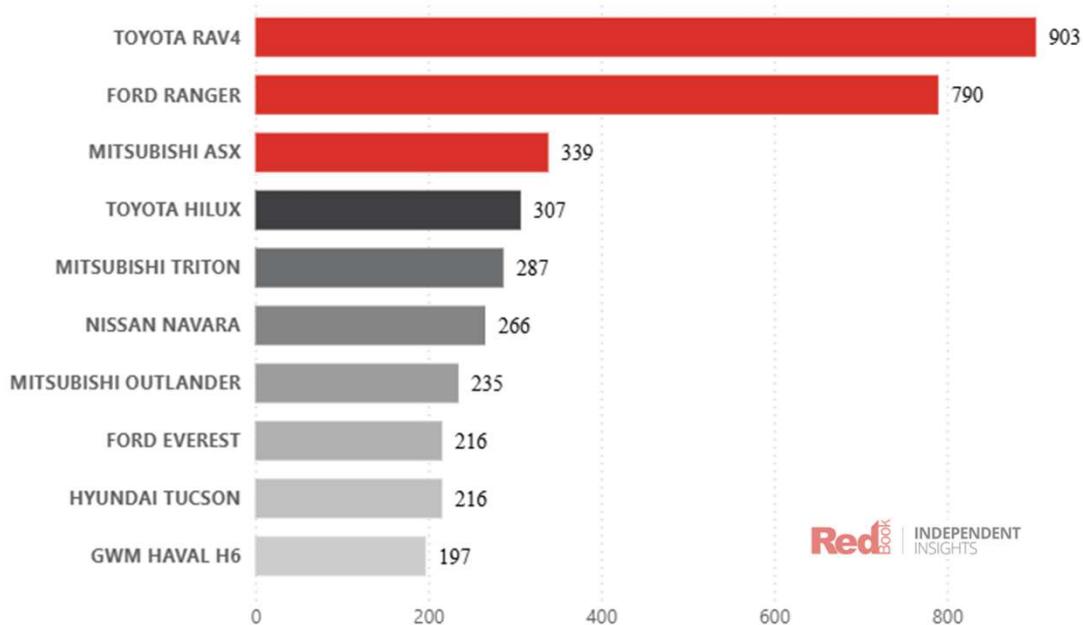


Dec 25

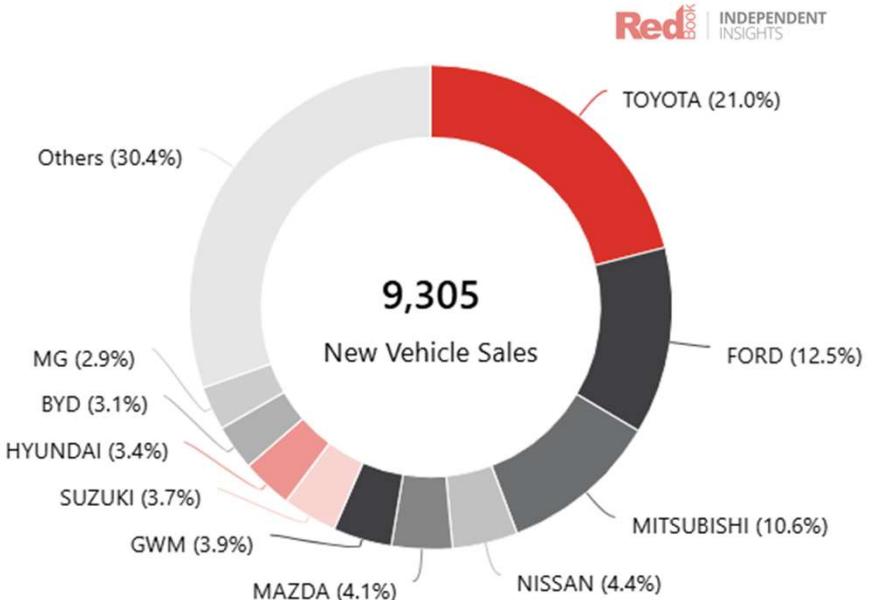
## Top Sellers & Market Share

**Red Book** | INDEPENDENT INSIGHTS

Top 10 Sellers - Dec 2025



Market Share by Brand (Top 10) - Dec 2025



Top Sellers

- 1. Toyota RAV4 Continues on Top:** The Toyota RAV4 leads the market with 903 units sold.
- 2. Ford Ranger Follows:** The Ford Ranger (790 units) remains a strong contender.
- 3. Toyota Hilux Falls Out of the Top 3:** The Toyota Hilux has seen softer performance compared with previous months.

Market Share

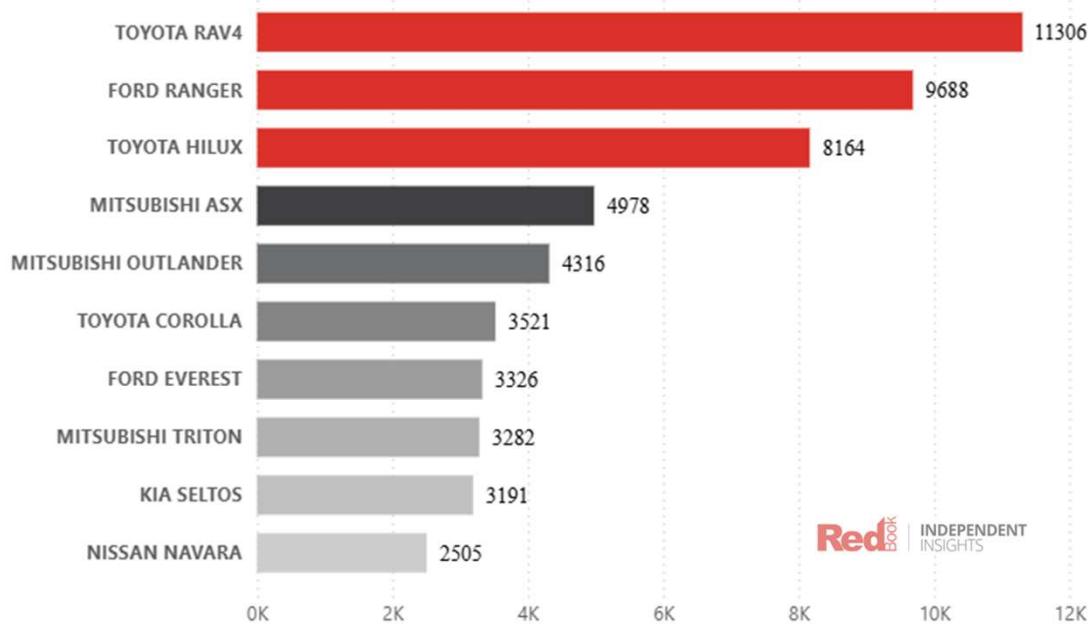
- 1. Toyota Dominates:** Toyota continues to hold the largest market share at 21.0%.
- 2. Ford and Mitsubishi Compete:** Ford holds the No. 2 position with 12.5%, followed by Mitsubishi at 10.6%.

Dec 25

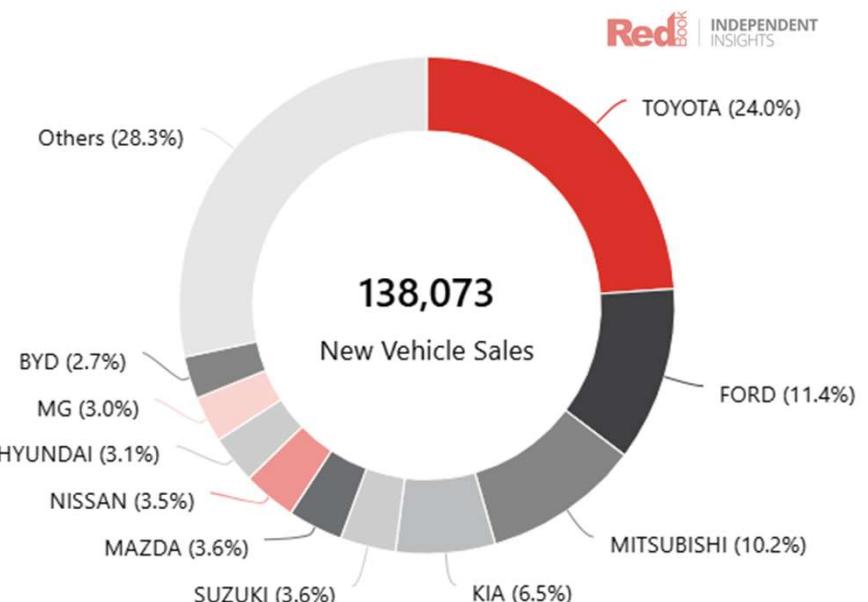
## Top Sellers & Market Share

**Red Book** | INDEPENDENT INSIGHTS

Top 10 Sellers - Full Year 2025



Market Share by Brand (Top 10) - Full Year 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 24.0%, showing its continued dominance in the market.

**2. Ford and Mitsubishi Compete:** Ford has a 11.4% market share, while Mitsubishi holds 10.2%.

Dec 25

## NZ New Car Sales Trend

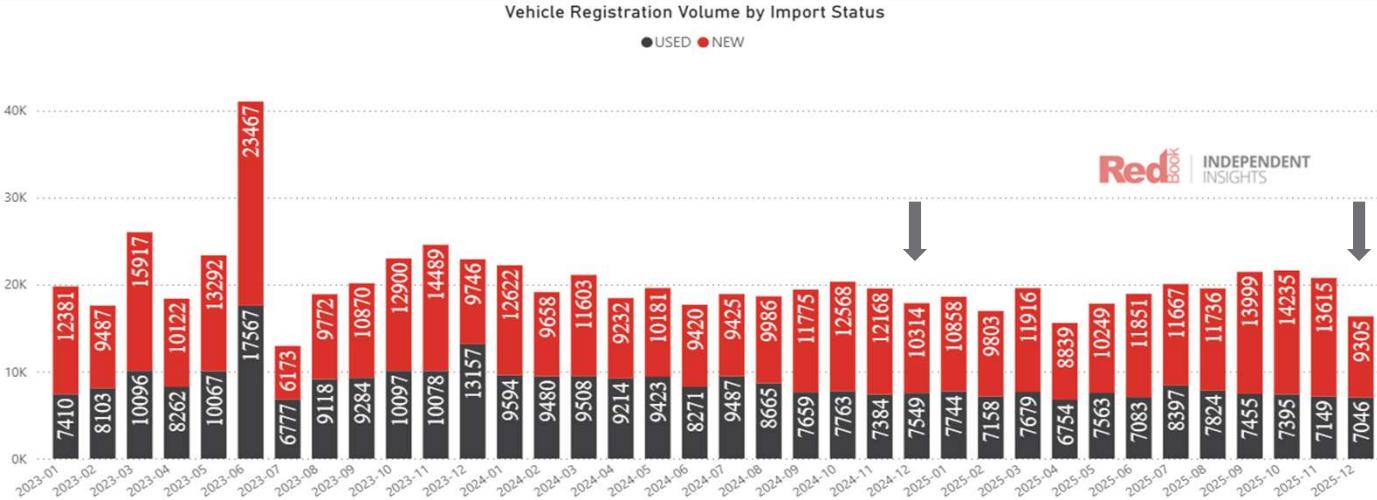
**RedBook** | INDEPENDENT INSIGHTS

Market Trend

**1. Overall Registrations See a Large MoM Drop** – Total vehicle registrations fell by 21% compared with November 2025, driven mainly by a 32% decline in new registrations.

**2. New Registrations Down 10% YoY –**  
New vehicle registrations fell by 10% compared with December 2024.

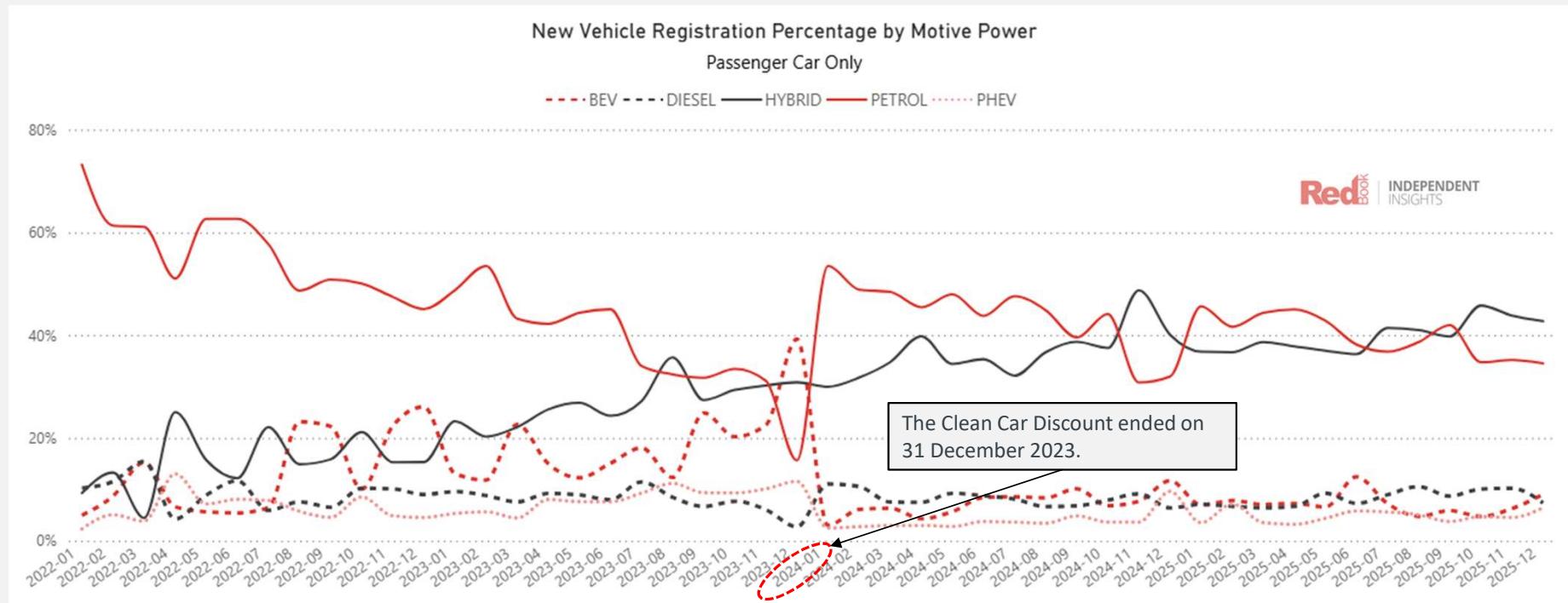
**3. Used Registrations Decline 7% YoY –**  
Used vehicle registrations declined by 7% compared with December 2024, reflecting a continued slowdown in the used vehicle market.



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## New Car Sales Trend by Motive Power

**Red Book** | INDEPENDENT INSIGHTS



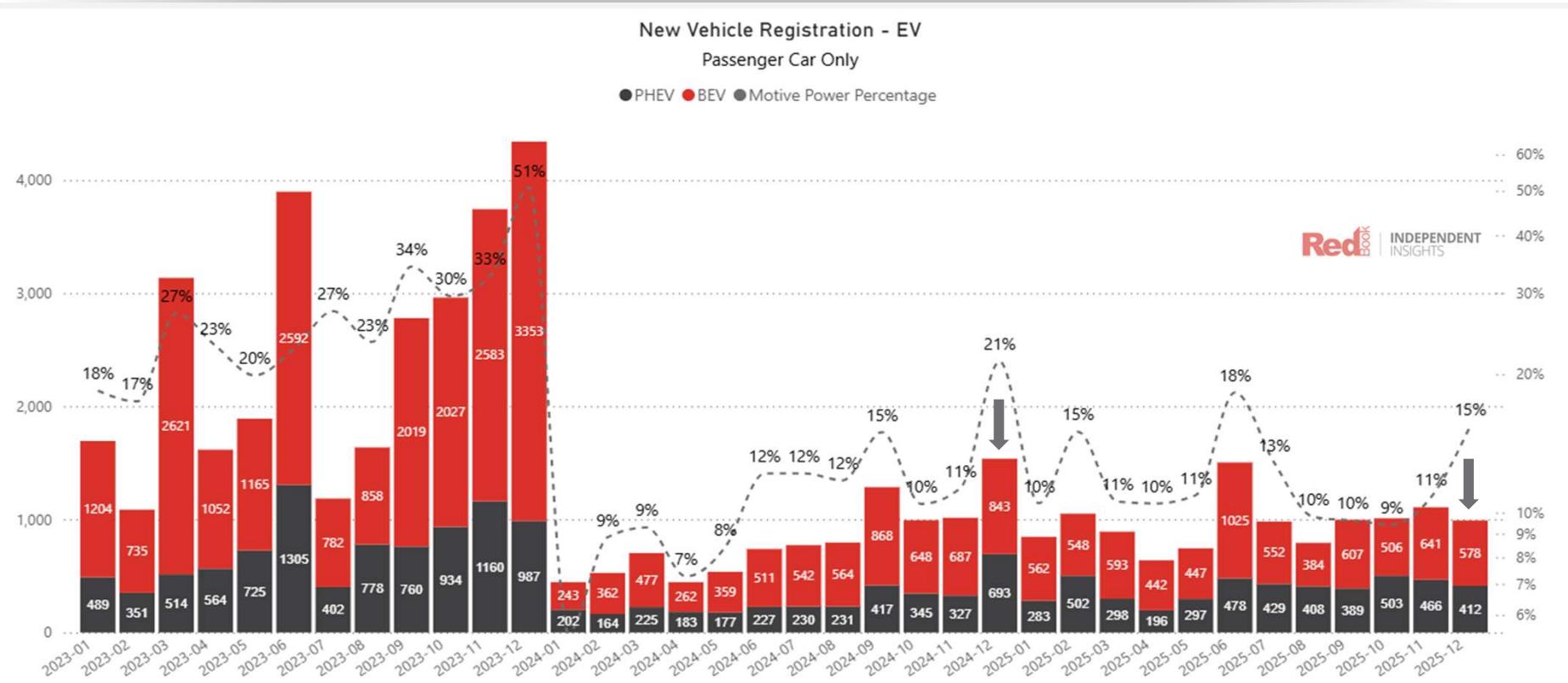
Insights

- 1. Hybrid and Petrol Registrations Dip:** Both hybrid and petrol vehicle registration shares dipped slightly compared with November 2025.
- 2. EV Registration Share Picks Up Slightly:** The percentage of BEV and PHEV registrations increased slightly compared with the previous month.

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## EV New Car Sales Percentage

Red Book | INDEPENDENT INSIGHTS



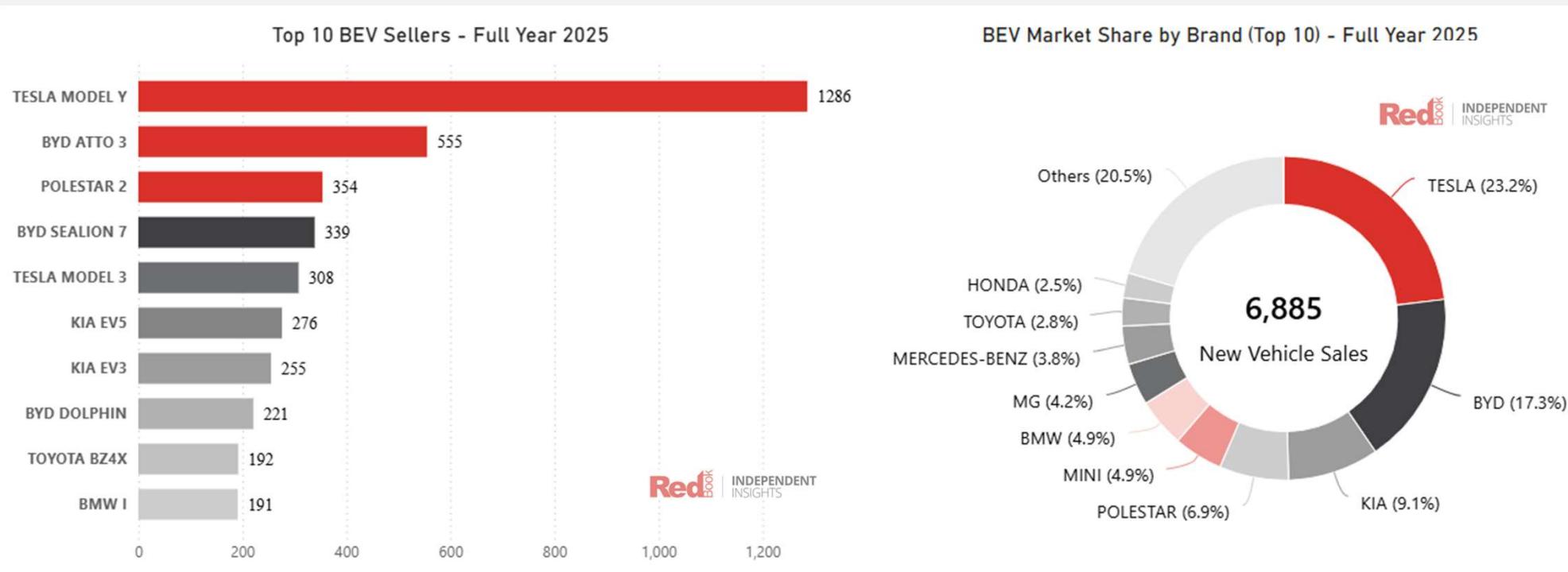
Insights

- EV Registrations Remain Stable:** BEV and PHEV registration volumes have stayed broadly steady over the past four months. Their share in December edged up slightly compared with recent months, although total EV registrations are still lower than the same period last year when there seemed to be a rush on deliveries at year end.
- The top-selling EV models** in December 2025 included the **Tesla Model Y and Model 3, BYD Sealion 7 and ATTO 3, Nissan Ariya, Honda E:N1, MG S5, Toyota bZ4X, Dongfeng Box, and Kia EV5**.

Dec 25

## BEV Top Sellers & Market Share

**Red Book** | INDEPENDENT INSIGHTS



Top  
Sellers

**1.Tesla Model Y Leads BEV Market:** The Tesla Model Y was the top-selling BEV in 2025 with 1,286 units sold, well ahead of all other models.

**2.BYD and Polestar Follow:** The BYD ATTO 3 (555 units) and Polestar 2 (354 units) ranked second and third, highlighting strong competition in the mid-size BEV segment.

Market  
Share

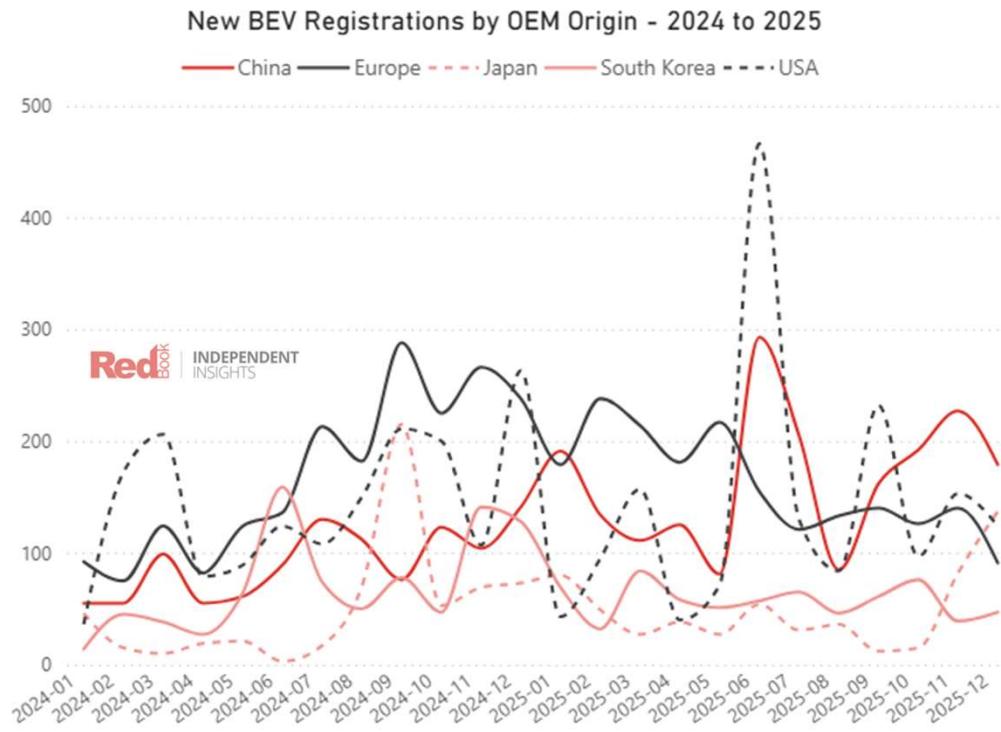
**1.Tesla and BYD Dominate by Brand:** Tesla holds the largest BEV brand market share at 23.2%, followed by BYD at 17.3%.

**2.Kia and Polestar Are Strong Challengers:** Kia accounts for 9.1% of BEV sales, while Polestar holds 6.9%, showing solid performance.

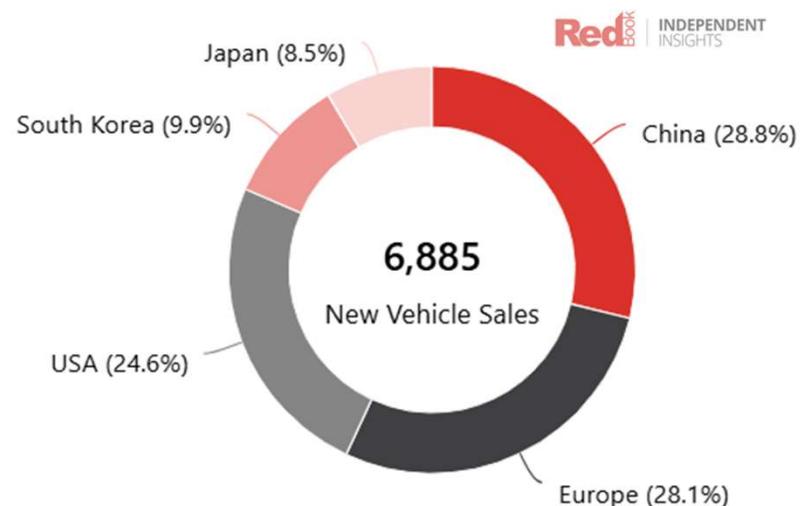
Dec 25

# BEV Market Trend by OEM Origin

**Red Book** | INDEPENDENT INSIGHTS



## BEV Market Share by OEM Origin - Full Year 2025



### Market Trend

**1. Monthly Volumes Show Volatility:** BEV registrations by origin fluctuate significantly month to month, with noticeable spikes from U.S. and China in mid-2025 as boats arrive in NZ.  
**2. China Shows an Upward Trend Toward Late 2025:** Chinese OEM registrations trend higher toward the end of 2025, suggesting increasing momentum.

### Market Share

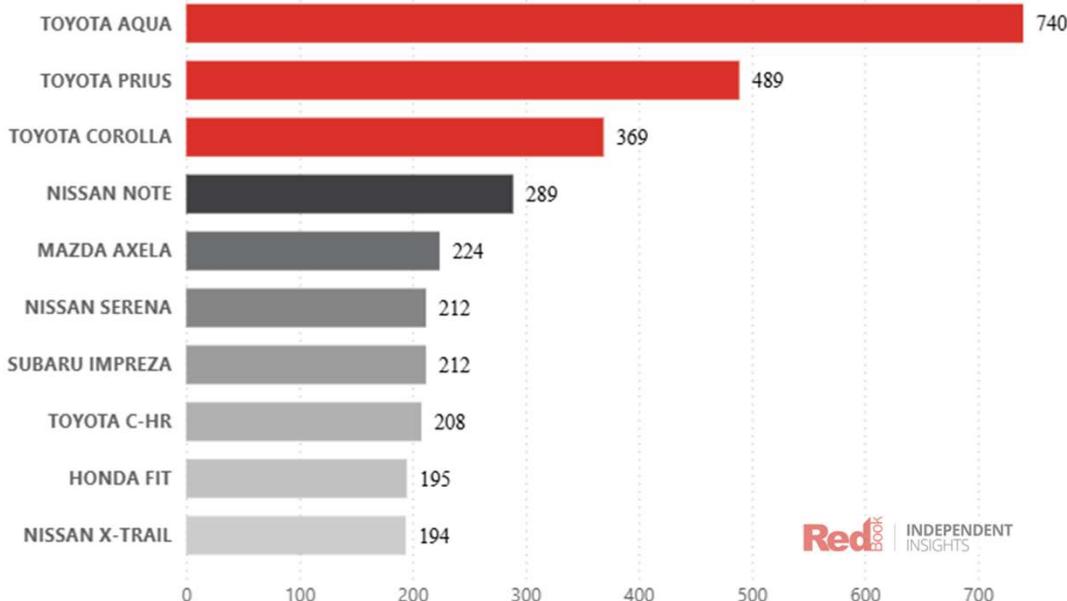
**1. China and Europe Lead BEV Supply:** China (28.8%) and Europe (28.1%) together account for more than half of all BEV registrations in 2025.  
**2. The U.S. Remains a Strong Contributor:** U.S. brands hold 24.6% of the BEV market, driven largely by strong Tesla volumes.

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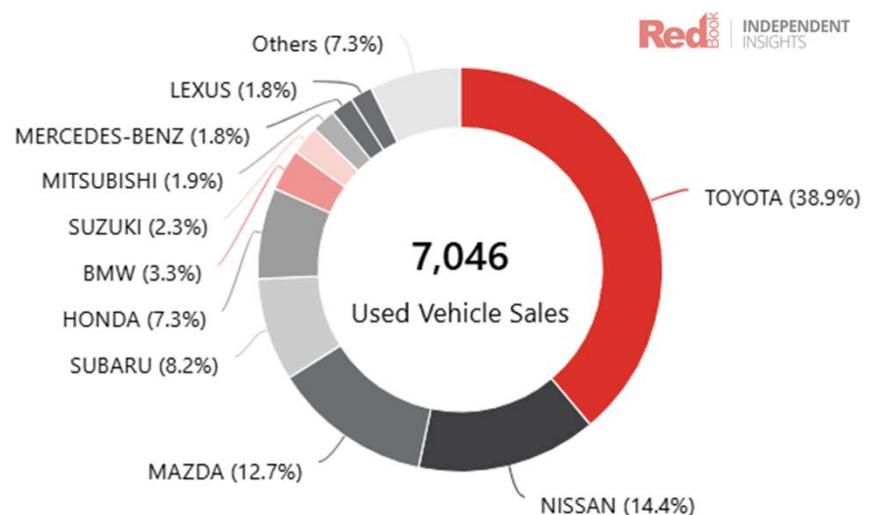
# Used Car Top Sellers & Market Share

**Red Book** | INDEPENDENT INSIGHTS

Top 10 Sellers - Dec 2025



Market Share by Brand (Top 10) - Dec 2025



Top  
Sellers

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

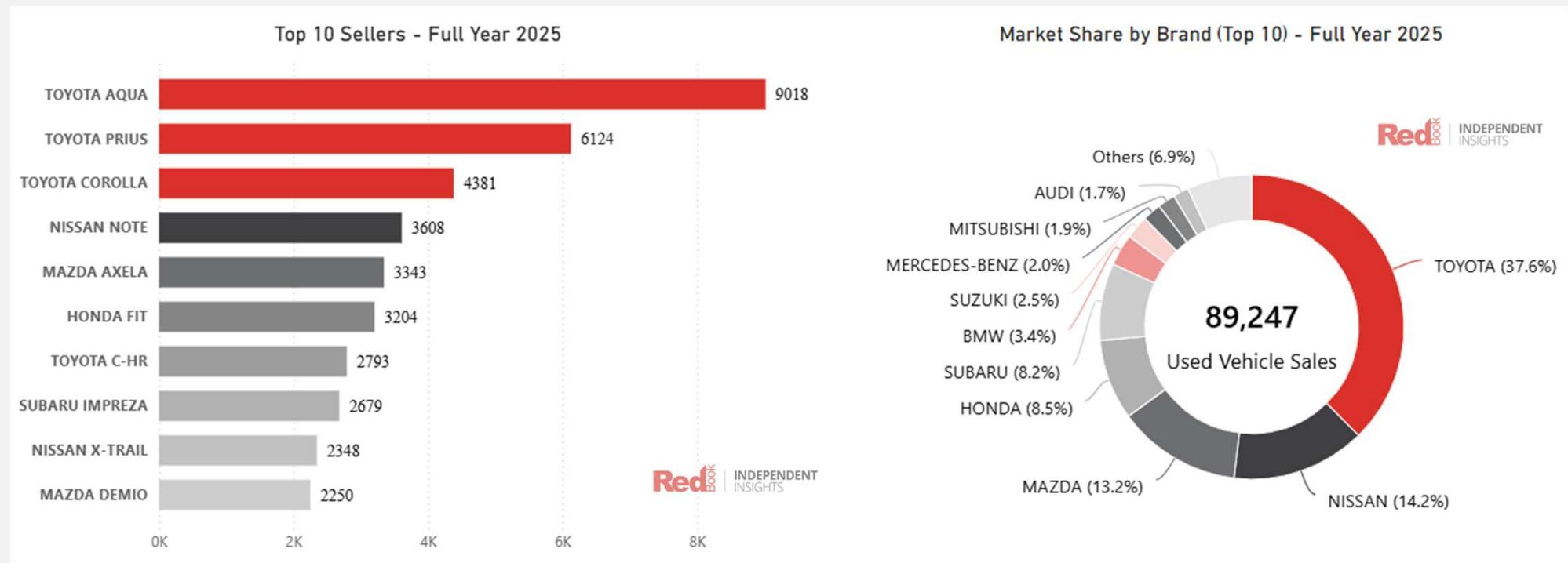
Market  
Share

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

Dec 25

# Used Car Top Sellers & Market Share

**Red Book** | INDEPENDENT INSIGHTS



## Top Sellers

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

## Market Share

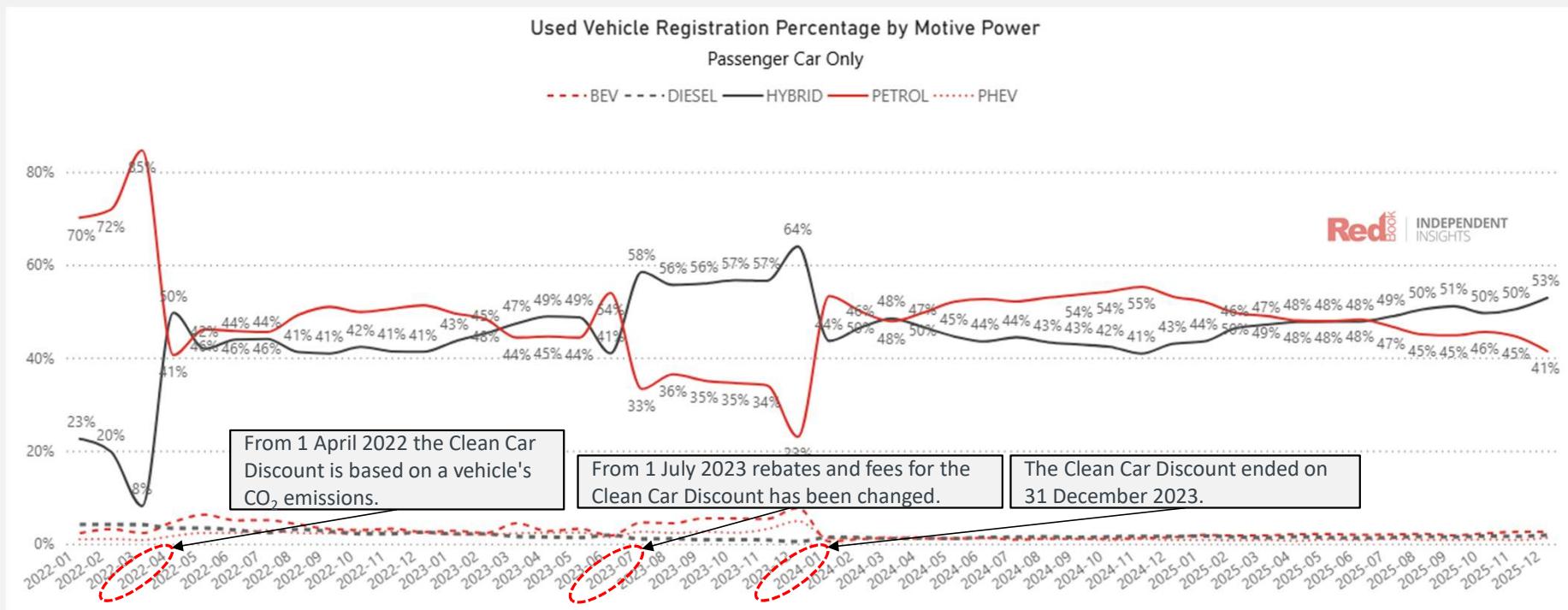
- Toyota Dominates:** Toyota has a commanding lead with 37.6% of the used car registrations market.
- Euro's small:** BMW, Mercedes-Benz, and Audi together account for just 7.1% of the market share, while Japanese brands dominate.

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## Used Car Sales Trend by Motive Power

Red Book

INDEPENDENT  
INSIGHTS



Insights

- 1. Hybrids Remain the Largest Segment:** Hybrid registrations continued to lead the used passenger car market in late 2025, remaining above petrol despite some month-to-month fluctuations.
- 2. Petrol Continues to Trend Lower:** Petrol's share declined slightly toward the end of 2025, continuing its longer-term downward trend.
- 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.

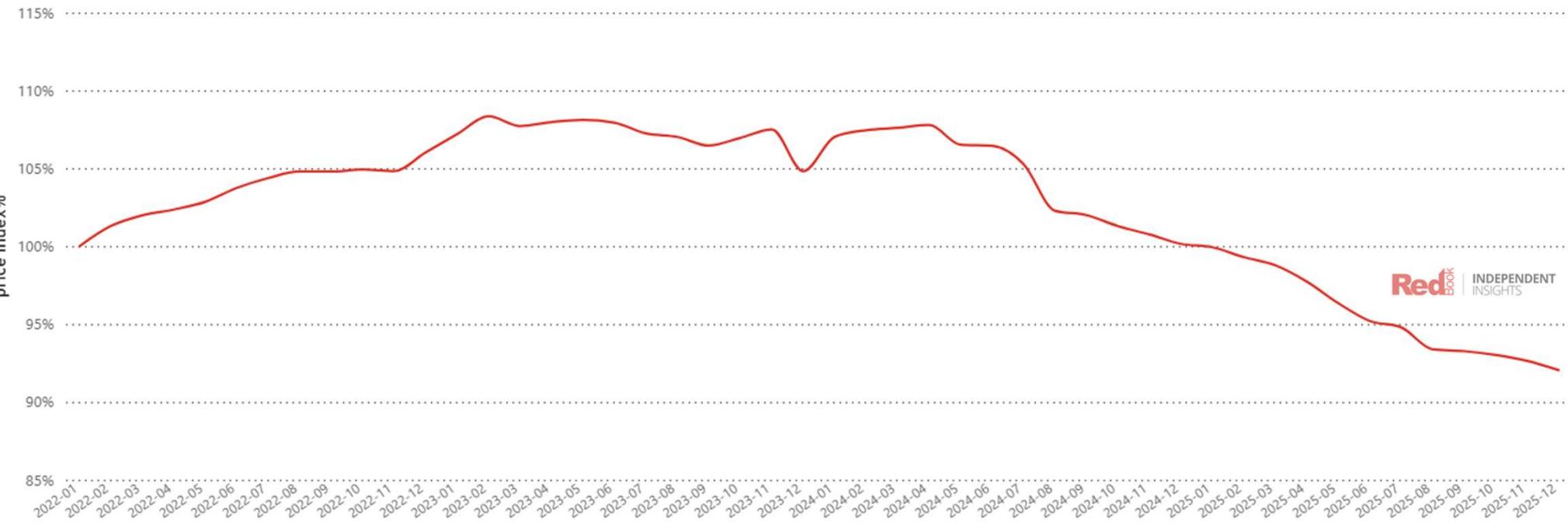
Dec 25

## Used Vehicle Price Index

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INSIGHTS

Average Retail Price Index% (Good Condition) - Post-2000 Vehicles



Price  
Index

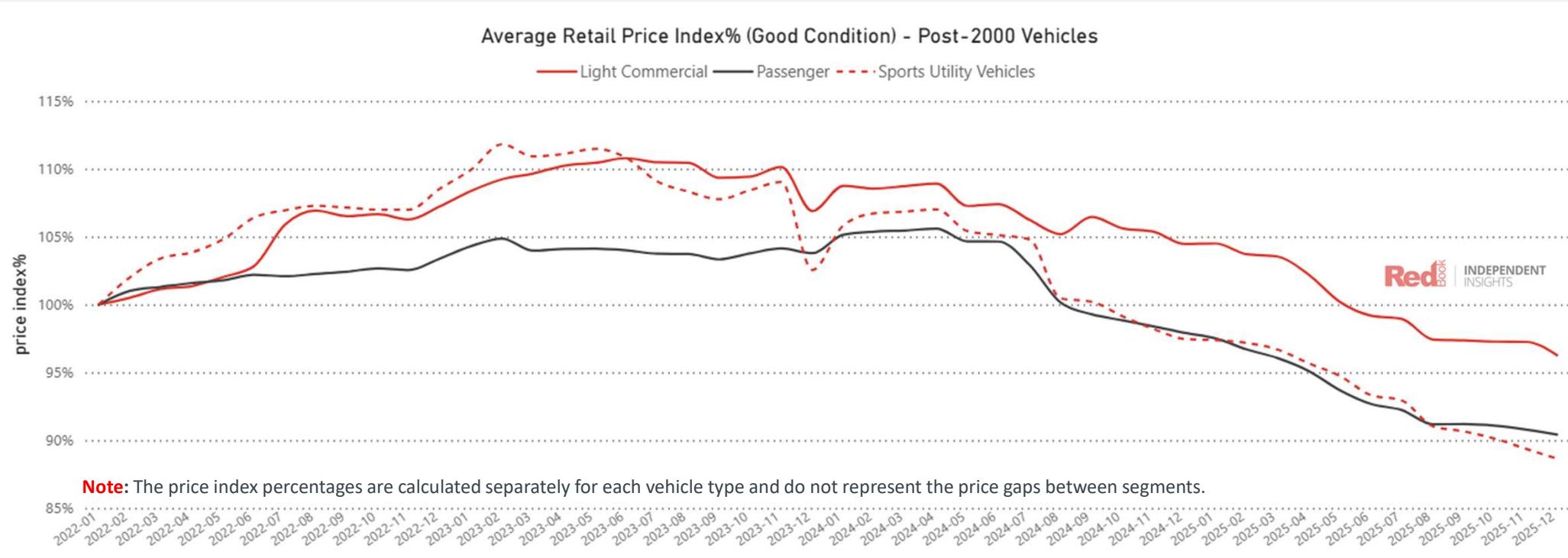
**1. Prices Rose, Then Declined, and Continue to Ease:** Retail prices climbed steadily and peaked in early 2023, before gradually softening through 2023 and 2024, and continuing to ease into late 2025. However, the rate of decline has slowed over the past four to five months.

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## Used Vehicle Price Index by Vehicle Type

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INSIGHTS



**Note:** The price index percentages are calculated separately for each vehicle type and do not represent the price gaps between segments.

Price  
Index

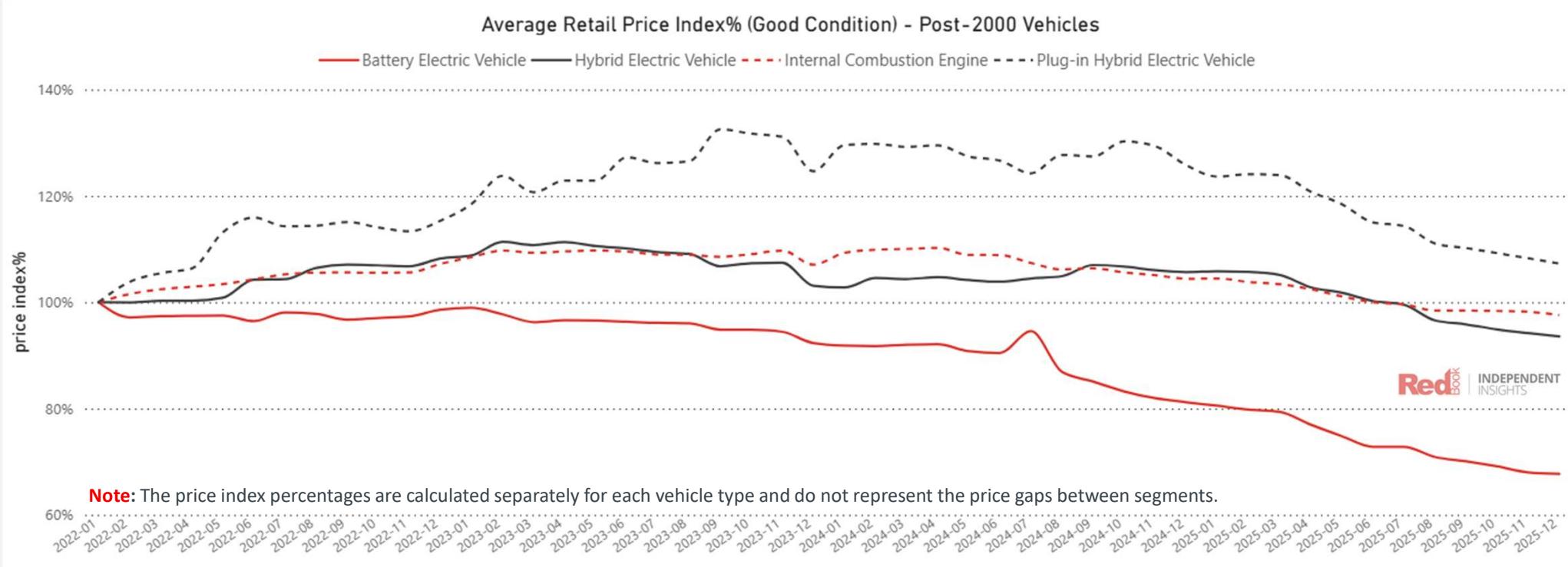
- Passenger Cars and Light Commercials Move in Line:** Passenger cars and light commercial vehicles followed a similar pattern, rising to a peak in early 2023 before declining at a moderate and broadly steady pace.
- SUVs Show a Sharper Correction:** SUV prices peaked at a similar level in early 2023 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

Red Book

INDEPENDENT  
INSIGHTS



Price  
Index

- 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.
- PHEVs Hold Up Better Than BEVs:** PHEV prices have stayed relatively stable, while BEV prices have fallen sharply.
- BEVs See the Sharpest Correction:** BEVs have recorded the largest and most persistent price decline among all powertrains.