RedBook | INDEPENDENT INSIGHTS

DATA & INSIGHTS
JULY 2026

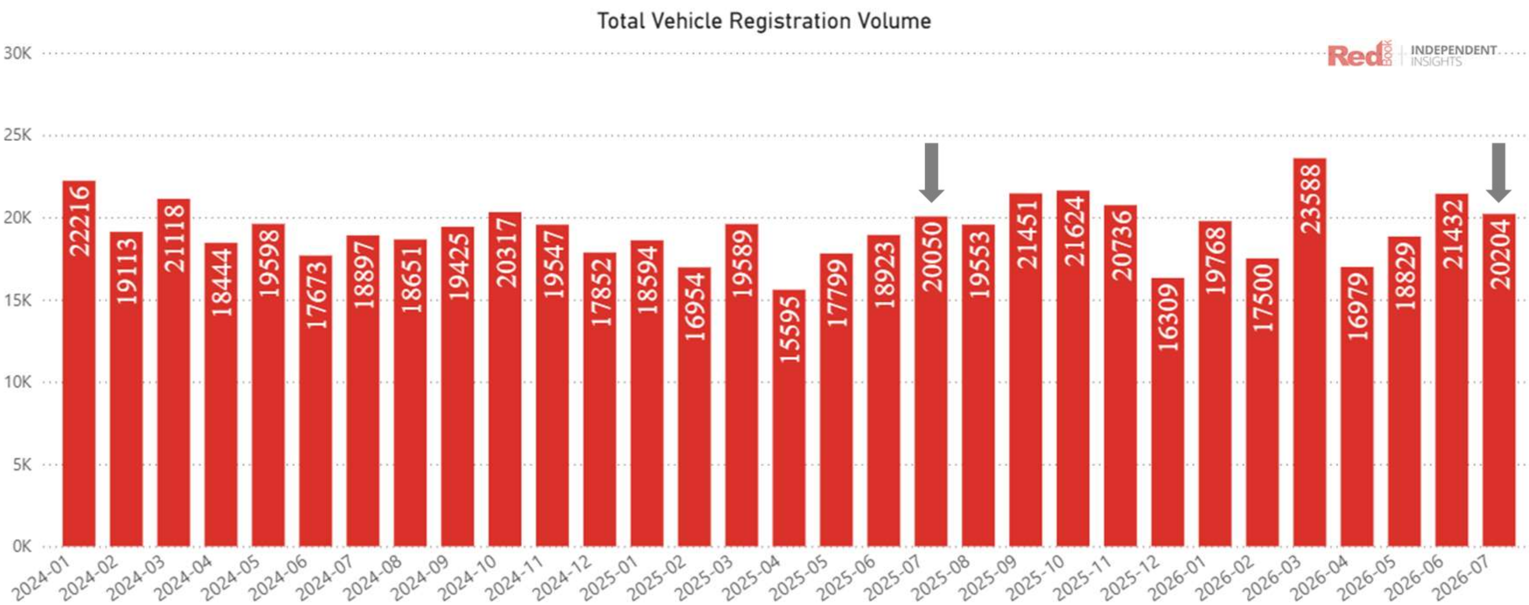
MONTHLY

MARKET UPDATE

NZ new and used vehicle registrations, electrification, market share and used vehicle price index trends.

IN THIS ISSUE

NZ Overall Car Registrations Trend



KEY INSIGHTS

Registrations Ease

Total registrations eased 5.7% MoM to 20,204 in July.

Market Stable YoY

Total registrations were 0.8% higher than July 2025.

Source: RedBook Insights

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CHAPTER 1

NEW MARKET

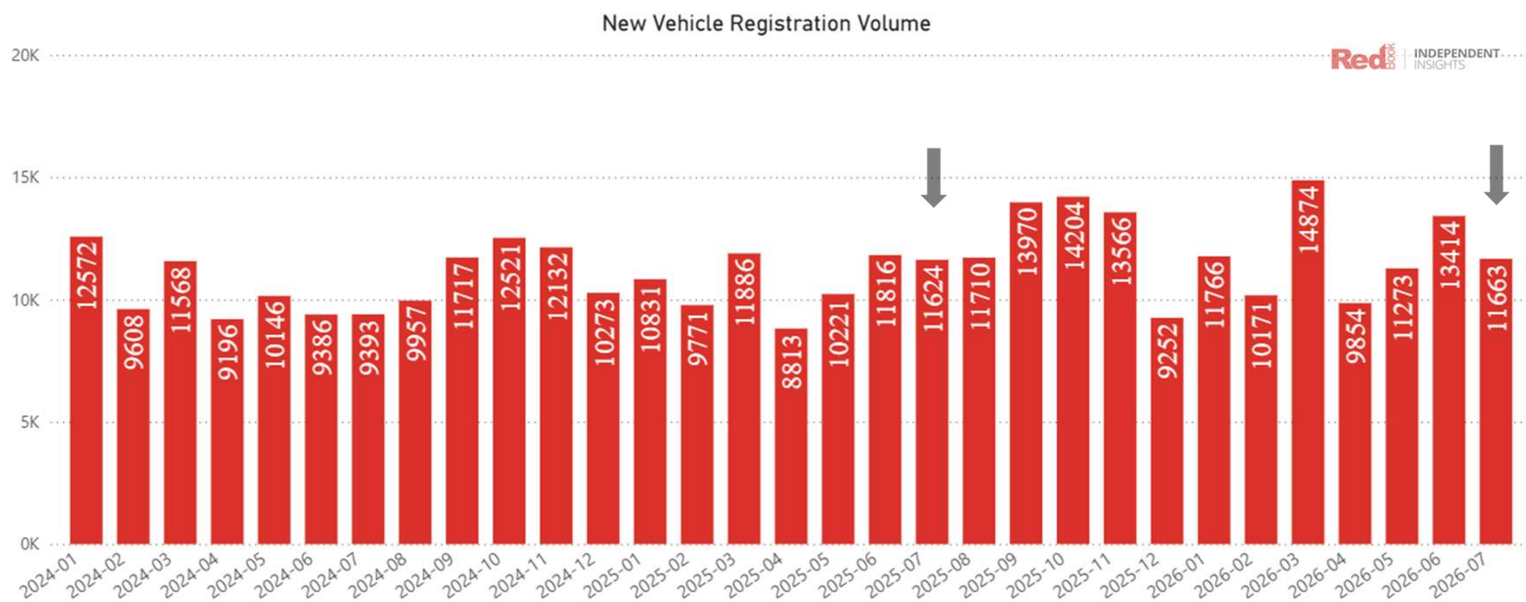
This section covers New Zealand’s new vehicle market in July 2026, highlighting top sellers, brand share and overall sales trends. Ford Ranger led the July model market, while Toyota remained the leading brand.

-13% MoM
New regs down MoM.

+0.3% YoY
New market broadly flat YoY.

738
Ranger led July new model market.

NZ New Car Sales Trend



KEY INSIGHTS

New Market Eases

New registrations fell 13.1% MoM to 11,663 in July.

Flat YoY

New registrations were 0.3% higher than July 2025.

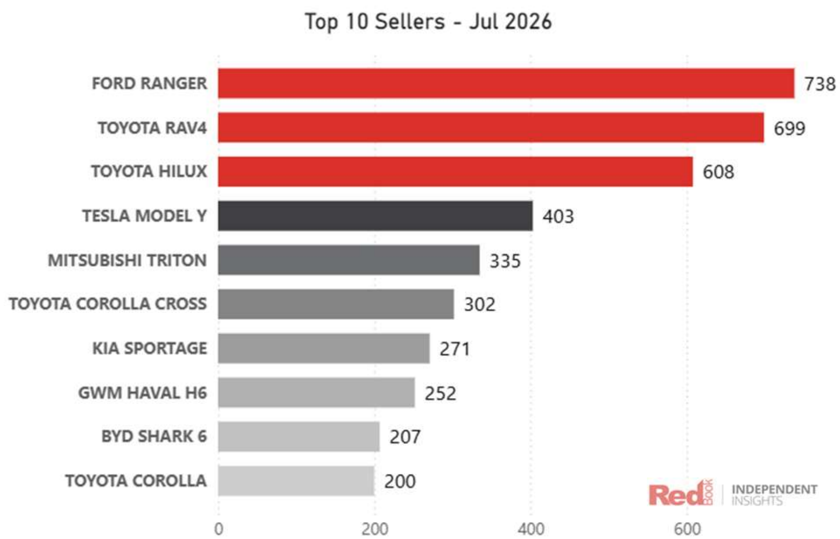
Above April Low

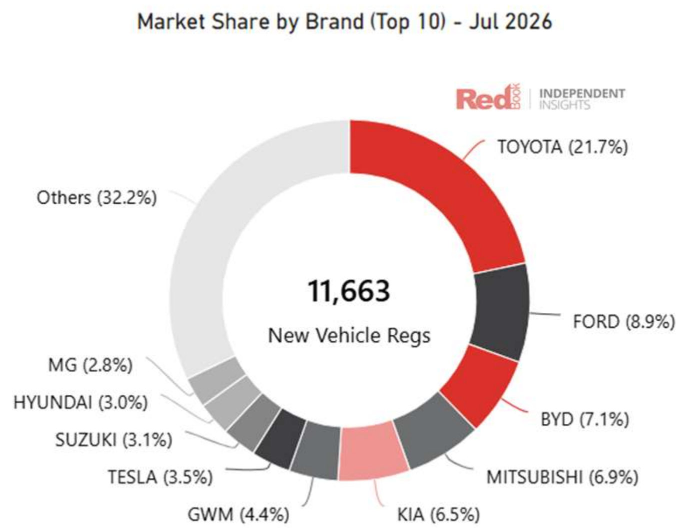
July stayed above April’s low, but gave back part of June’s lift.

Source: RedBook Insights

NEW MARKET
JULY 2026

Top Sellers & Market Share — Monthly





KEY INSIGHTS

Ranger Leads

Ford Ranger led July with 738 registrations, ahead of Toyota RAV4 at 699.

RAV4 Strong

Toyota RAV4 ranked second with 699, reinforcing SUV demand.

Toyota Still No.1

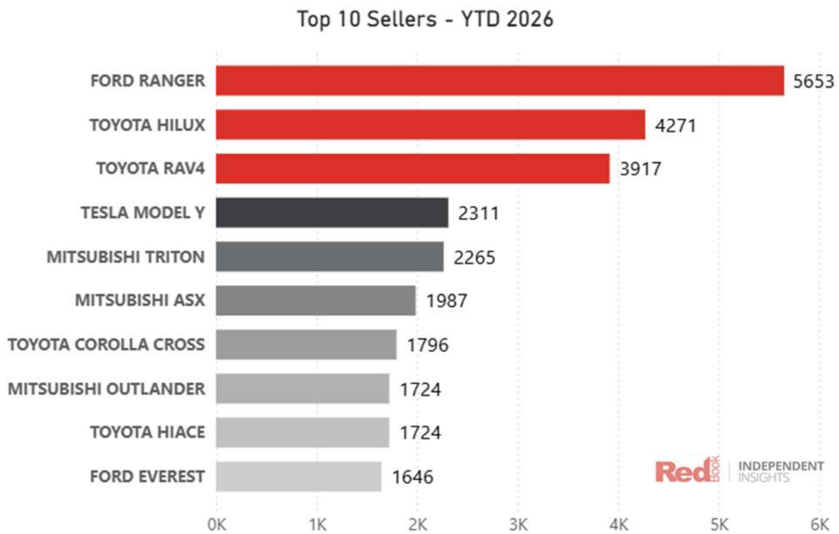
Toyota led monthly brands with 21.7% share, ahead of Ford at 8.9%.

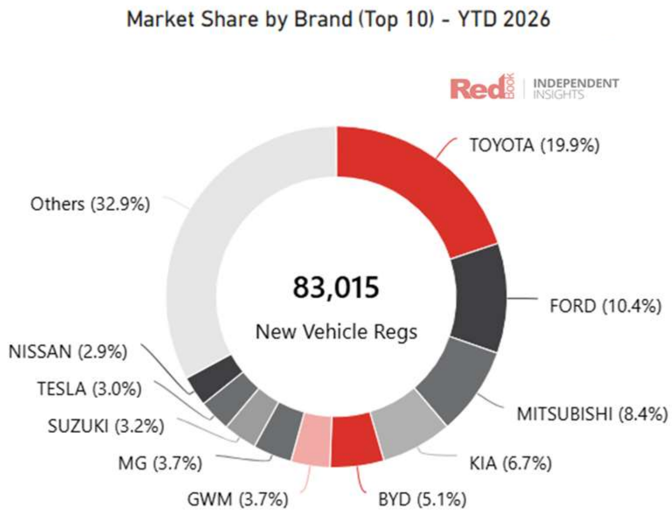
BYD Enters Top 3

BYD entered the monthly brand top 3 with 7.1% share.

Source: RedBook Insights

Top Sellers & Market Share — YTD





KEY INSIGHTS

SUVs, Utes & BEV

SUVs and utes dominate, while Model Y ranks fourth YTD among new models.

Ranger Holds No.1

Ford Ranger leads YTD with 5,653 registrations, ahead of Hilux and RAV4.

Toyota Leads YTD

Toyota holds the top brand position with 19.9% share; Ford follows at 10.4%.

Mitsubishi Solid

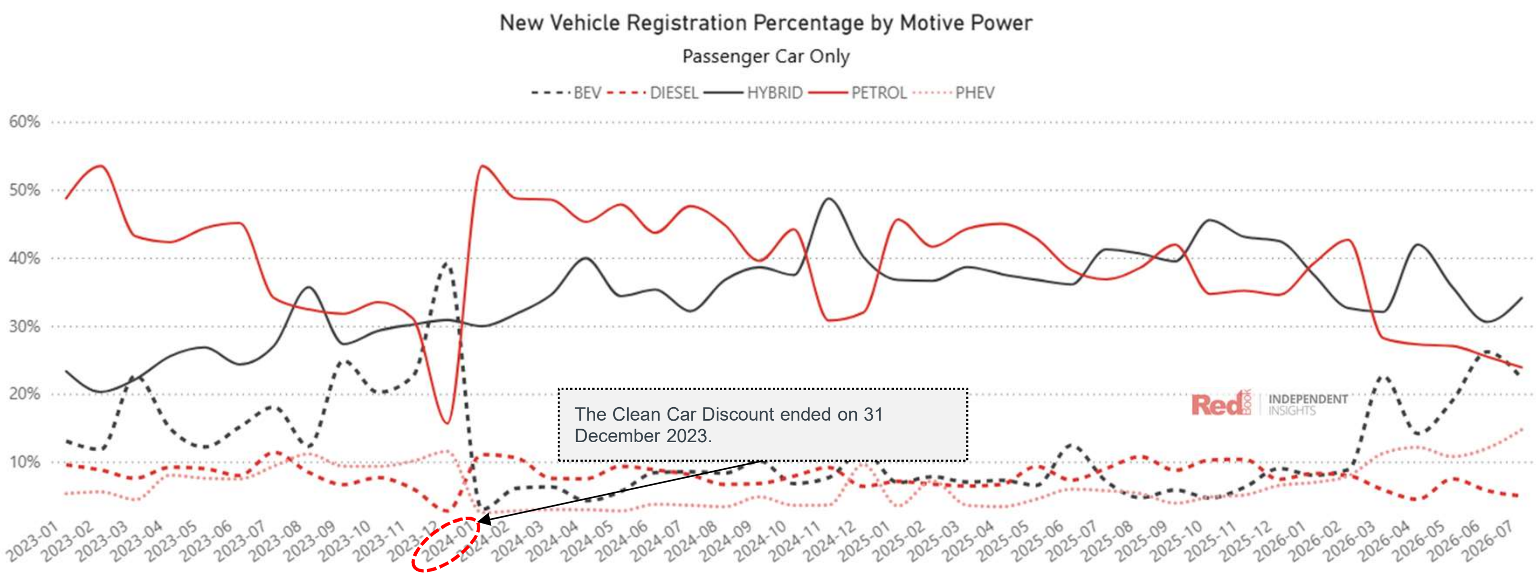
Mitsubishi holds 8.4%, supported by Triton, ASX and Outlander.

Source: RedBook Insights

NEW MARKET

JULY 2026

New Car Sales Trend by Motive Power



KEY INSIGHTS

Hybrid Still Leads

Hybrid rebounded in July and remained the leading passenger powertrain.

BEV Close to Petrol

BEV share eased in July but remained just below Petrol, maintaining a relatively strong market position.

PHEV Lift

PHEV share strengthened in July, adding to electrified-market growth.

Source: RedBook Insights

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CHAPTER 2

ELECTRIFICATION

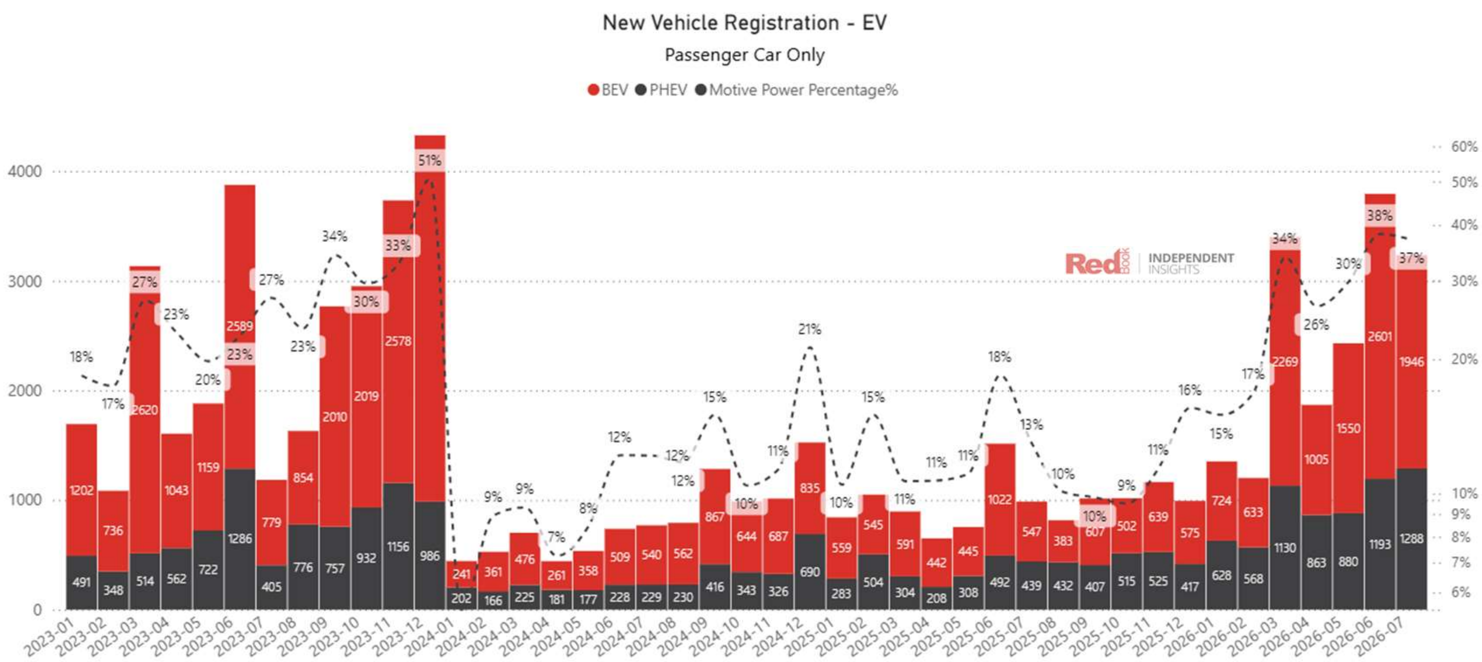
This section explores key electrification trends in New Zealand, including EV share, BEV leadership, and market share by OEM origin. These insights highlight the accelerating shift towards electrification and the brands and regions leading the transition.

37%
EV share of new passenger registrations in July

23.5%
Tesla BEV market share YTD 2026

55%
China-origin BEV share YTD 2026

EV New Car Sales Percentage



KEY INSIGHTS

EV Share at 37%

Combined BEV and PHEV share held at 37% in July, still above March's 34% spike.

Still Elevated

July eased only slightly from June's 38% and remained well above early-2026 levels.

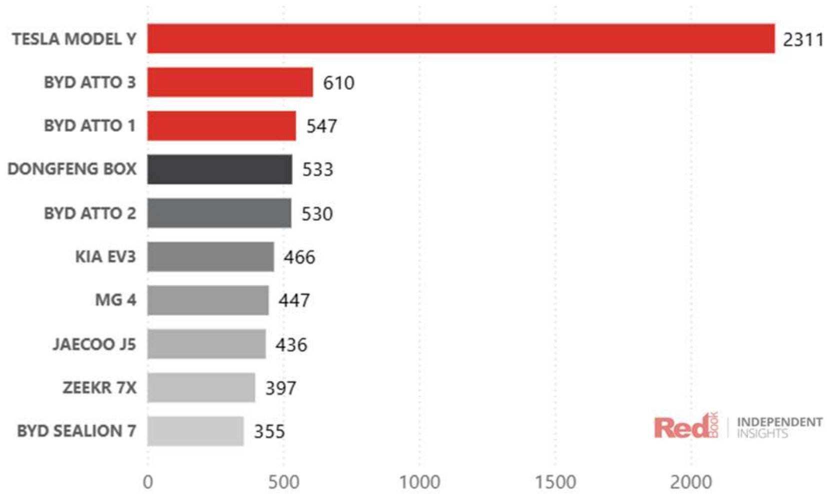
PHEV Adds Support

PHEV registrations rose to 1,288, helping offset a softer BEV month.

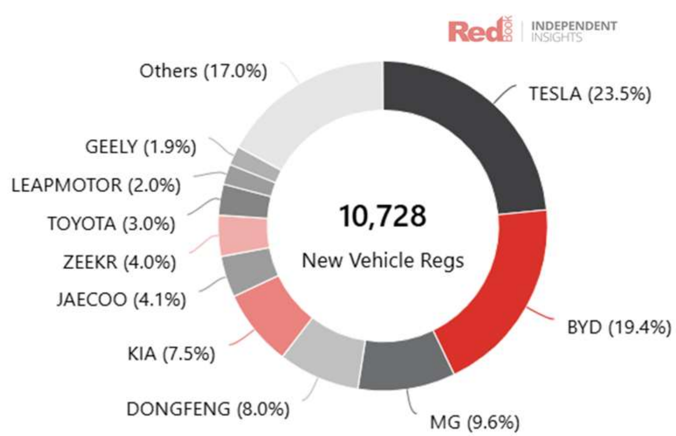
Source: RedBook Insights

BEV Top Sellers & Market Share

Top 10 BEV Sellers - YTD 2026



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



KEY INSIGHTS

Model Y Leads Clearly

Tesla Model Y is the top BEV YTD with 2,311 units, well ahead of BYD ATTO 3.

BYD Shows Depth

Four BYD models feature in the top 10, highlighting strong lineup coverage.

Tesla Leads by Brand

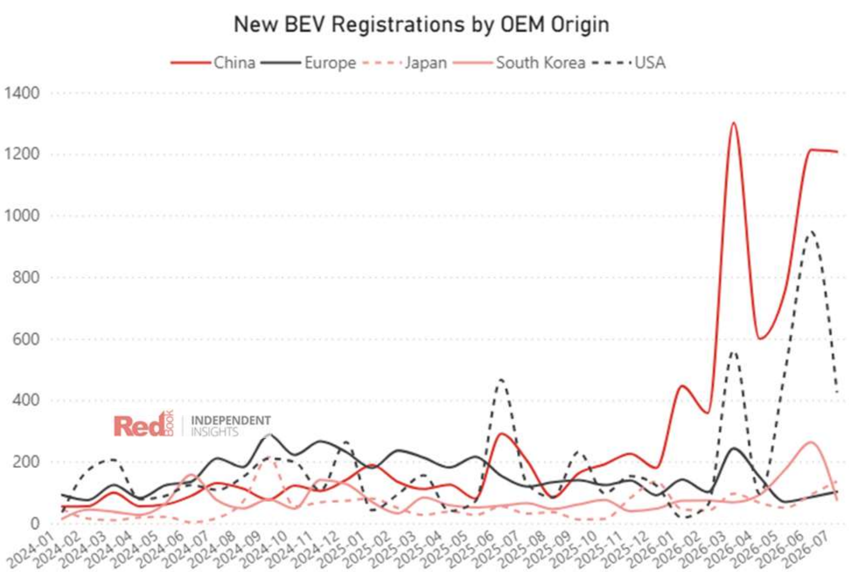
Tesla leads BEV market share at 23.5%, ahead of BYD at 19.4%.

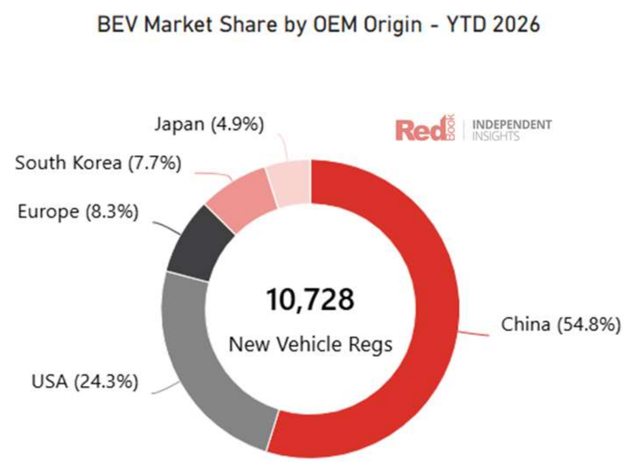
MG & Dongfeng Visible

MG, Dongfeng and Kia also hold notable BEV shares behind Tesla and BYD.

Source: RedBook Insights

BEV Market Trend by OEM Origin





KEY INSIGHTS

China Dominates

China accounts for 54.8% of BEV registrations, still far ahead of other origins.

U.S. Second

The U.S. holds the No.2 position at 24.3%, supported largely by Tesla.

China Holds High

China-origin BEV volumes stayed elevated in July after June’s strong lift.

U.S. Softens

U.S. volumes eased from June, highlighting Tesla-related volatility.

Source: RedBook Insights

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CHAPTER 3

LIGHT COMMERCIAL

This section covers New Zealand's light commercial market in July 2026, highlighting registration trends, top sellers, brand share and motive power. Ford Ranger remained the clear model leader, while Toyota narrowly led July brand share.

-15% MoM
LCV regs down MoM.

31.1%
Ford led YTD brand share.

738
Ranger led the July LCV market.

New Light Commercial Registration Volume

KEY INSIGHTS

July Pullback

New light commercial registrations fell 15.0% MoM to 2,518 in July.

YoY Softer

July registrations were 28.1% lower than July 2025.

Below March Peak

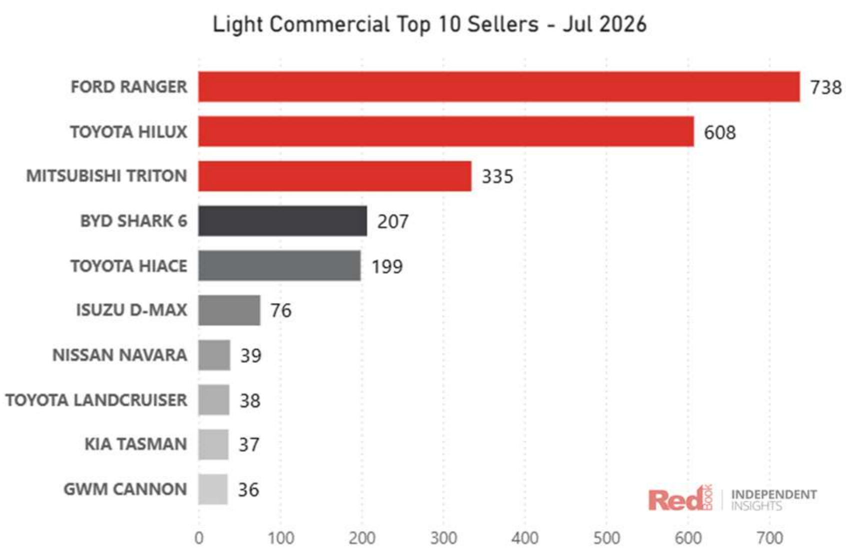
July stayed well below the March spike of 4,304 after easing from June.

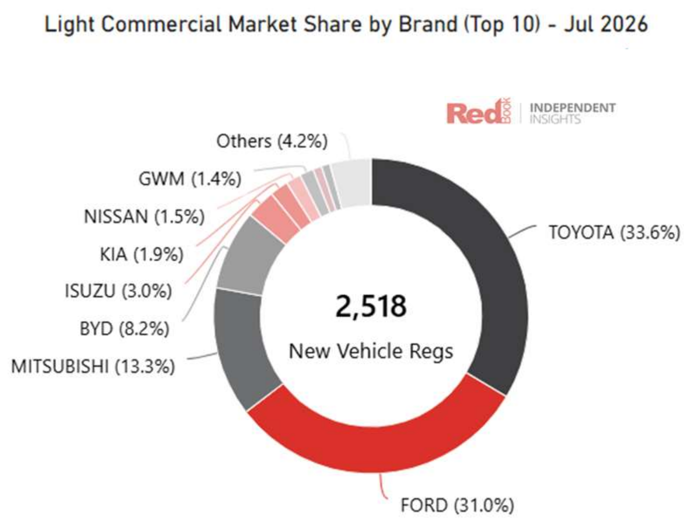
YTD Near 2025

YTD LCV volume is broadly in line with 2025, supported by ute demand.

Source: RedBook Insights

Light Commercial Top Sellers & Market Share — Monthly





KEY INSIGHTS

Ranger Leads

Ford Ranger led July with 738 registrations, ahead of Toyota Hilux at 608.

Triton No.3

Mitsubishi Triton ranked third with 335, while BYD Shark 6 reached fourth.

Toyota Tops Brands

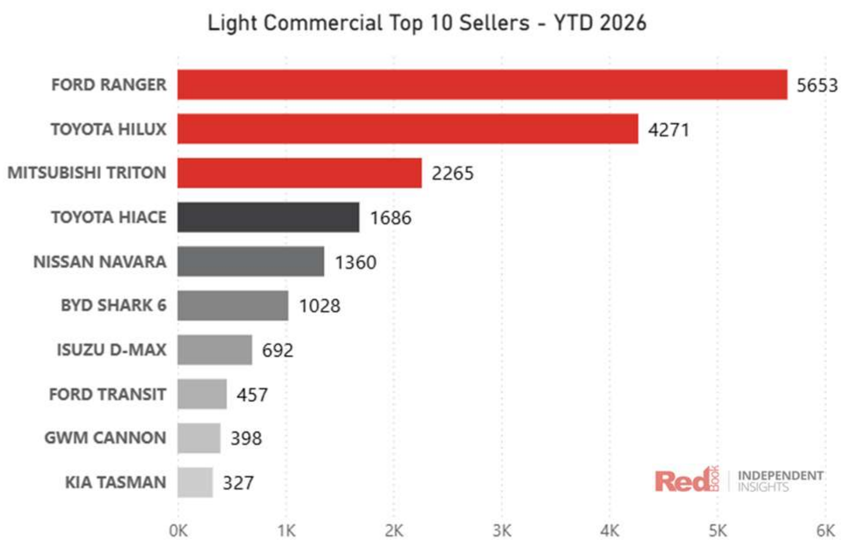
Toyota led July brand share at 33.6%, narrowly ahead of Ford at 31.0%.

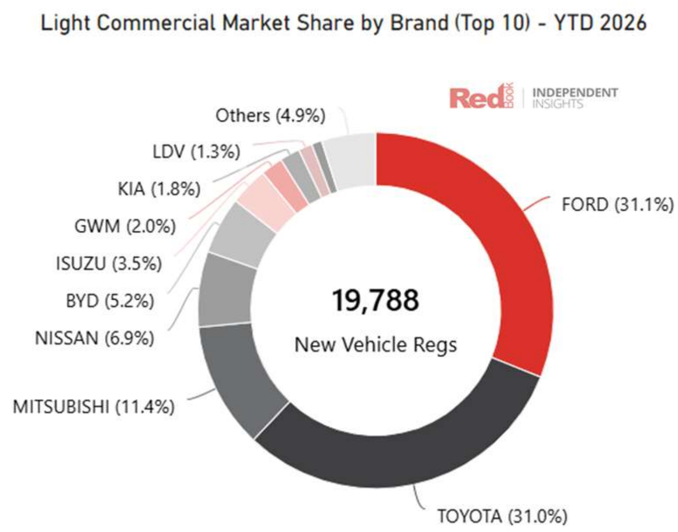
Shark 6 Strong

BYD Shark 6 reached 207 registrations, keeping electrified ute demand visible.

Source: RedBook Insights

Light Commercial Top Sellers & Market Share — YTD





KEY INSIGHTS

Ranger Holds No.1

Ford Ranger leads YTD with 5,653 registrations, ahead of Hilux at 4,271.

Ford Edges Toyota

Ford holds 31.1% share, only slightly ahead of Toyota on 31.0%.

Toyota Depth

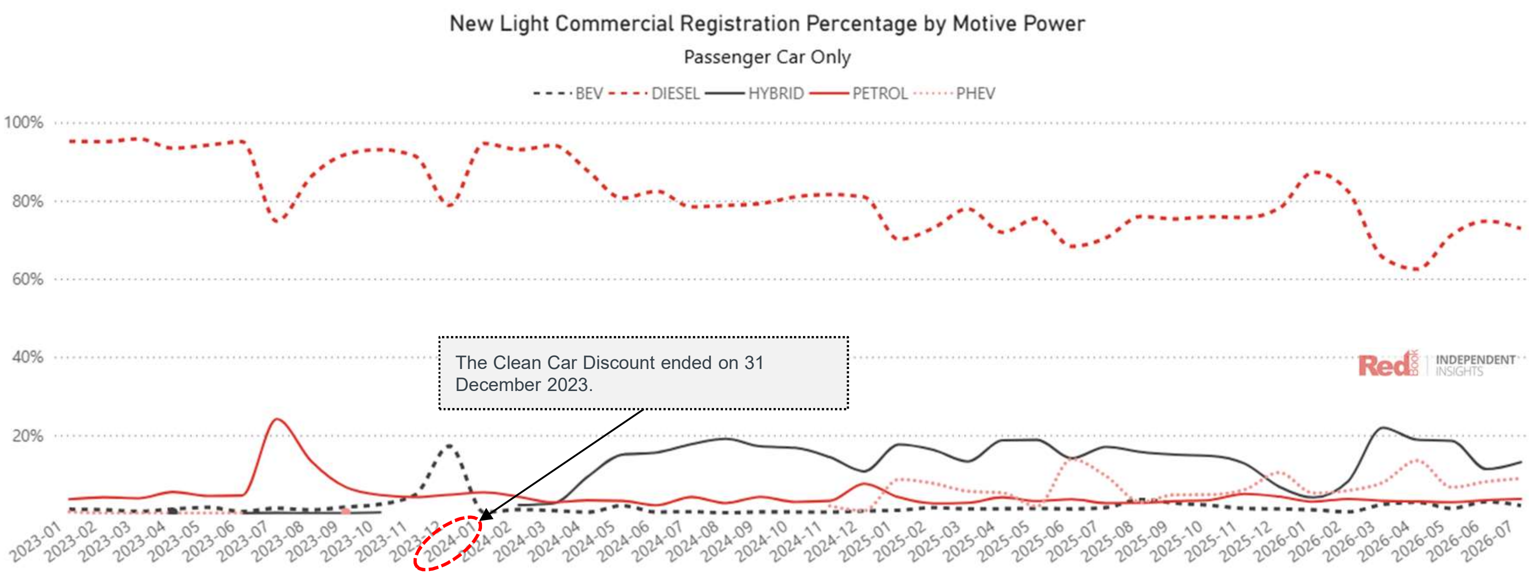
Hilux and Hiace keep Toyota competitive across both ute and van segments.

Emerging Challengers

BYD Shark 6 ranks sixth YTD, while GWM and Kia also sit in the top 10.

Source: RedBook Insights

Light Commercial Sales Trend by Motive Power



KEY INSIGHTS

Diesel Still Dominates

Diesel remained the clear leader, though its share has fallen from over 90% in early 2023 to around 70%.

Hybrid Holds No.2

Hybrid stayed the second-largest powertrain and improved from June.

PHEV Share Builds

PHEV remained elevated in 2026, helped by models such as BYD Shark 6.

Source: RedBook Insights

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CHAPTER 4

USED MARKET

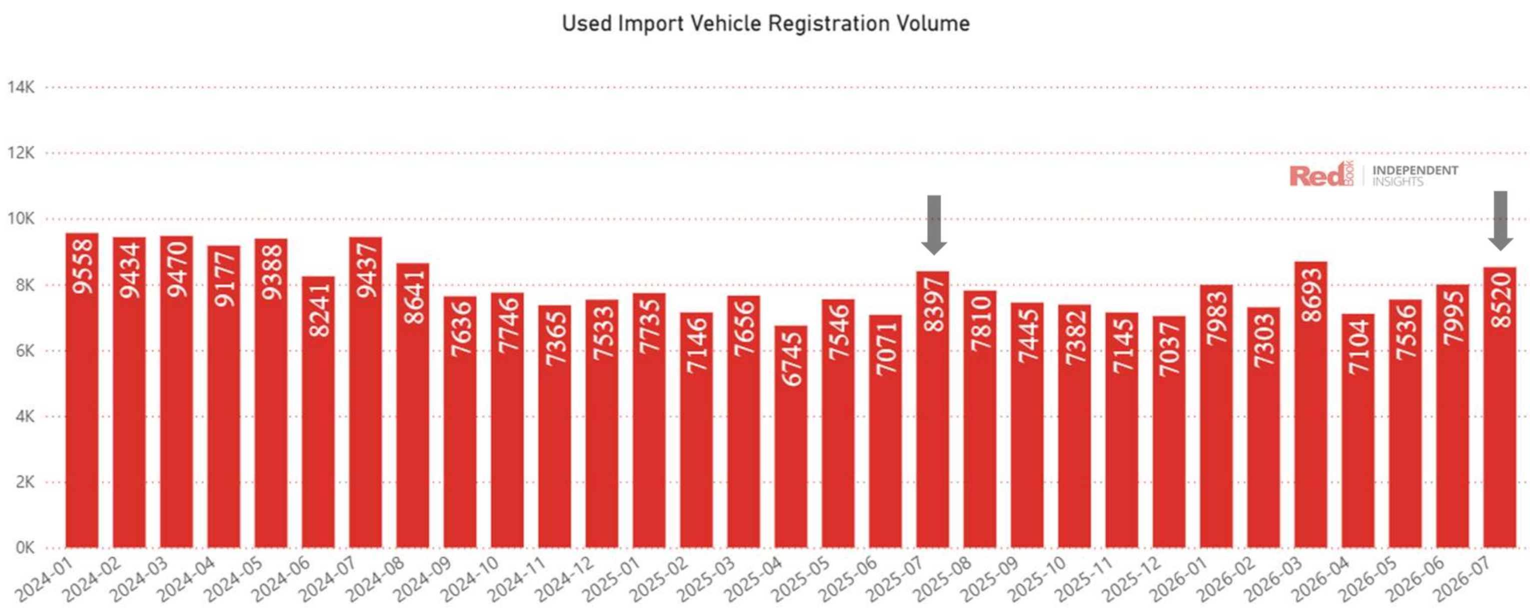
This section covers New Zealand's used car market, highlighting top-selling models, brand market share, and sales trends by motive power to show what's driving demand.

35.9%
Toyota dominated used-car market share.

264
Nissan Leaf was the highest-selling used EV in July.

Hybrid Leads
Hybrids remained the leading used-market powertrain.

NZ Used Car Sales Trend



KEY INSIGHTS

Used Improves

Used import registrations rose 6.6% MoM to 8,520 in July.

YoY Slightly Up

July volume was 1.5% higher than July 2025.

Near March High

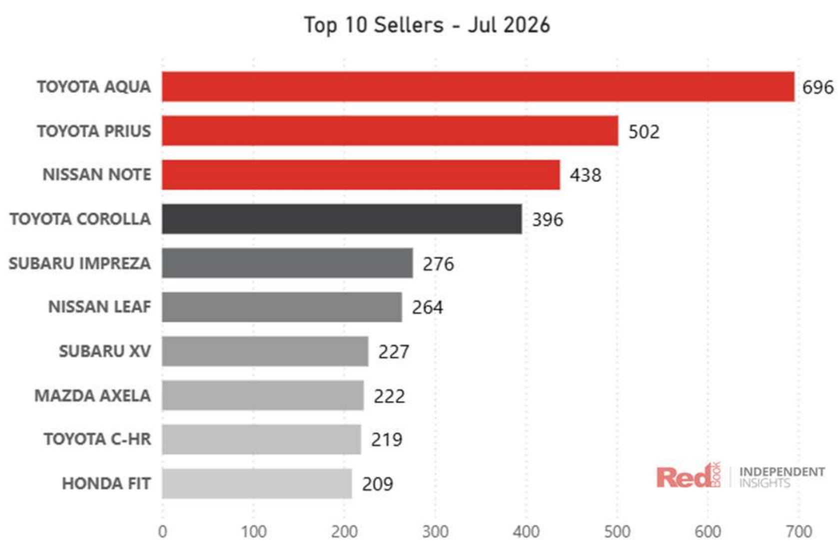
July was the second-highest month of 2026, just below the March peak.

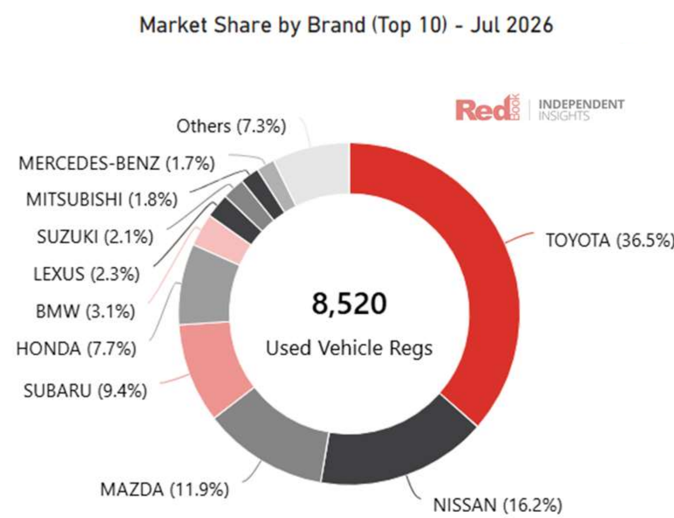
Stable Demand

Used demand firmed, with hybrid imports continuing to support activity.

Source: RedBook Insights

Used Car Top Sellers & Market Share — Monthly





KEY INSIGHTS

Aqua Leads

Toyota Aqua led July with 696 registrations, ahead of Toyota Prius.

Note Ranks Third

Nissan Note ranked third with 438 registrations.

Leaf Top Used EV

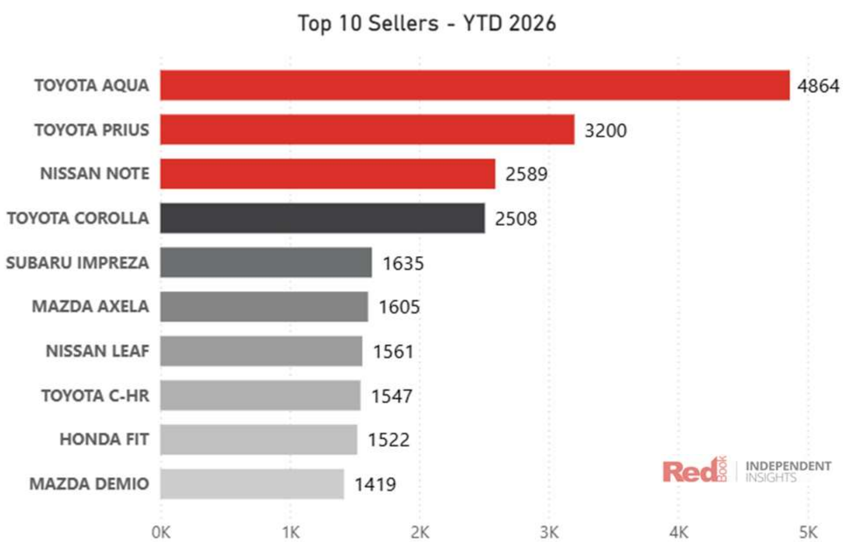
Nissan Leaf reached 264 units, the highest-selling used EV in July.

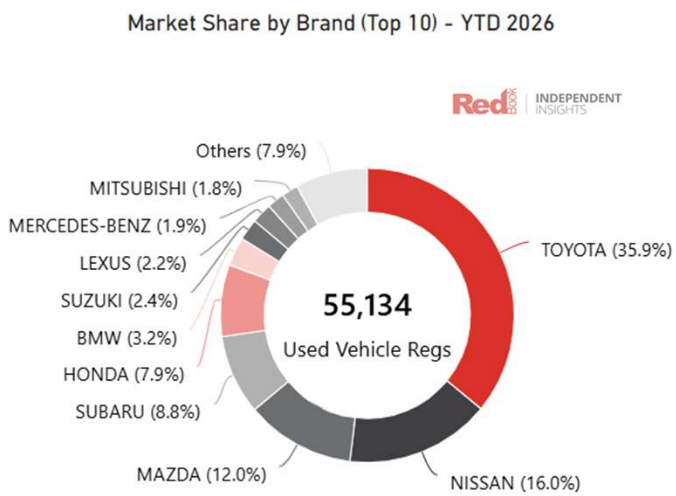
Toyota Dominates

Toyota held 36.5% of monthly used import registrations.

Source: RedBook Insights

Used Car Top Sellers & Market Share — YTD





KEY INSIGHTS

Toyota Leads Models

Aqua, Prius and Corolla feature prominently among top used vehicles.

Fuel Efficiency Drives

Almost half of the top 10 models are hybrids or low-consumption vehicles.

Toyota Dominates

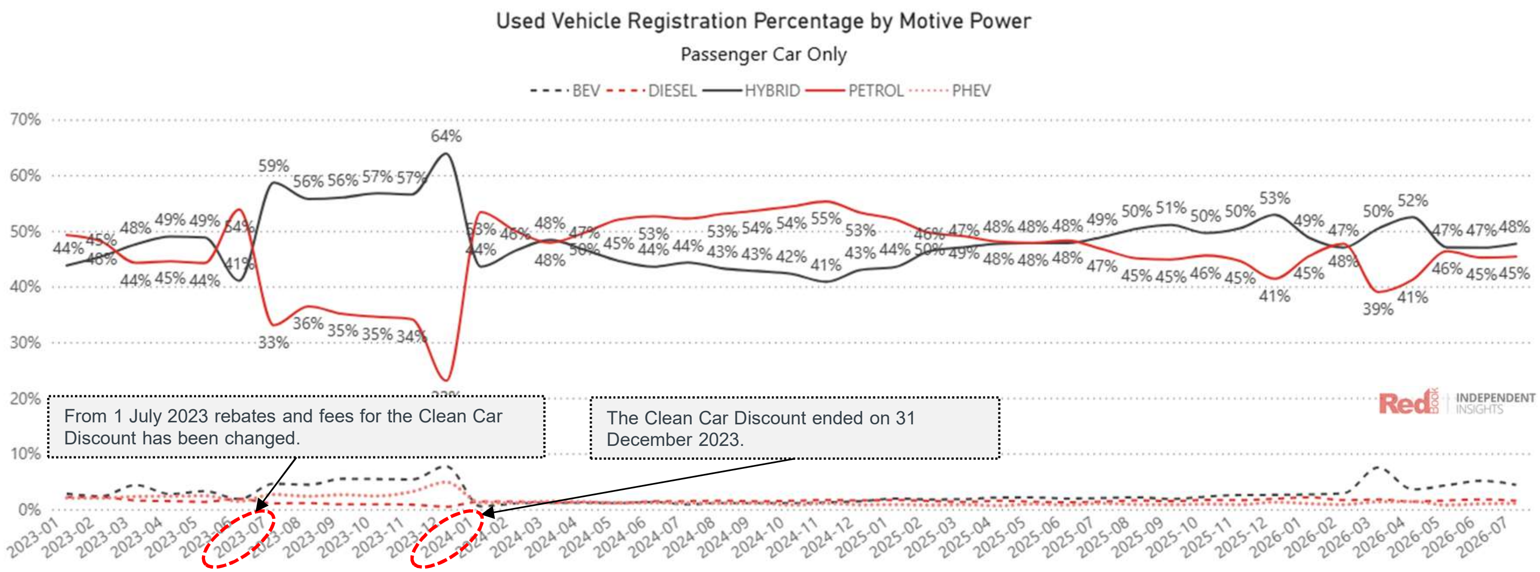
Toyota holds a commanding 35.9% share of used registrations.

Euro Brands Small

BMW, Mercedes-Benz and Audi together account for a relatively small share.

Source: RedBook Insights

Used Car Sales Trend by Motive Power



KEY INSIGHTS

Hybrid Still Leads

Hybrid remained ahead at around 48% of used registrations.

Petrol Stable

Petrol sat around 45%, keeping the gap with hybrid relatively narrow.

BEV Still Low

BEV share remained low, despite staying above early-2026 levels.

Source: RedBook Insights

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CHAPTER 5

PRICE INDEX

This section reviews the Used Vehicle Price Index and how pricing trends are unfolding across different vehicle types and motive power. We highlight where values are easing or stabilising, where pressures remain, and which segments are proving more resilient.

Easing Continues

The Used Vehicle Price Index continued to edge lower, with the correction still orderly in July.

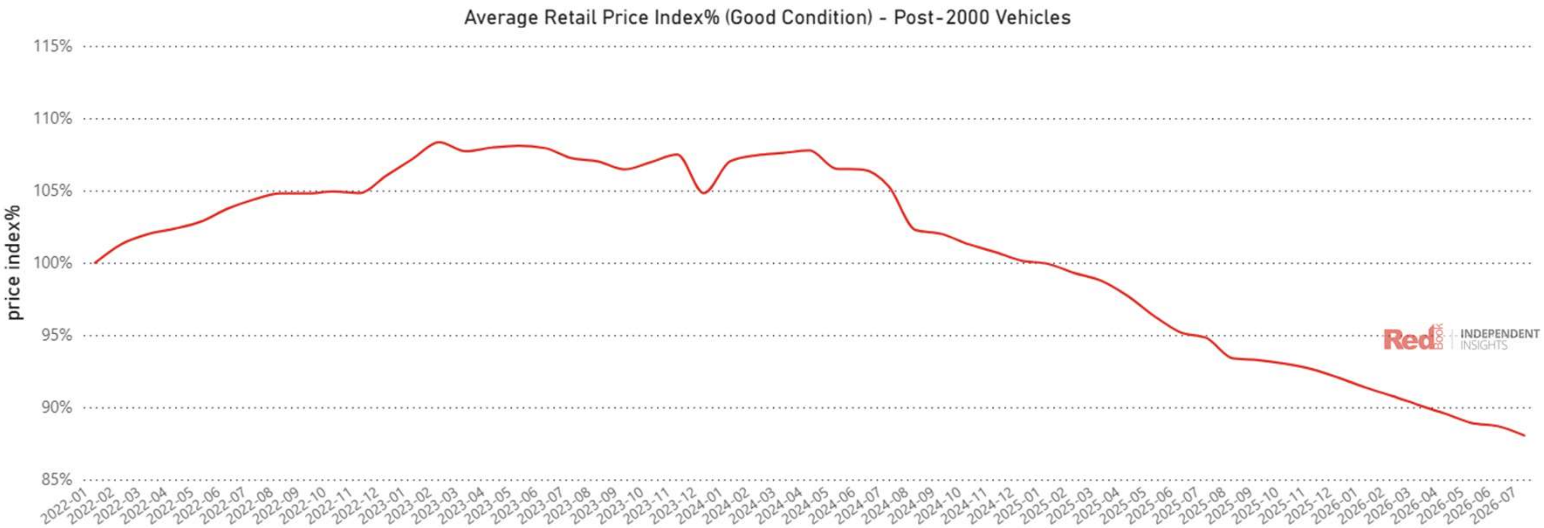
SUVs Under Pressure

SUVs continue to show the sharpest correction among vehicle types.

BEV Stabilising

BEV values remain soft, but recent trends point to stabilisation.

Used Vehicle Price Index



KEY INSIGHTS

Easing Continues

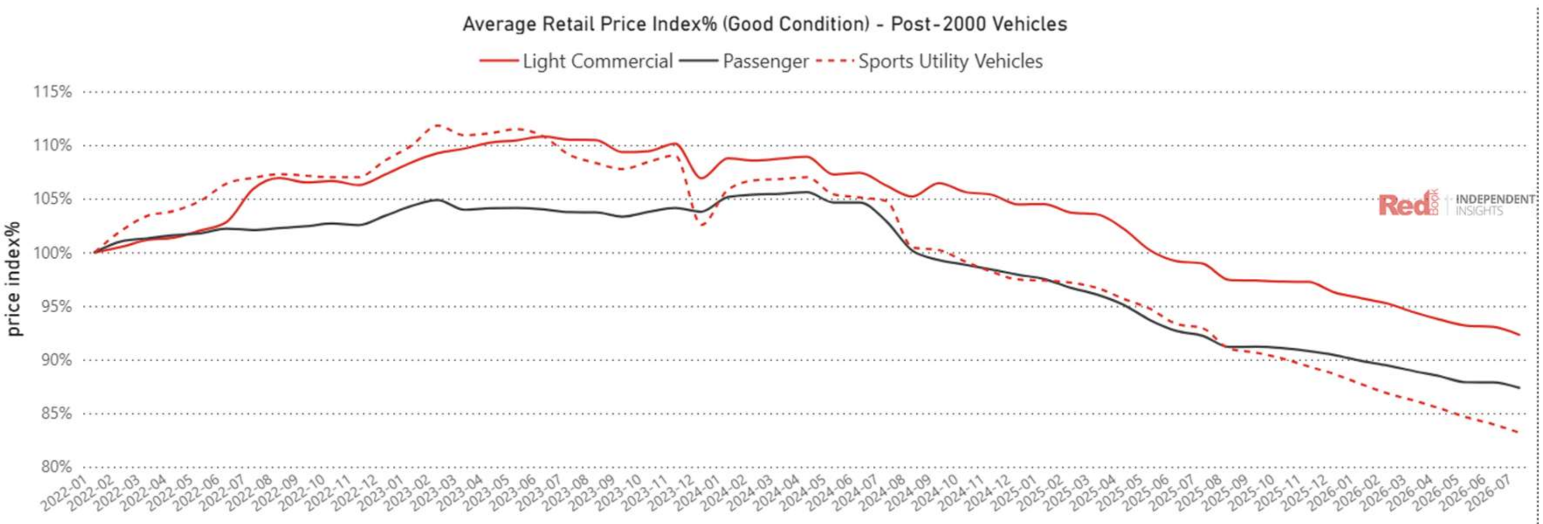
The index edged lower in July, with the correction continuing at a gradual pace.

Stabilisation Watch

Monthly declines remain modest, but the index has not yet clearly flattened.

Source: RedBook Insights

Used Vehicle Price Index by Vehicle Type



KEY INSIGHTS

Light Commercials Firmer

Light commercials remain relatively stronger than passenger and SUV segments.

SUVs Correct Most

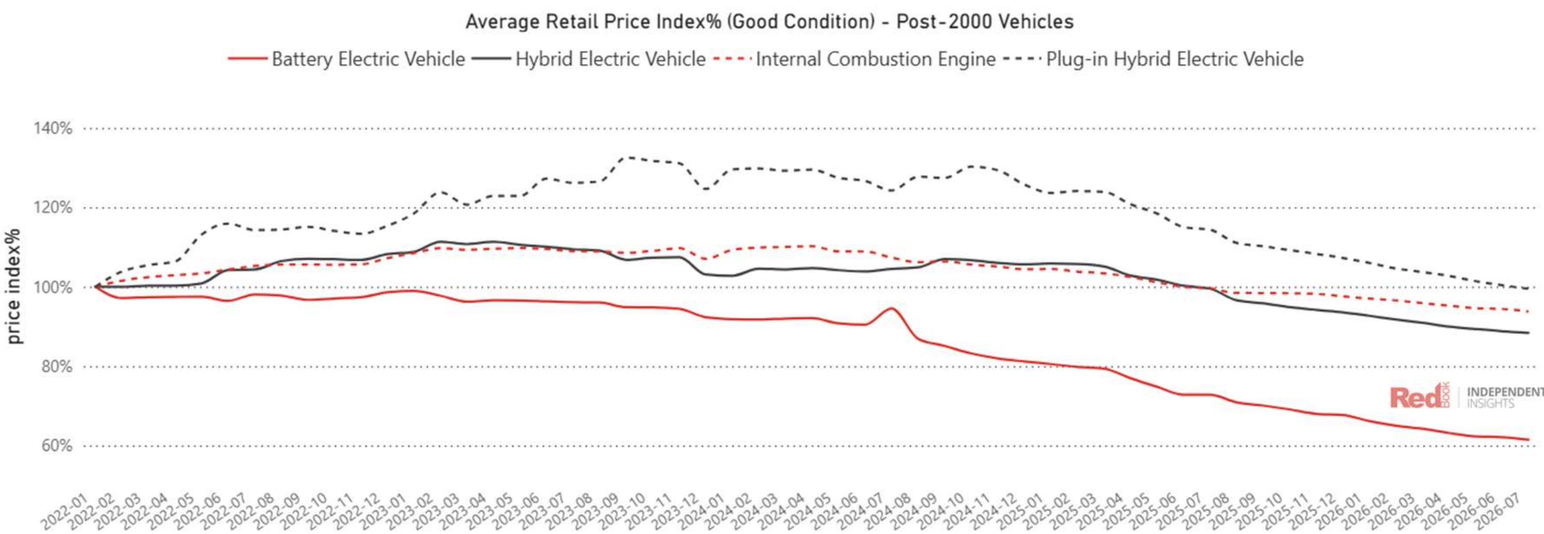
SUVs remain the weakest segment, with the latest decline continuing in July.

Gradual Declines

Segment movements remain orderly, suggesting no sharper correction in July.

Source: RedBook Insights

Used Vehicle Price Index by Motive Power



KEY INSIGHTS

ICE & Hybrids Similar

ICE and hybrid prices remain close, with both showing a softer rate of decline.

PHEVs More Resilient

PHEVs remain the strongest motive-power segment, though still easing.

BEV Stabilising

BEV values remain soft overall, but recent movement suggests stabilisation is starting to emerge.

Source: RedBook Insights