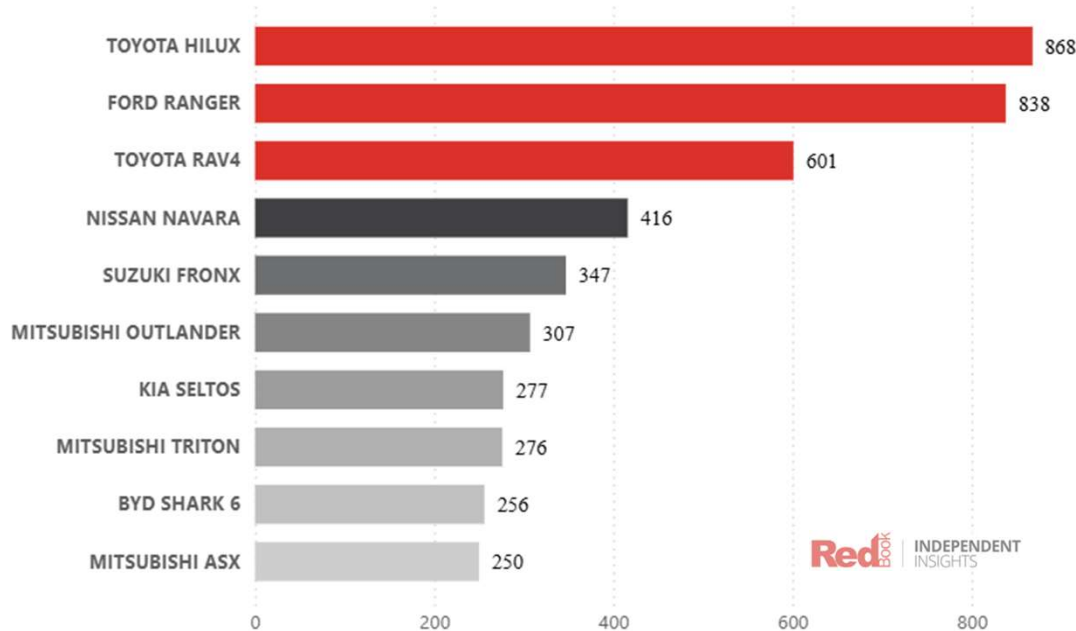


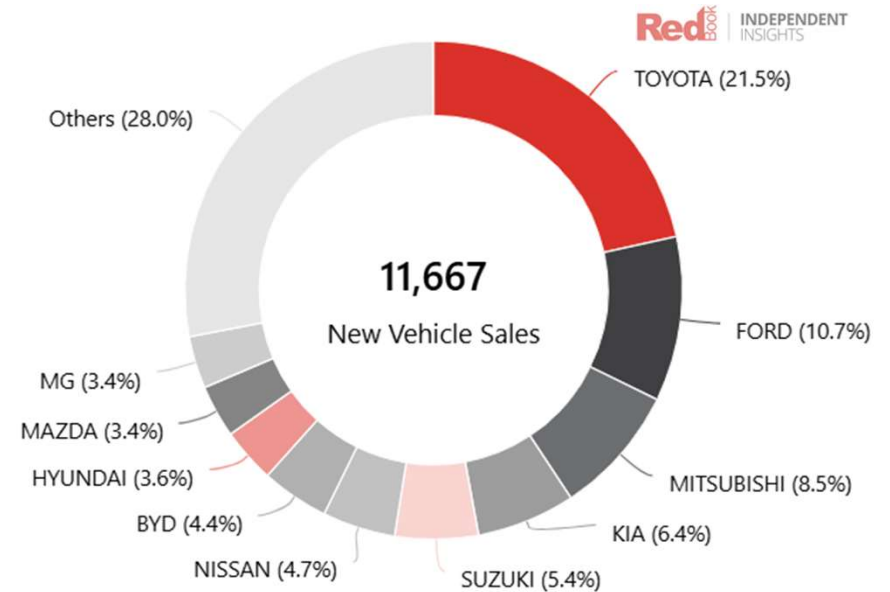
Jul 25

## Top Sellers & Market Share

Top 10 Sellers - Jul 2025



Market Share by Brand (Top 10) - Jul 2025



### Top Sellers

- 1. Toyota Hilux Leads:** The Toyota Hilux tops the chart with 868 units sold.
- 2. Ford Ranger and Toyota RAV4 Follow:** Ford Ranger (838 units) and Toyota RAV4 (601 units) remain strong contenders.
- 3. BYD Shark 6 Holds a Spot in the Top 10** with 256 units sold.

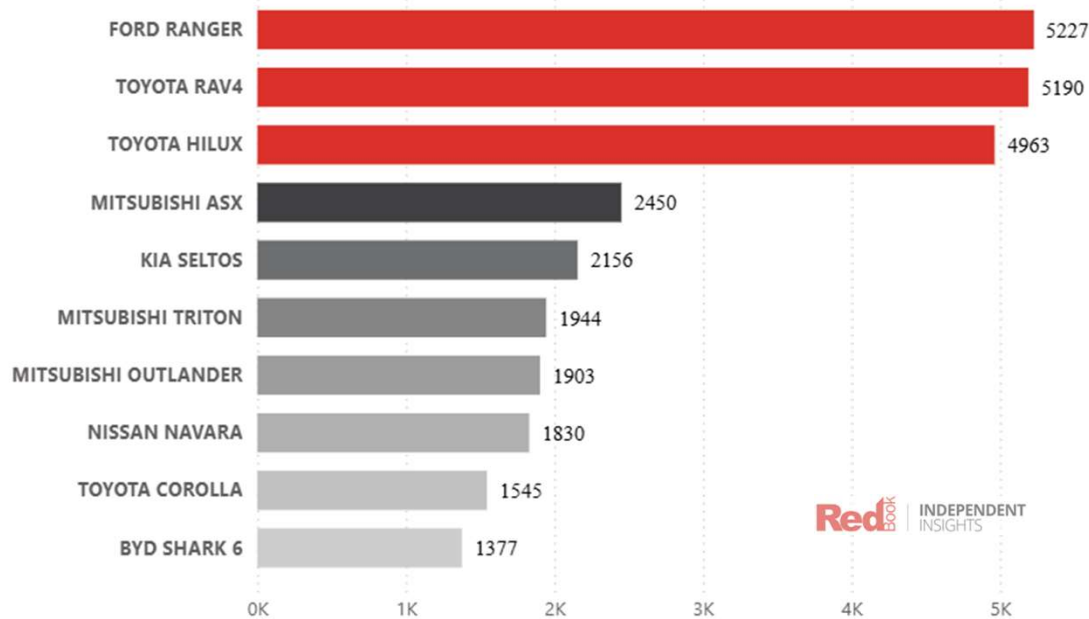
### Market Share

- 1. Toyota Dominates:** Toyota continues to hold the largest market share at 21.5%.
- 2. Ford and Mitsubishi Compete:** Ford holds No.2 position with 10.7%, Mitsubishi follows with 8.5%.

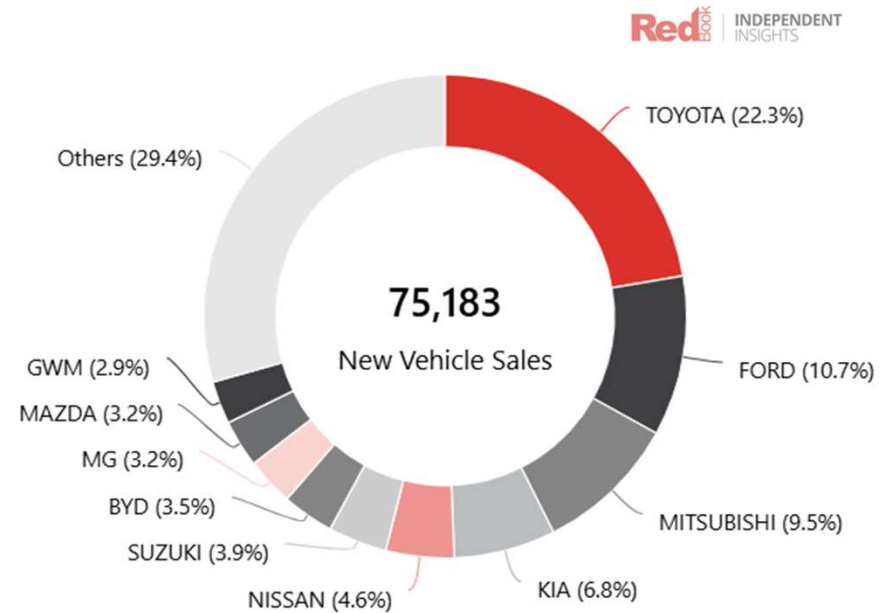
Jul 25

## Top Sellers & Market Share - YTD

Top 10 Sellers - YTD 2025



Market Share by Brand (Top 10) - YTD 2025



### Top Sellers

**1.Utes Continue to dominate:** Since removal of Clean Car Discounts (CCD) ute registrations have returned to pre-CCD levels.

**2. Ford Ranger Tops the Ranking:** The Ford Ranger ranks No. 1, overtaking the Toyota RAV4 by a small margin.

### Market Share

**1.Toyota Dominates YTD:** Toyota holds the largest market share at 22.3%, showing its continued dominance in the market.

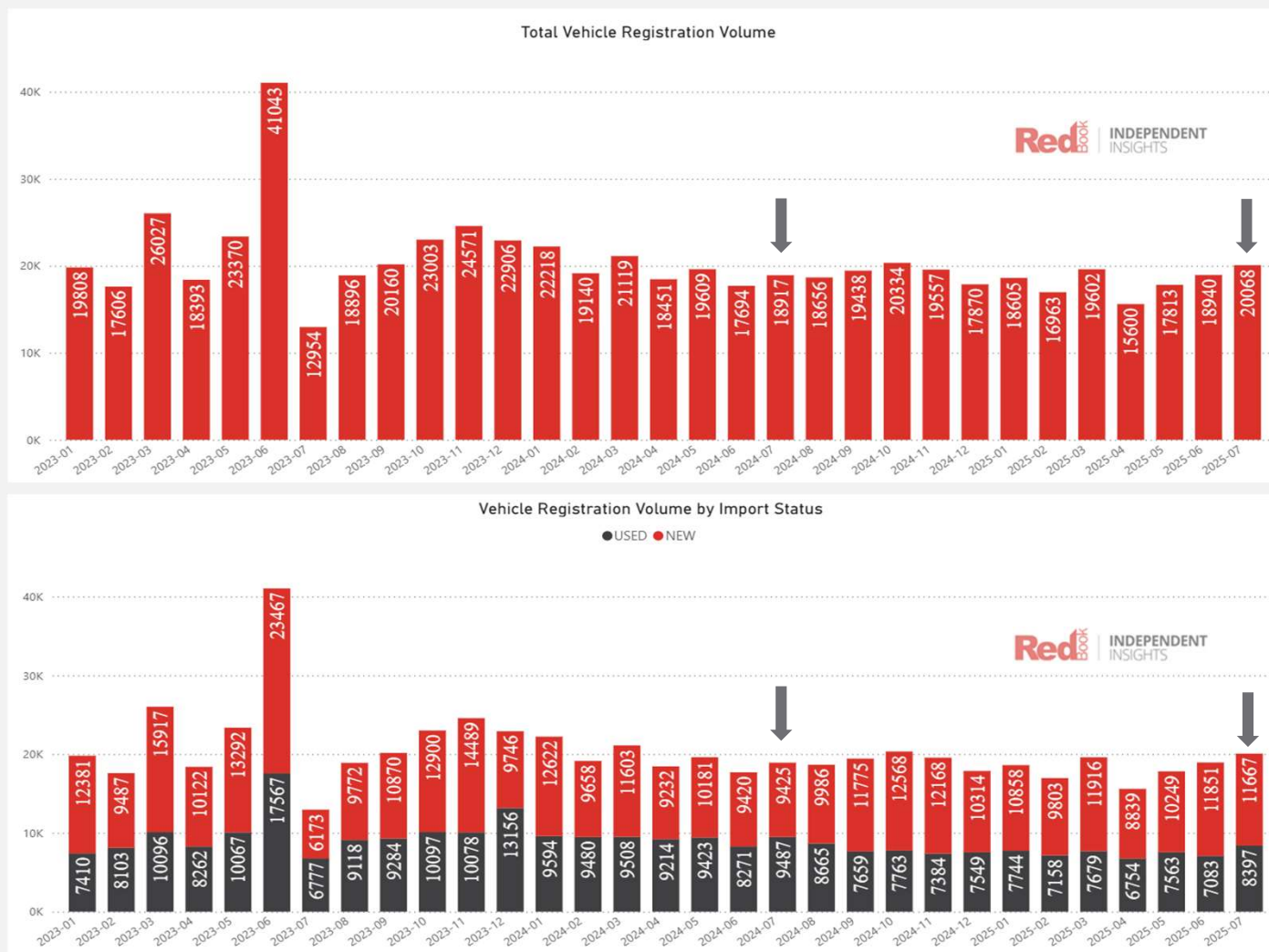
**2.Ford and Mitsubishi Compete:** Ford has a 10.7% market share, while Mitsubishi holds 9.5%.

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## NZ New Car Sales Trend

### Market Trend

- 1. Steady Growth from Previous Month –**  
Overall vehicle registrations rose by 6% compared to June 2025, with new registrations slightly declining by 2%, while used registrations surged by 19%.
- 2. Significant YoY Growth in New Registrations –** New registrations increased by 24% compared to July 2024.
- 3. Used Registrations Down 11% YoY –** Used registrations fell by 11% compared to July 2024, indicating a continued slowdown in the used vehicle market.

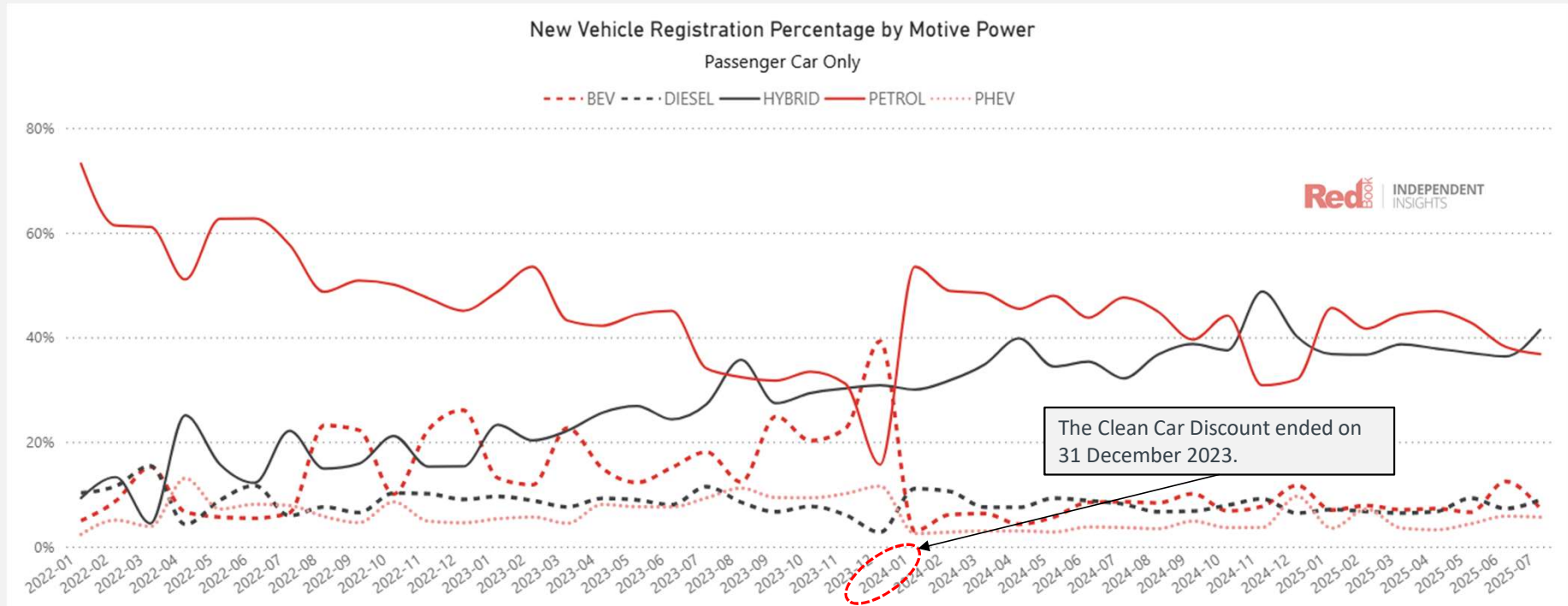


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## New Car Sales Trend by Motive Power

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INSIGHTS



### Insights

**1. Decline in Petrol and Rise in Hybrid:** The proportion of petrol vehicle registrations continued to decline, while hybrid vehicle registrations began to increase in July 2025.

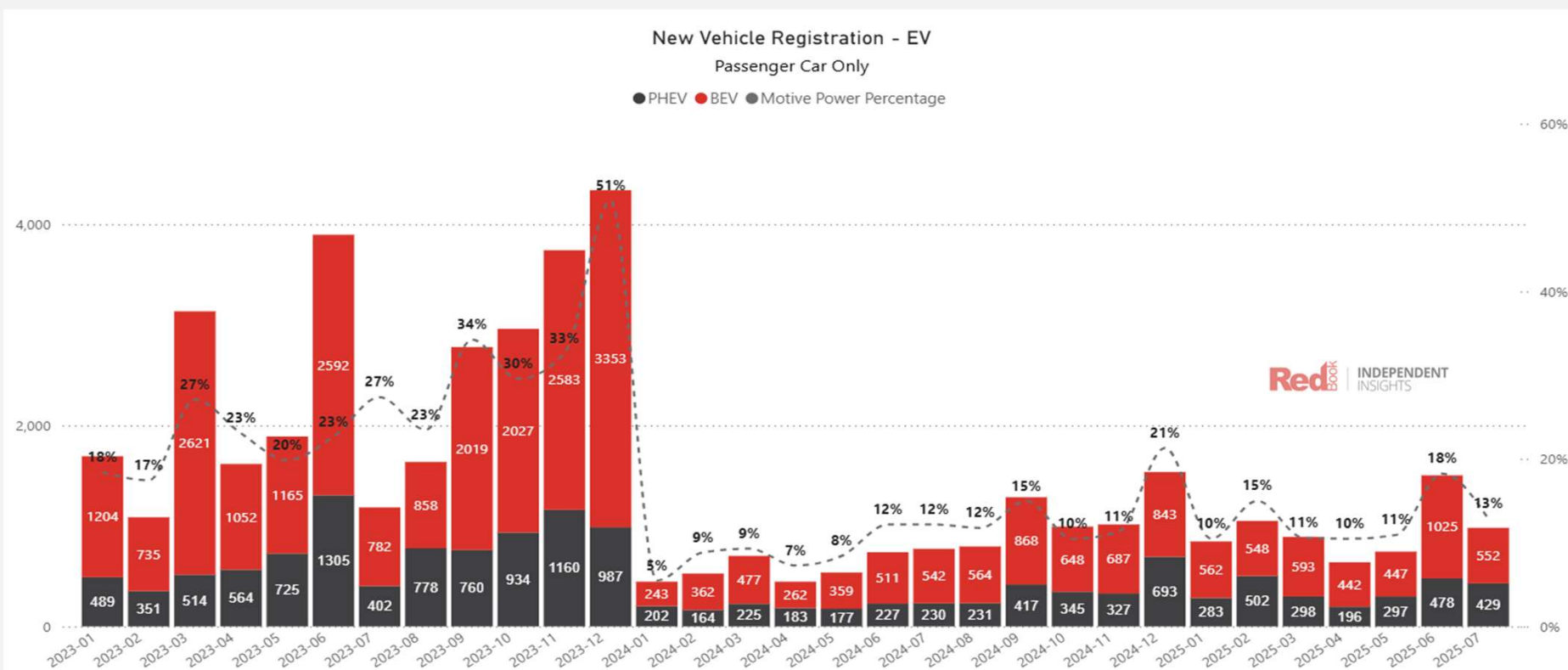
**2. EV Registrations Slightly Drop:** BEV registrations decreased compared to the previous month, though overall EV volumes remained slightly above the same period last year. The market continues to recover gradually from the sharp decline that followed the end of the Clean Car Discount (CCD) in early 2024.

Jul 25

# EV New Car Sales Percentage

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## Insights

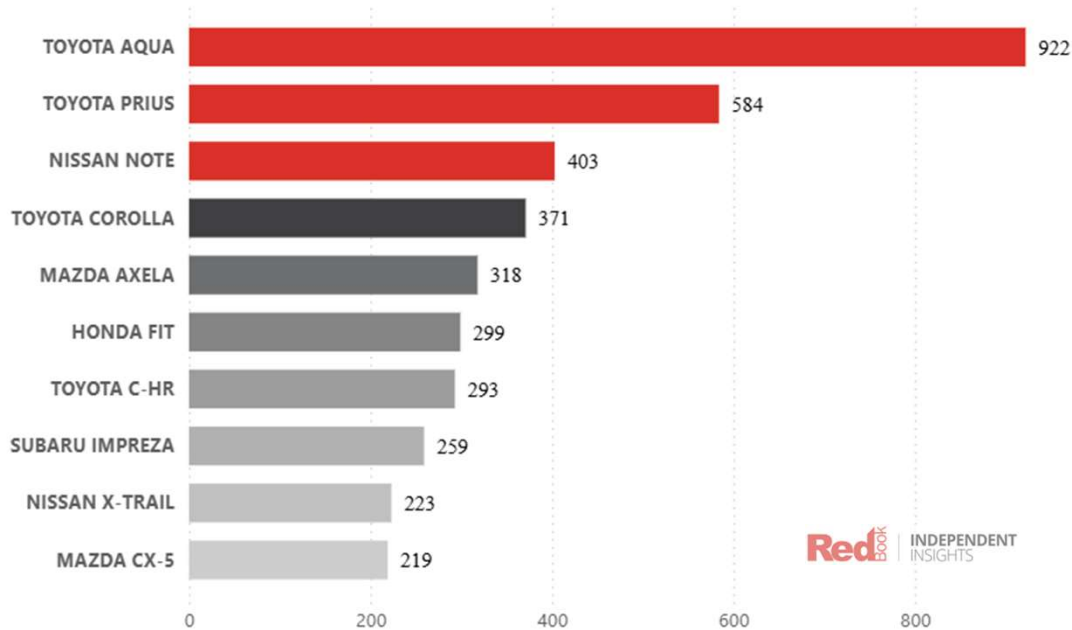
- EV Registrations Slightly Drop:** BEV registrations decreased compared to the previous month, with June number bolstered by shipments arriving. Overall EV volumes however remained slightly above the same period last year. The market continues to recover gradually from the sharp decline that followed the end of the Clean Car Discount (CCD) in early 2024.
- The top-selling models** in July 2025 included the **Tesla Model Y** and **Model 3**, **BYD Sealion 7** and **ATTO 3**, the all-electric **Mini Countryman**, **Kia EV5** and **EV3**, **Omoda E5**, **BMW i Series** and **Honda e:N1**.

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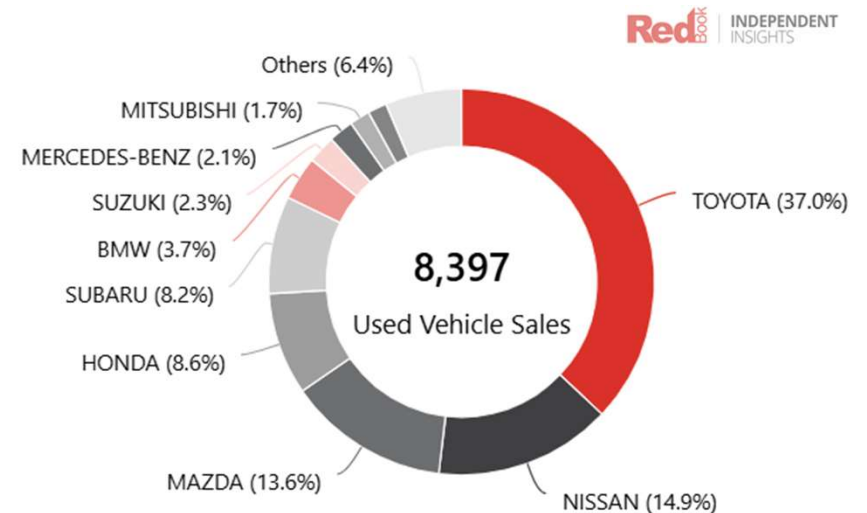
## Used Car Top Sellers & Market Share

**RedBook** | INDEPENDENT INSIGHTS

Top 10 Sellers - Jul 2025



Market Share by Brand (Top 10) - Jul 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

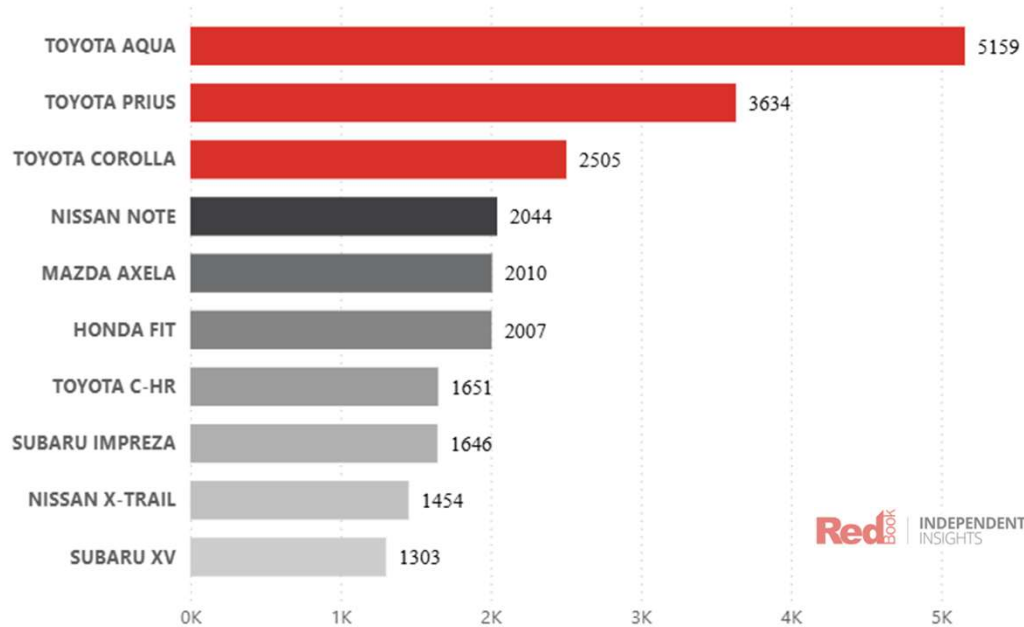
- 1. Hybrids Keep Ahead:** Toyota has a commanding lead over used car registrations due to their hybrid range of vehicles.
- 2. Leaders remain:** Not a lot of change in the mix of cars coming in, just less of them.



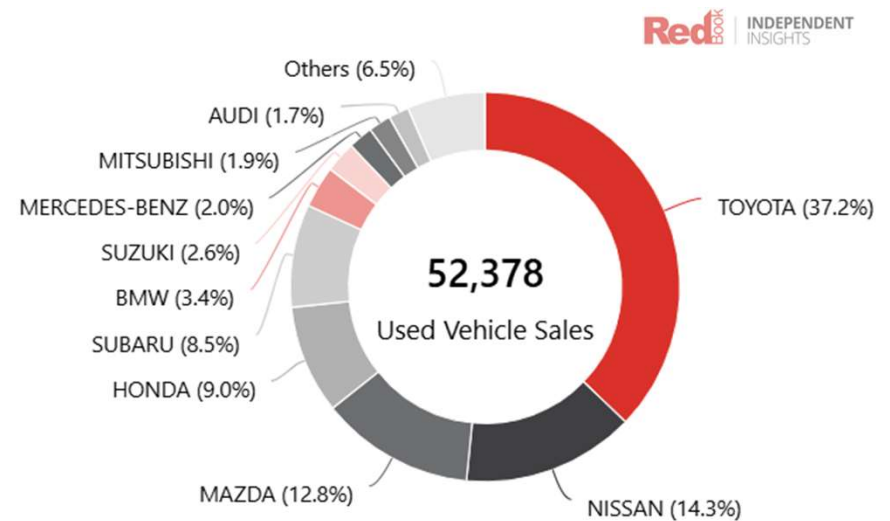
Jul 25

## Used Car Top Sellers & Market Share

Top 10 Sellers - YTD 2025



Market Share by Brand (Top 10) - YTD 2025



### Top Sellers

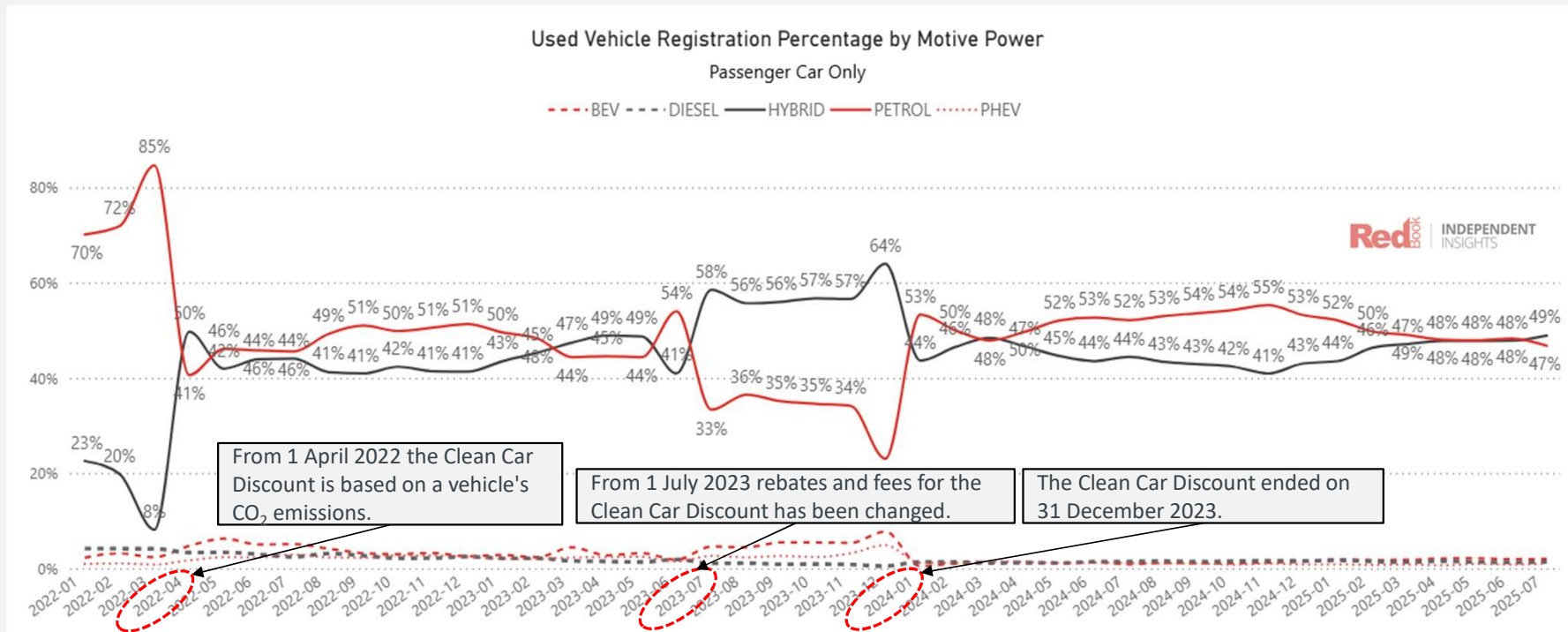
- 1. Toyota's Prominence:** Toyota models, including the Aqua, Prius and Corolla, are among the most registered.
- 2. Hybrids Dominance:** Nearly half of the list above is made up of hybrids or low petrol usage vehicles.

### Market Share

- 1. Toyota Dominates:** Toyota has a commanding lead with 37.2% 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



## Insights

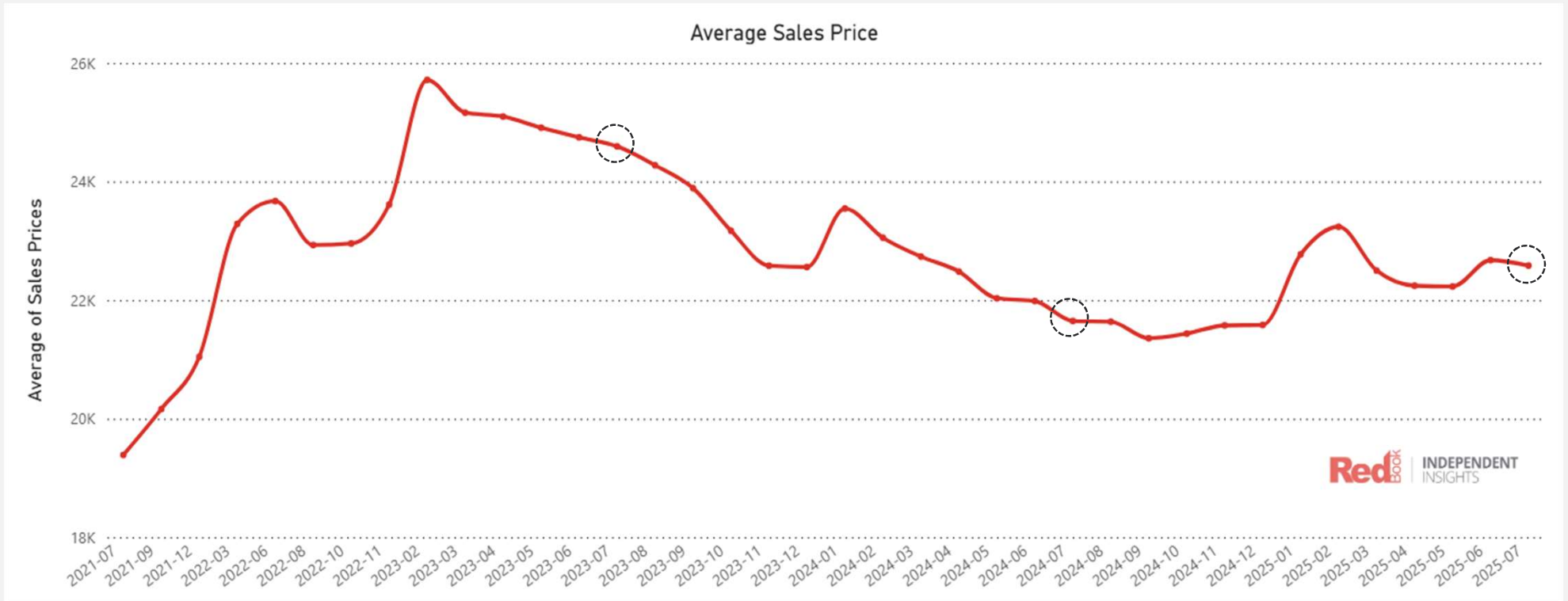
**1. Hybrid Registrations Overtaking Petrol:** In July 2025, hybrid vehicle registrations surpassed petrol vehicles. While the share of petrol vehicles has continued a gradual decline compared to previous months, hybrid registrations have been steadily recovering since November 2024.

**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



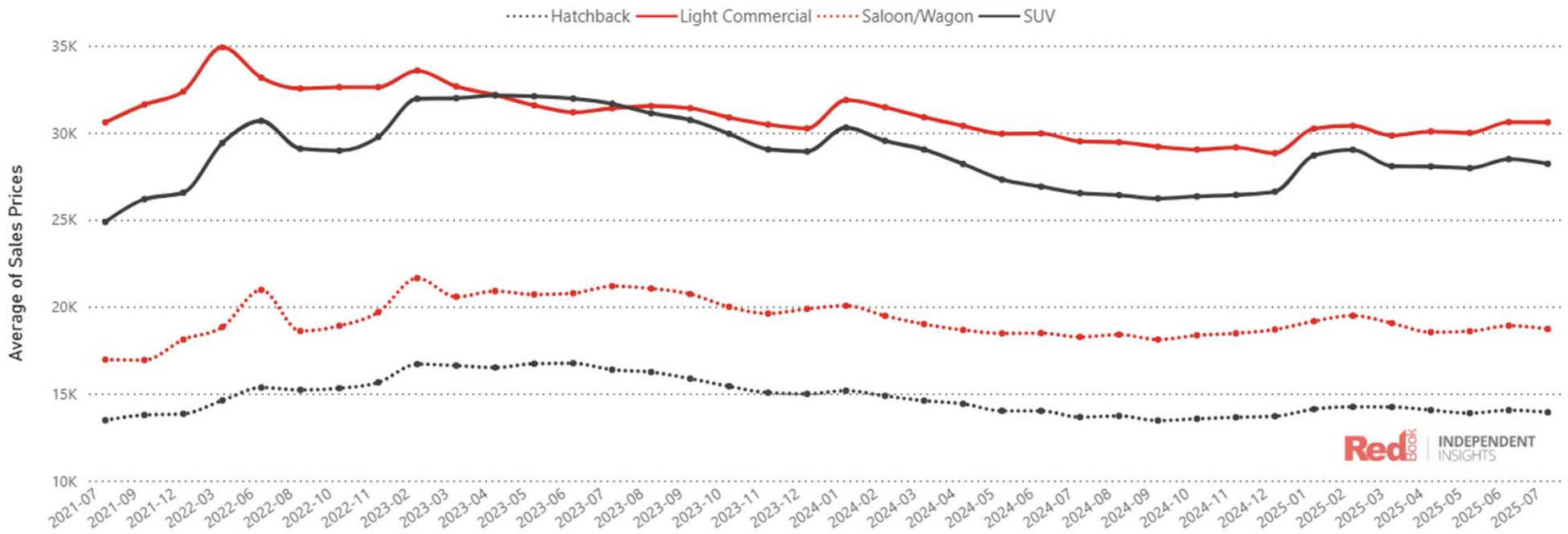
### Price Index

**1. Sales Prices Show Slight Decline:** In July 2025, used car prices edged down slightly after rising in June. Prices remained higher than the same period last year but were still well below the levels seen in July 2023.

Jul 25

## Used Vehicle Price Index by Type

Average Sales Price by Vehicle Type



### Price Index

**1. Price Trends by Vehicle Type:** In July 2025, used vehicle prices declined across most vehicle types, including SUVs, Hatchbacks, and Saloon/Wagons. Only Light Commercial vehicles maintained stable prices compared to June.