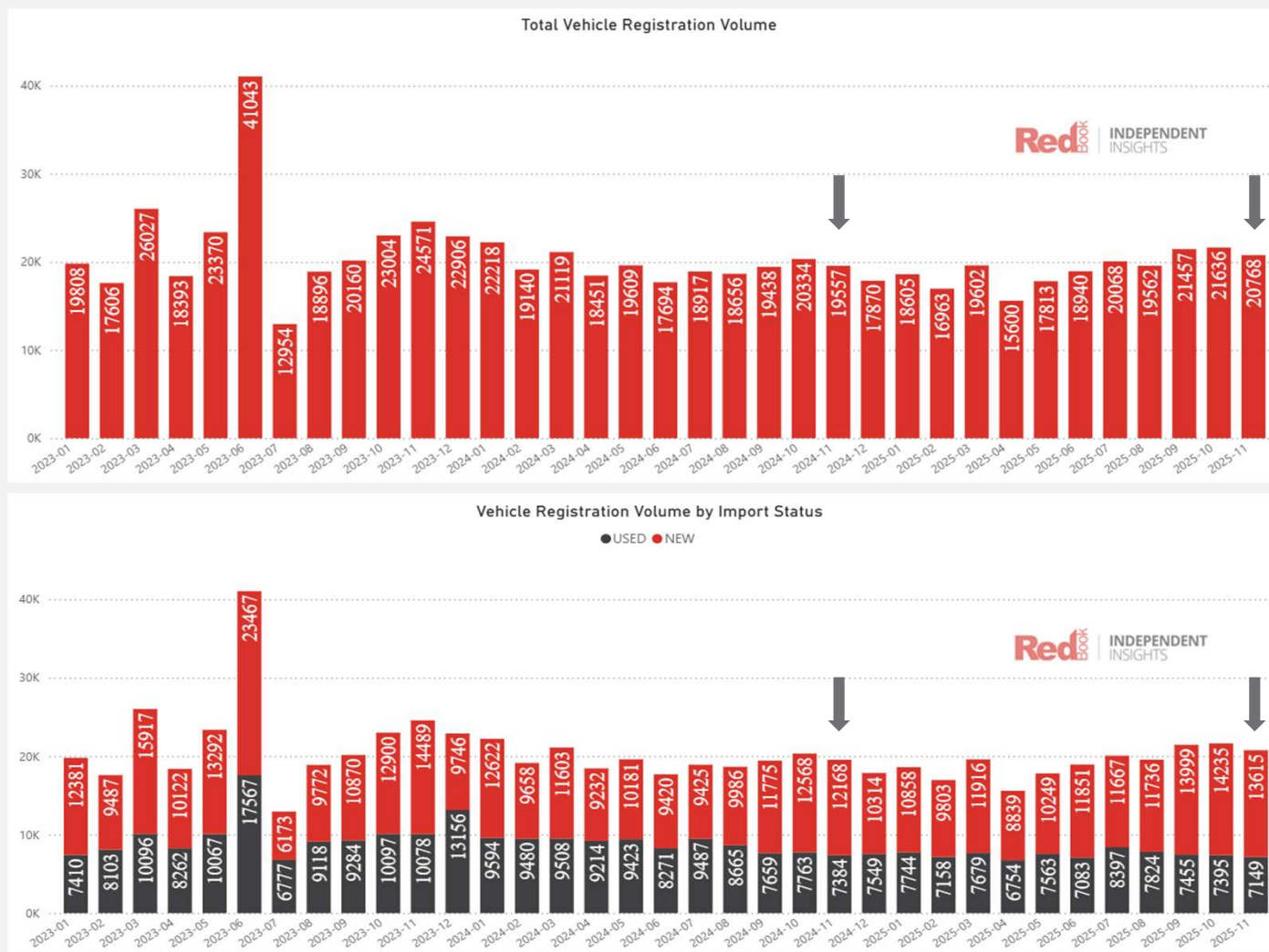
Total vehicle registrations fell by 4% compared with October 2025, with both new and used registrations declining marginally.

2. New Registrations Continue Showing Strong YoY Growth –

New vehicle registrations rose by 12% compared with November 2024, supported in part by a rebounding tourism market and sales into rental car fleets.

3. Used Registrations Decline 3% YoY –

Used vehicle registrations decreased by 3% compared with November 2024, reflecting an ongoing slowdown in used vehicle registrations.

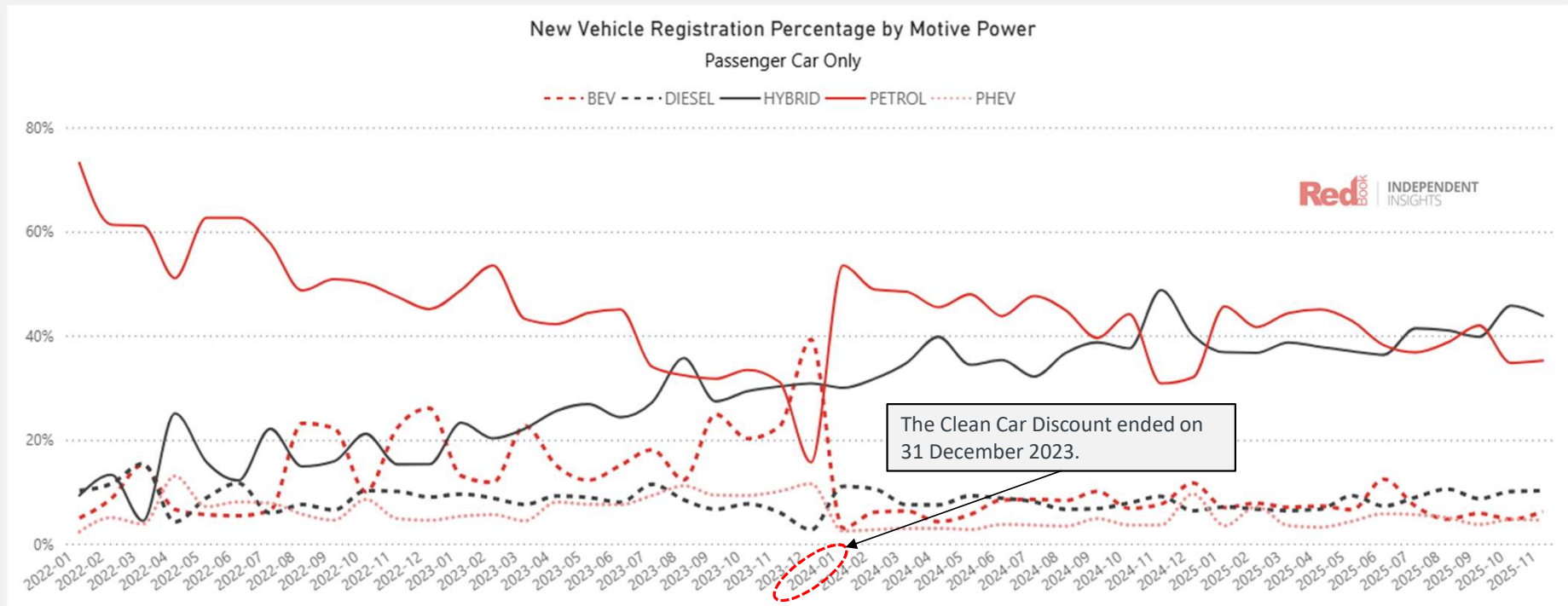


Nov 25

New Car Sales Trend by Motive Power

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Insights

1.Drop in Hybrid, Stable in Petrol: While the changes to the Clean Car Scheme have yet to take full effect we saw hybrid vehicle registrations dip slightly in November 2025, while petrol registrations remained stable.

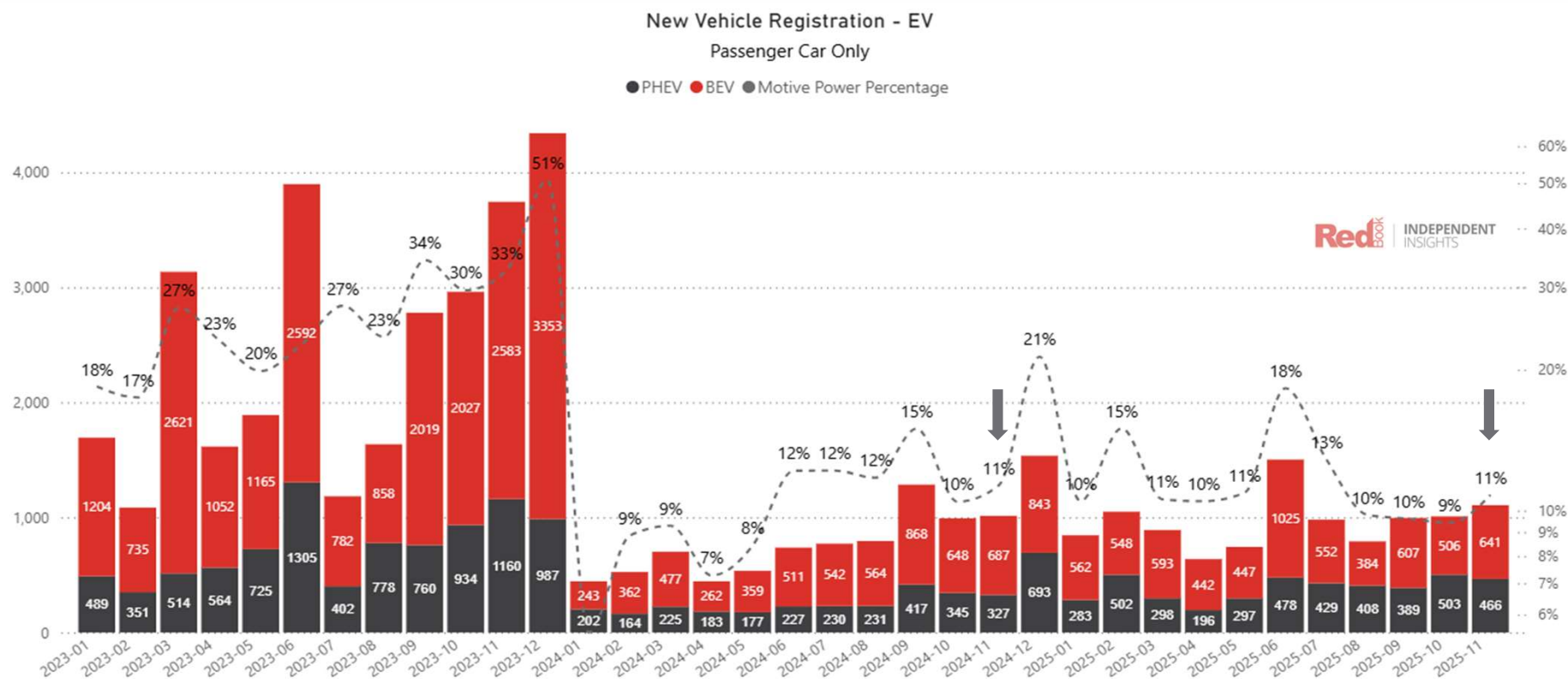
2.EV Registrations Slightly Pick Up: BEV registrations increased compared with the previous month, while PHEV volumes edged down. Overall, total EV registrations were slightly higher than last month and broadly consistent with the same period last year.

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EV New Car Sales Percentage

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Insights

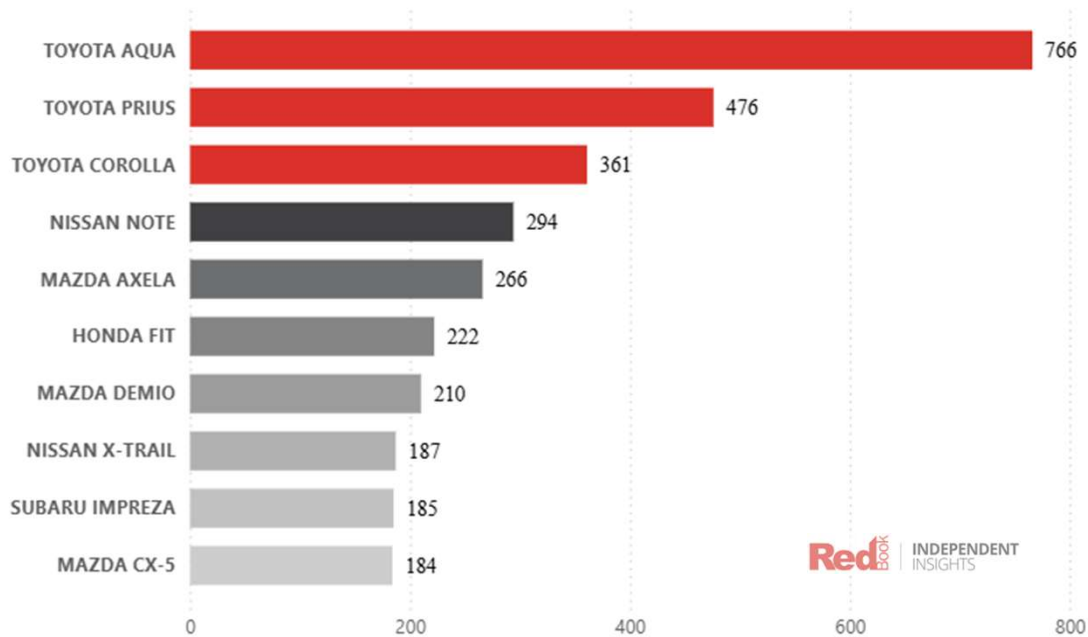
- EV Registrations Slightly Pick Up:** BEV registrations increased compared with the previous month, while PHEV volumes edged down. Overall, total EV registrations were slightly higher than last month and broadly consistent with the same period last year. This was buoyed by a Tesla shipment of 136 Model Y's.
- The top-selling EV models** in November 2025 included the **Tesla Model Y**, **BYD Sealion 7**, **ATTO 3**, and **Dolphin**, **Honda E:N1**, **Mercedes-Benz EQE** and **EQS**, **Toyota bZ4X**, **Dongfeng Box**, and **Kia EV3**.

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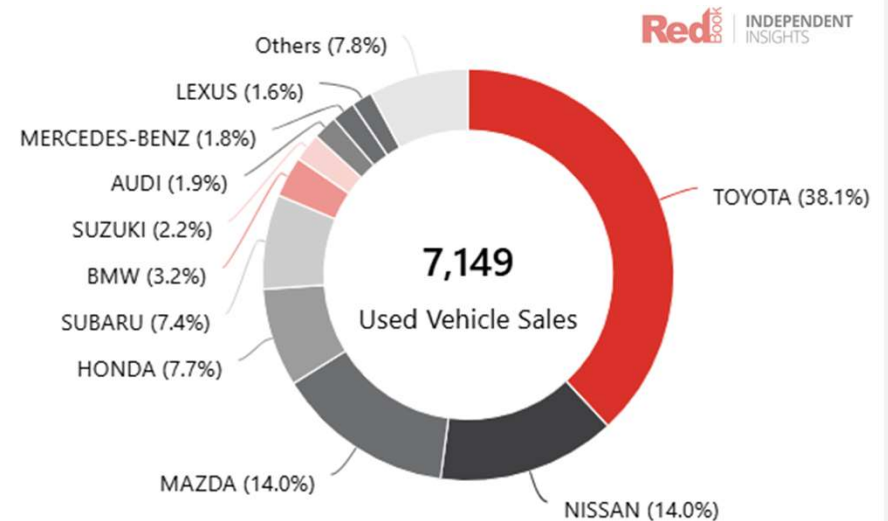
Used Car Top Sellers & Market Share

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Top 10 Sellers - Nov 2025



Market Share by Brand (Top 10) - Nov 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.

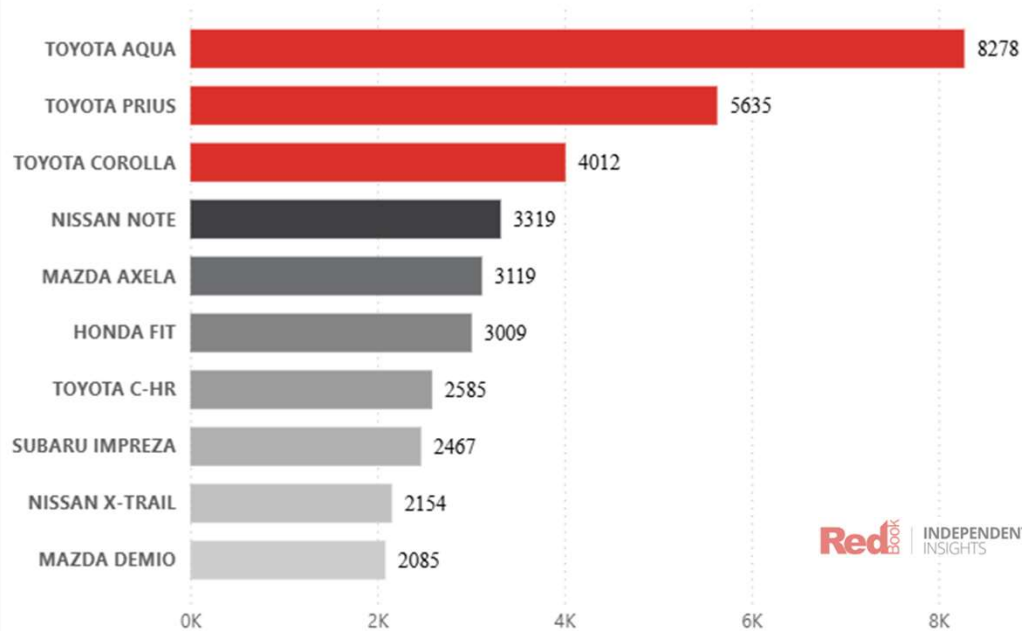
Market Share

- 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.

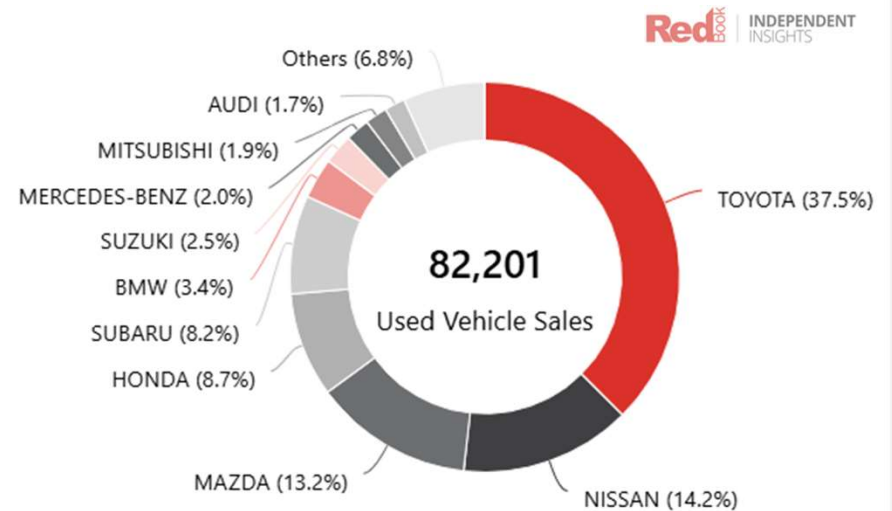
Nov 25

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

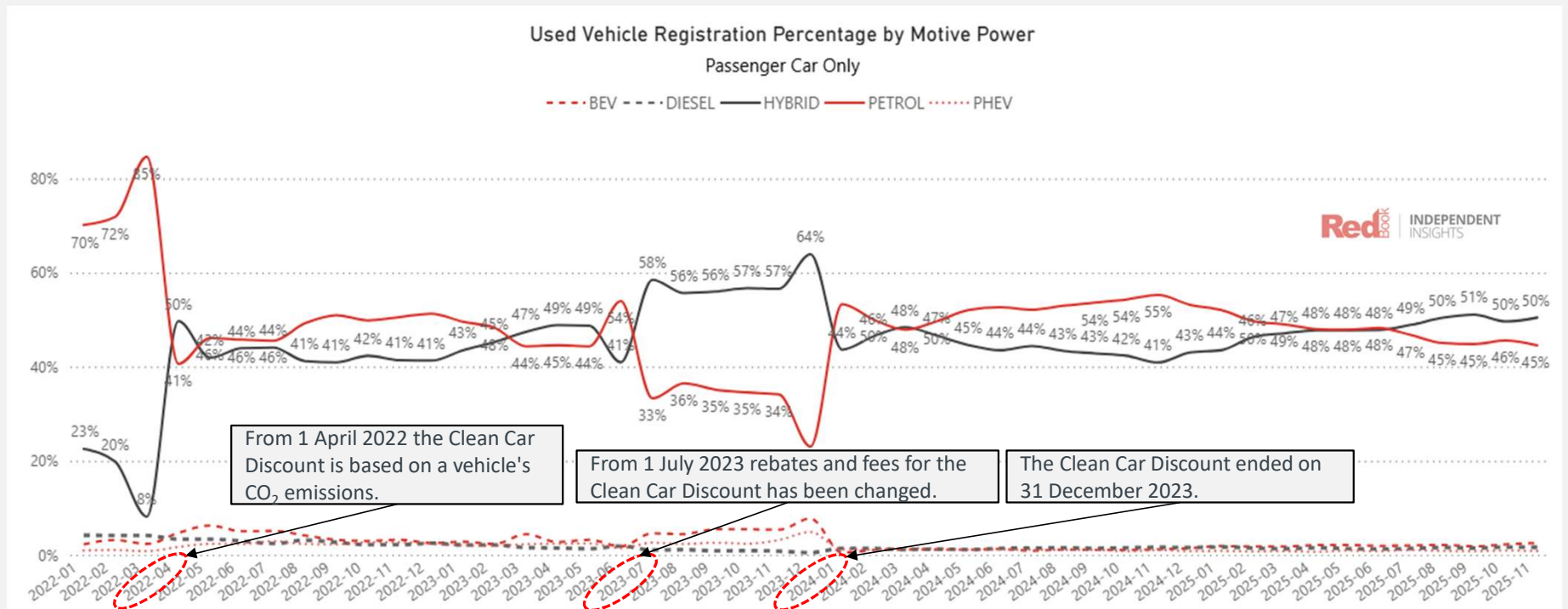
- 1. Toyota Dominates:** Toyota has a commanding lead with 37.5% of the used car registrations market.
- 2. Euro's small:** BMW, Mercedes-Benz, and Audi together account for just 7.1% of the market share, while Japanese brands dominate.

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Used Car Sales Trend by Motive Power

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Insights

1. Hybrid Registrations Remain Ahead of Petrol: Hybrid registrations held steady in November 2025, while petrol registrations declined slightly. Overall, hybrids continued to outperform petrol vehicles.

2. BEV and PHEV Volumes Remain Low: Their registrations still account for a minor portion of overall volumes.

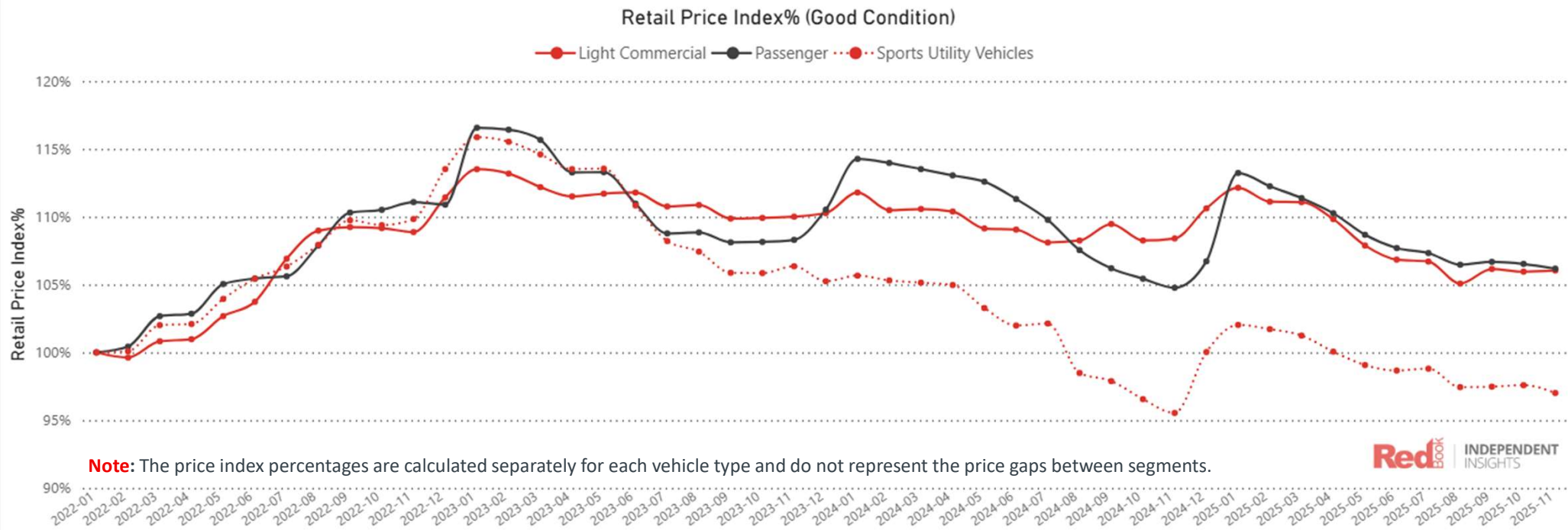


Price Index

1. Prices Rose, Then Eased, and Now Stabilized: Retail prices climbed steadily and peaked in early 2023 before gradually softening through 2023 and 2024. A brief rebound emerged in early 2025, likely driven mainly by seasonal uplift, but prices have since eased again and remained relatively stable over the past four months.

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Used Vehicle Price Index by Vehicle Type



Price Index

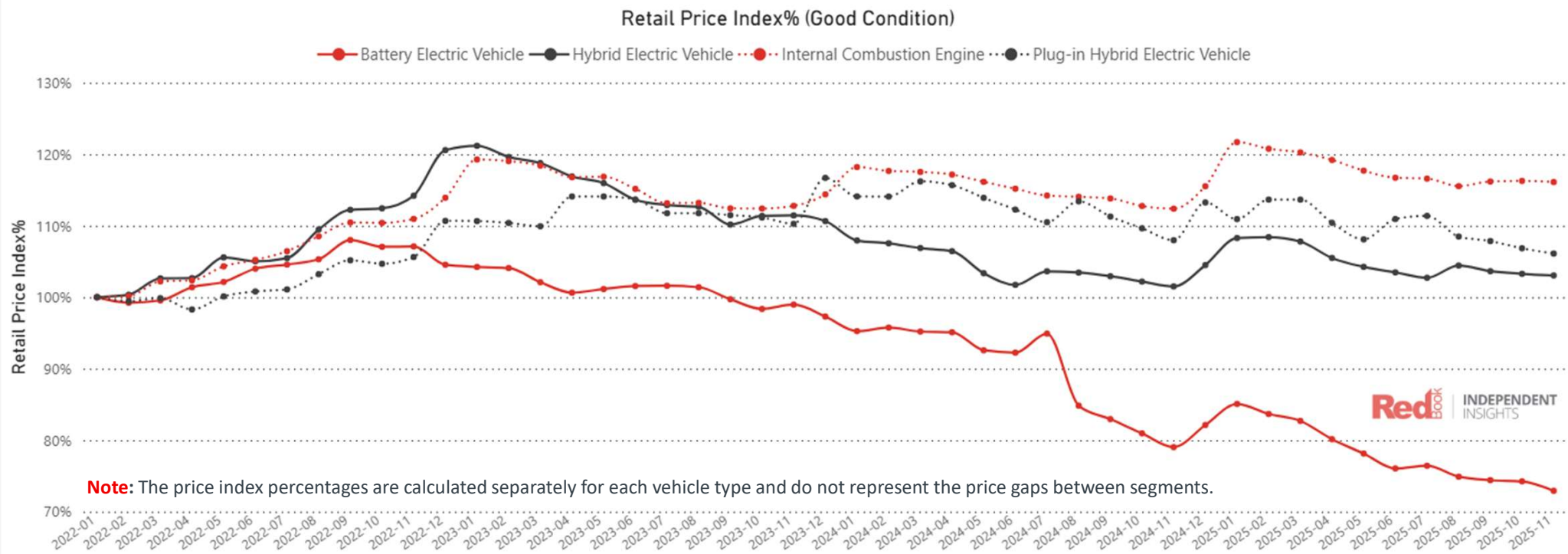
- Passenger cars and light commercials broadly track each other:** Rising to a peak in early 2023 before declining at a moderate pace.
- SUVs behave differently:** After peaking at similar levels in early 2023, their decline is significantly steeper. This indicates SUVs experienced the sharpest price correction, likely driven by oversupply (especially ex-rental and fleet disposals) and constrained buyer affordability amid overall weakening economic conditions.

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Used Vehicle Price Index by Motive Power

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Price Index

- ICE and Hybrid Prices Diverge After Peak:** ICE and Hybrid vehicles followed a similar upward trend until peaking in early 2023. Since then, ICE prices have declined slightly with minor fluctuations, whereas hybrid prices have dropped notably.
- PHEVs Stable, BEVs Drop Significantly:** PHEV registrations have remained steady after peaking at the end of 2022, whereas BEV values have fallen sharply since then as competition in the market is increasing.