

AUTOMOTIVE INSIGHTS REPORT (AIR)

JULY 2026

Trade Me's AutoGrab platform presents the July edition of the Automotive Insights Report (AIR). This report provides insightful data on the dynamic New Zealand used car market, focusing specifically on used vehicles up to 15 years old by analysing dealer and private listing data.

The document offers an in-depth look at market trends, pricing fluctuations, and consumer preferences. It serves as a valuable resource for dealers and industry professionals interested in the current state and future prospects of the used vehicle market.

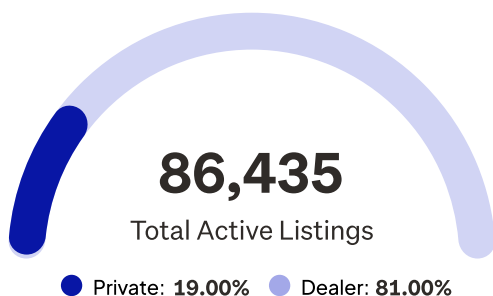


The automotive market demonstrated significant strength in July, with total sales increasing by 6.78% month-over-month, driven by a notable 8.16% rise in dealer sales. This positive momentum was broad-based, as petrol sales climbed by 5.05% and hybrids made a strong comeback with a 12.85% increase.

Following a recent dip, the EV market saw a renewed explosion of interest, converting high search engagement into a remarkable 23.01% sales surge and signaling a clear return of buyer confidence in this segment.

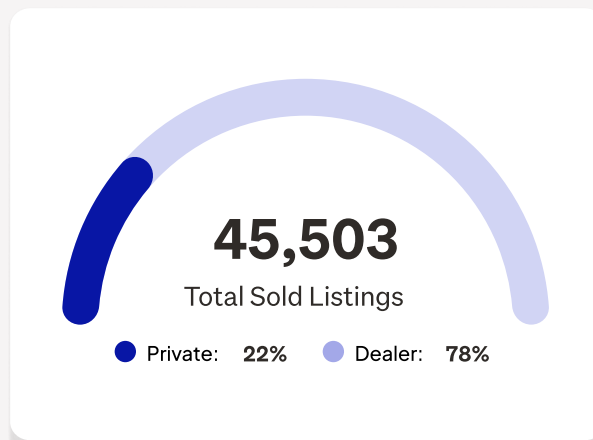
Despite the healthy sales activity, dealers must remain cautious. The average time online has crept up again to 65.6 days. With this metric moving closer to the 70-day threshold where the market traditionally corrects and forces pricing adjustments on aged stock, pressure on cashflow and holding costs is intensifying. Proactive and strategic management of aging inventory will be critical to navigating the coming months successfully.

NATIONAL SUMMARY - FOR SALE



	This Month	Last Month	Movement
AUCKLAND	37,813	36,735	2.93%
CANTERBURY	15,050	14,501	3.79%
WAIKATO	7,166	6,964	2.90%
WELLINGTON	6,381	6,416	-0.55%
BAY OF PLENTY	4,094	4,062	0.79%
UNSPECIFIED	3,425	3,351	2.21%
OTAGO	3,227	3,239	-0.37%
HAWKES BAY	2,466	2,525	-2.34%
NELSON	1,451	1,501	-3.33%
NORTHLAND	1,395	1,388	0.50%
SOUTHLAND	1,309	1,310	-0.08%
TARANAKI	1,065	993	7.25%
MANAWATU	528	543	-2.76%
GISBORNE	293	289	1.38%
MARLBOROUGH	282	265	6.42%
TASMAN	271	263	3.04%
WEST COAST	219	213	2.82%
TOTAL	86,435	84,558	2.22%

NATIONAL SUMMARY - SOLD



	This Month	Last Month	Movement
AUCKLAND	20,823	19,596	6.26%
CANTERBURY	7,516	6,968	7.86%
WAIKATO	3,633	3,300	10.09%
WELLINGTON	3,164	2,849	11.06%
BAY OF PLENTY	2,266	2,144	5.69%
UNSPECIFIED	2,046	2,061	-0.73%
OTAGO	1,667	1,489	11.95%
HAWKES BAY	1,183	1,219	-2.95%
NELSON	559	494	13.16%
NORTHLAND	749	662	13.14%
SOUTHLAND	642	590	8.81%
TARANAKI	447	479	-6.68%
MANAWATU	287	305	-5.90%
GISBORNE	151	127	18.90%
MARLBOROUGH	176	182	-3.30%
TASMAN	99	67	47.76%
WEST COAST	95	83	14.46%
TOTAL	45,503	42,615	6.78%

MARKET SEGMENTS

86,435

Total for Sale

45,503

Total Sales

Passenger

37,511

SUV

35,407

LCV - Utes

10,260

LCV - Vans
& Buses

3,257

Passenger

20,598

SUV

17,231

LCV - Utes

5,757

LCV - Vans
& Buses

1,917

FUEL TYPE

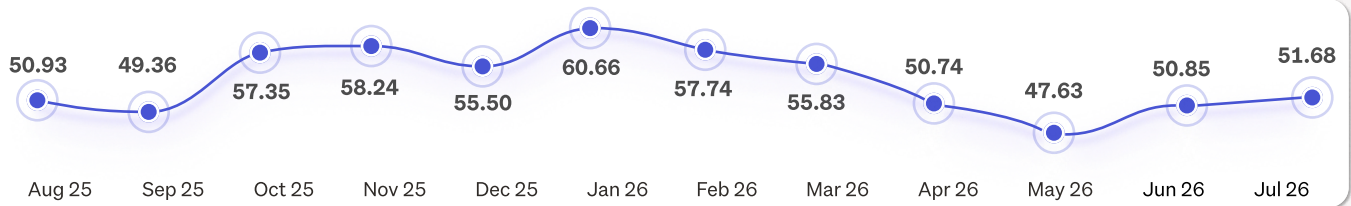
FOR SALE

	This Month	Last Month	Movement
Petrol	44,299	44,883	-1.30%
Hybrid	17,556	15,547	12.92%
Diesel	18,852	18,918	-0.35%
EVs	3,402	3,050	11.54%
PHEVs	1,476	1,129	30.74%
LPG	2	1	100%

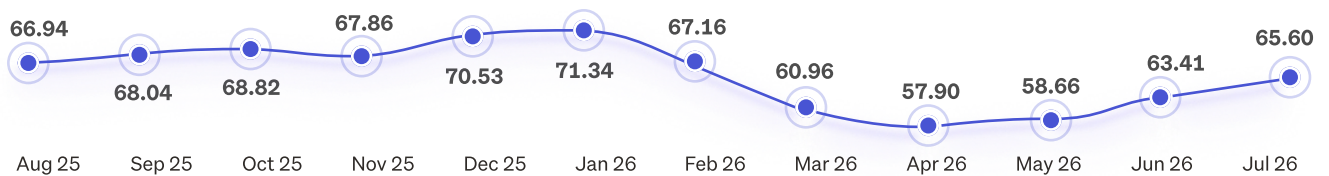
SOLD

	This Month	Last Month	Movement
Petrol	23,438	22,312	5.05%
Hybrid	9,273	8,217	12.85%
Diesel	10,377	10,057	3.18%
EVs	1,406	1,143	23.01%
PHEVs	577	404	42.82%
LPG	1	2	-50%

MARKET TRENDS - AVERAGE TIME TO SELL



MARKET TRENDS - AVERAGE TIME ONLINE



TOP PERFORMERS - TOTAL SALES TOP 10 MAKES AND MODELS

	Total For Sale	This Month - Sales	Avg. Days to Sell	Movement
Ford Ranger	3,517	1,918	51	-7.03%
Toyota Aqua	2,260	1,452	34	4.61%
Toyota Corolla	2,066	1,404	34	16.71%
Mazda CX-5	1,590	989	55	19.30%
Toyota RAV4	1,032	980	26	12.90%
Toyota Hilux	1,274	1,018	36	8.30%
Mitsubishi Outlander	1,965	869	47	12.86%
Nissan X-Trail	1,621	791	56	3.40%
Toyota Prius	1,333	916	37	13.79%
Toyota Hiace	1,403	946	43	New!

TOP PERFORMERS 2-4 YEARS OLD - TOTAL SALES TOP 10 MAKES AND MODELS

	Total For Sale	This Month - Sales	Avg. Days to Sell	Movement
Ford Ranger	915	482	47	0%
Toyota RAV4	340	393	25	12.93%
Mitsubishi Outlander	516	308	44	28.33%
Toyota Corolla	346	176	35	2.33%
Toyota Hilux	289	246	39	9.33%
Tesla Model Y	209	132	37	-4.35%
Mitsubishi ASX	290	183	53	12.27%
Mitsubishi Triton	195	134	37	5.51%
Mitsubishi Eclipse Cross	260	135	49	36.36%
Nissan X-Trail	159	133	39	New!

TOP PERFORMERS 5-7 YEARS OLD - TOTAL SALES TOP 10 MAKES AND MODELS

	Total For Sale	This Month - Sales	Avg. Days to Sell	Movement
Ford Ranger	877	497	53	0.40%
Toyota Corolla	713	407	34	24.46%
Toyota Hilux	329	274	38	19.13%
Toyota Yaris	528	247	34	7.39%
Toyota Hiace	501	196	67	-8.84%
Toyota RAV4	433	272	33	38.07%
Mitsubishi Triton	296	185	38	-6.57%
Nissan Note	419	185	30	40.15%
Mitsubishi Outlander	237	143	37	5.15%
Nissan X-Trail	453	171	43	New!

GLOSSARY

FOR SALE

Level of available used and demo cars listed online by dealers and private sellers nationally at the time of reporting. AutoGrab processes and deduplicates listings to identify and eliminate repetitions, ensuring that vehicles listed across multiple platforms are counted once.

MARKET DAYS SUPPLY (MDS)

Measures the supply and demand of a specific make, model variant, and model year by dividing the total number of vehicles for sale by the number of same-vehicle variants sold in the past 60 days. A higher MDS indicates more supply than demand for that vehicle variant.

SALES

Total vehicles delisted from online marketplaces, serving as a proxy to actual sales and recorded monthly. The delisting count reflects unique vehicles, as AutoGrab processes and deduplicates listings to identify and eliminate repetitions, ensuring that vehicles listed across multiple platforms are counted once.

DAYS TO SELL

Measures the duration in days between when a vehicle was first listed online and when it was delisted.