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motors

THE DRIVER'S SEAT

AUGUST 2025

Insights to help you take
control of your stock



WHAT'S HOT IN THE NZ AUTO MARKET?

Welcome to The Driver's Seat,

We've put significant time and care into crafting this report, and we would like your feedback as it will help us make sure it's as relevant, clear, and as useful as possible.

We want to help you discover the top vehicles in demand right now—models selling fast, holding value, and those with limited stock. Use these insights to fine-tune your inventory and match the demand trends shaping the used vehicle market in NZ.

To ensure this report gives you relevant insights into the used car market in NZ we have included the following:

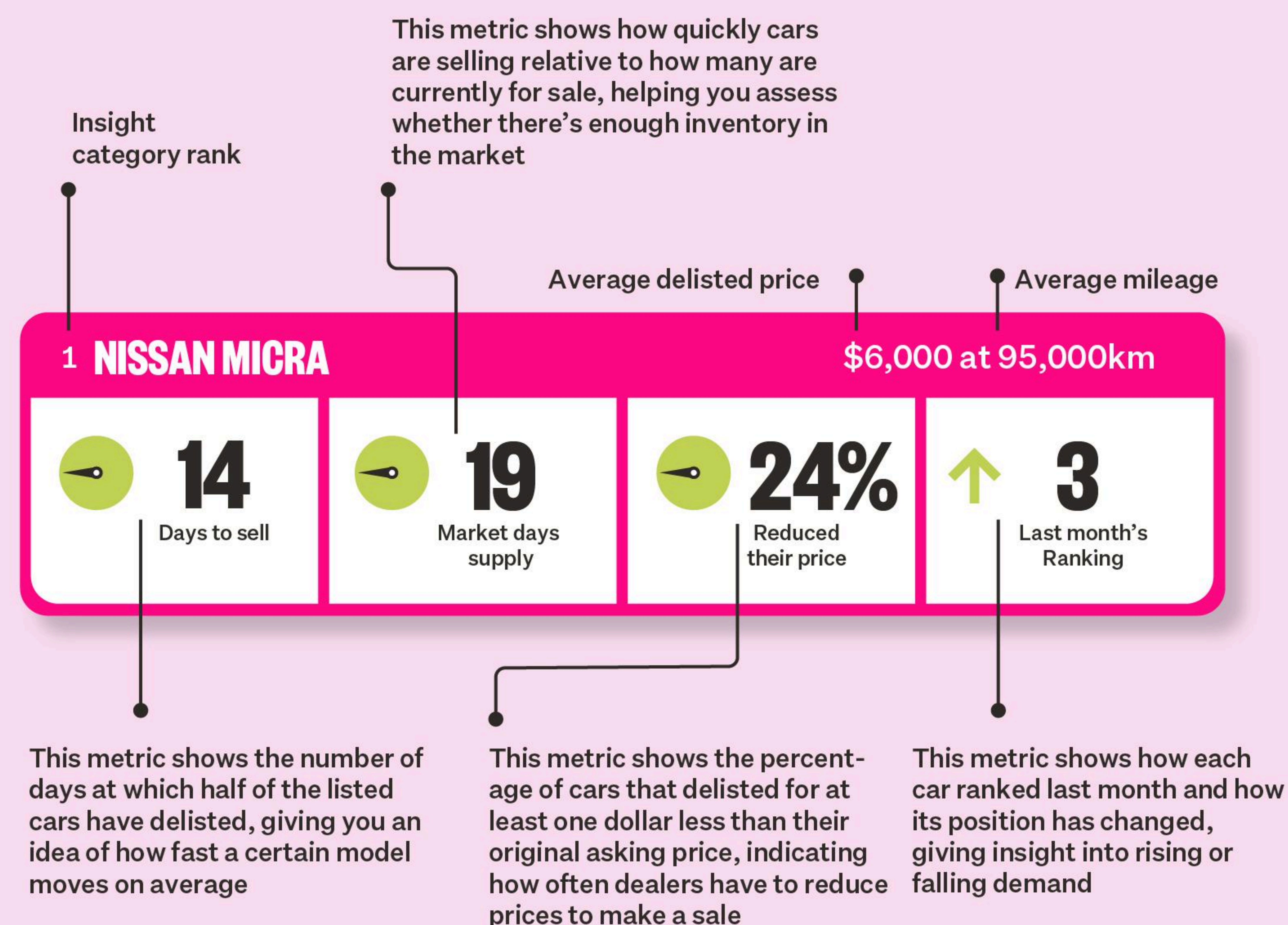
- Used vehicles advertised with greater than 1000kms
- Both Dealer and Private listings for a full market overview
Excluded commercial vehicles (Trucks, Buses)
- Reports include vehicles newer than 2010

All data is sourced from the AutoGrab Platform

Disclaimer: Please note that any references to "cars sold" indicate listings that have been delisted, and we have assumed these vehicles have sold offline.

WHAT THE NUMBERS TELL US

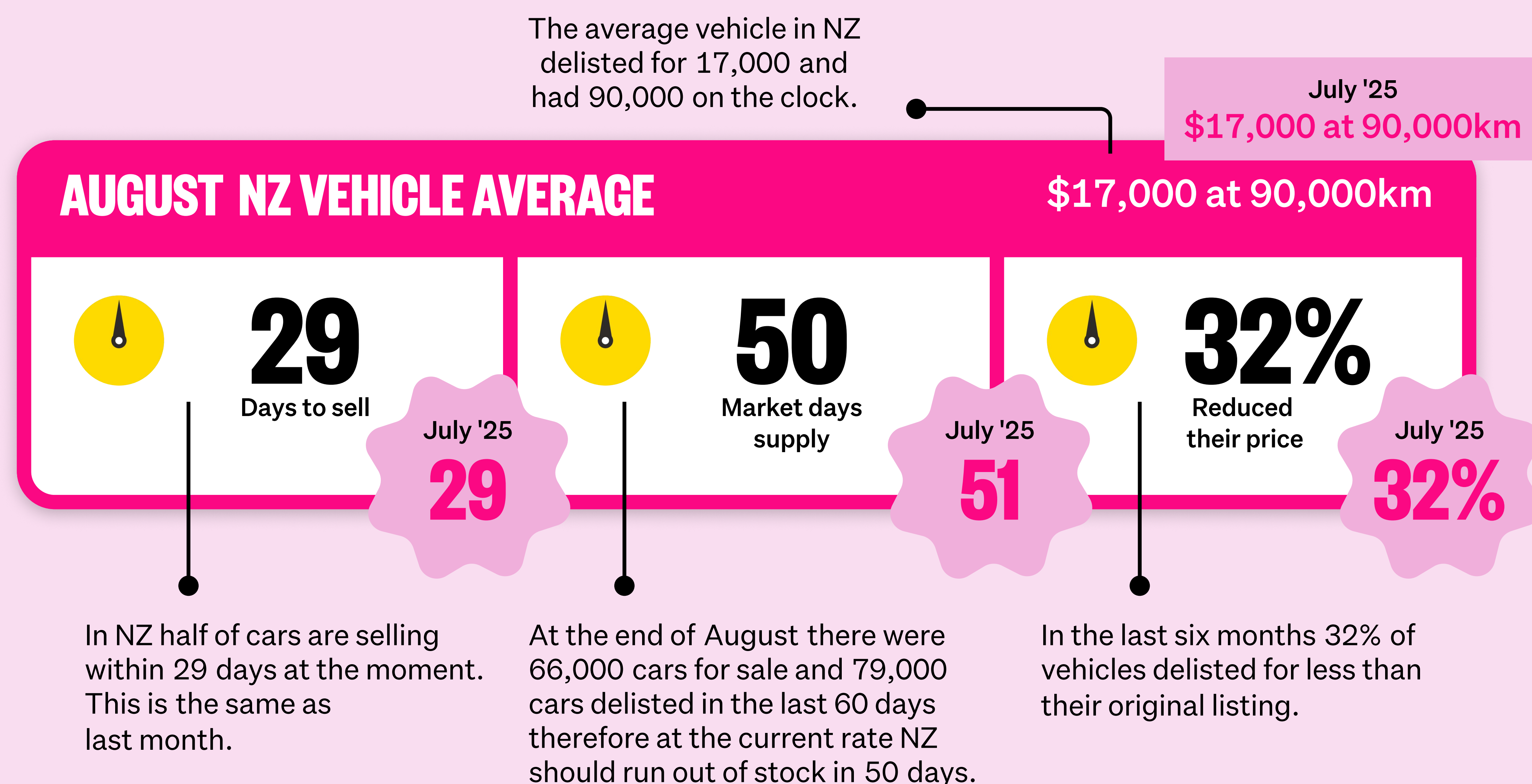
EXAMPLE INSIGHT



THE INDICATORS



AUGUST SUMMARY



MAKE AND MODEL

The Kia Seltos retains its #1 spot with low days to sell and reduced price pressure. In contrast, premium models like the Audi SQ5 and Jaguar E-Pace are deeply discounted and slow to sell. Surprisingly some Japanese models enter the bottom for the first time.

- Top models across months consistently sell under 20 days.
- The premium segment continues to suffer from high supply and deep discounts.
- Repeat top performers like BYD Atto 3 and Kia Seltos suggest brand momentum.

BODY TYPE

Utes continue to lead with the fastest days to sell (25) and lowest market days supply (43). Coupes and convertibles again rank lowest, averaging 37–43 days to sell. Sedans slipped from their modest improvement in July, and SUVs remain stable, neither gaining nor losing ground.

- Utilities (Utes) have held the top spot every month.
- Coupes and convertibles continue to struggle with both demand and pricing pressure.
- Sedans briefly improved in July but dipped again in August.

FUEL TYPE

Diesels held onto top spot, followed closely by Petrol, EV's only taking 3rd place due to additional supply entering the market. Hybrid diesels remained the worst-performing category, with the longest time to sell (48 days) and highest number being discounted (40%).

- Diesels have been #1 for five + months.
- Electric vehicles have seen a positive shift in reduced time to sell.
- Hybrid diesels are consistently at the bottom due to buyer confusion and price positioning.

DOES AGE MATTER?

2021–2023 vehicles continue to dominate, taking just 28 days to sell, while 2025 stock lags significantly at 64 days to sell and 36% of listings discounted. Interestingly, 2010–2015 models are again in second place, showing strong demand for budget vehicles.

- 2021–2023 stock has consistently performed best across all months.
- 2025 vehicles remain overstocked and overpriced relative to demand.
- Older vehicles (2010–2015) keep showing stable demand thanks to affordability.

HOT PICKS

A resurgence of SUV dominance, the reappearance of the Toyota RAV4, and a surprise #1 spot taken by the Mercedes-Benz Sprinter 2020 Diesel, an outlier as a commercial vehicle that sold in just 10 days on average. Vehicles like the Subaru XV, Mazda CX-9, and Kia Seltos also made strong showings, revealing renewed buyer interest in practical petrol-powered SUVs with varied price points.

- RAV4s remain a consistent solid performer, with both the 2018 and 2023 models ranking in the top 5.
- SUVs and crossovers dominate again, with 7 of the 10 vehicles being petrol-powered SUVs.
- Kia Seltos 2021 and Kia Sportage 2019 saw major upward movement from July, indicating growing buyer appetite for small-to-mid SUVs.




STANDARD ISSUE

The Toyota Aqua (2012–2015) continues to flood listings, and while it sells relatively quickly (~19–28 days), over 30% require discounting. The Ford Ranger (2020–2021) remains steady, showing reliable sales however the % leaving the market with a price reduction is growing. New to the list is the Mazda Axela (2014), underscoring enduring demand for compact, economical models.

- Toyota Aqua has been the most-listed model every month, maintaining stable performance.
- Ford Ranger holds its spot month after month as a solid workhorse.
- Compact cars like the Axela and Swift are beginning to appear more regularly.
















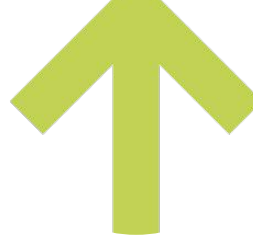


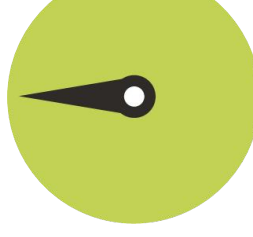
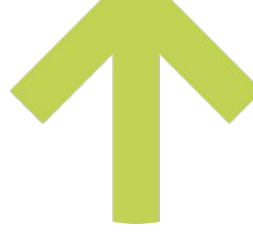
MAKE & MODEL

BEST & WORST PERFORMING CAR MODELS

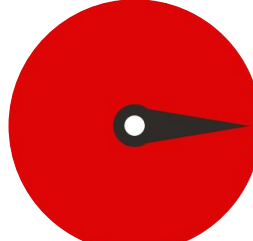
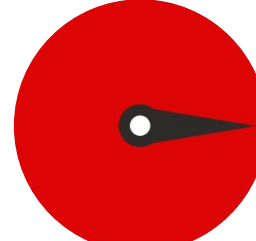
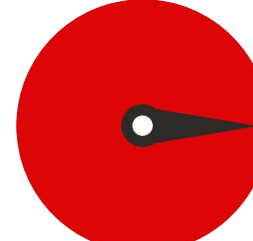

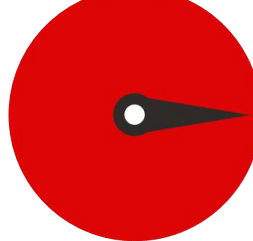
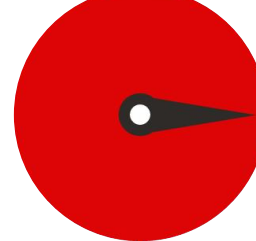
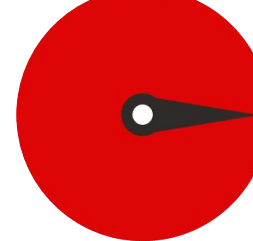

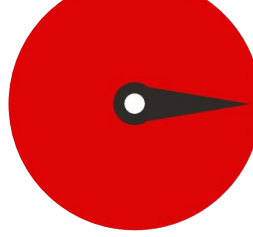
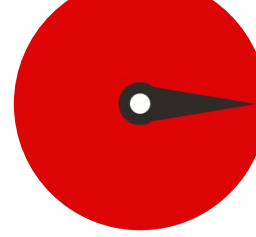
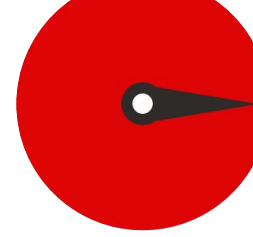
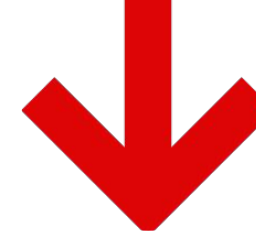
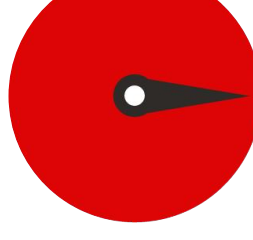
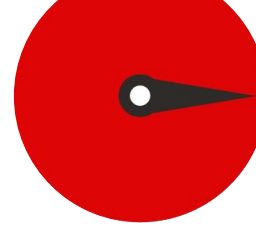
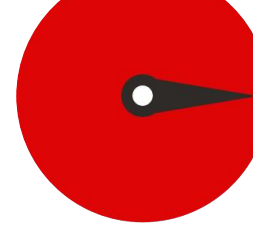
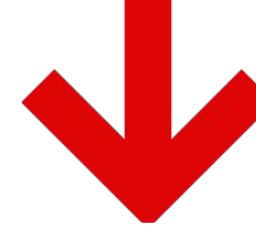
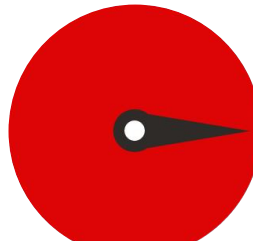
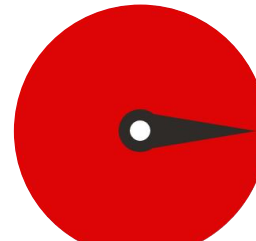
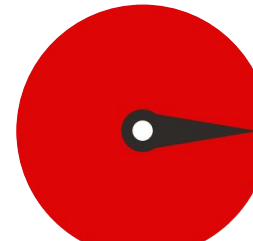
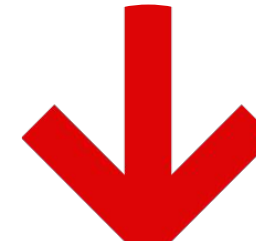
AUGUST NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 50 Market days	 32% Reduced their price	

SUVS LIKE THE SELTOS AND ATTO 3 EV SELL FAST, LUXURY MODELS CONTINUE TO LAG WITH BIG VOLUMES BEING DISCOUNTED.

Top five




1 KIA SELTOS	\$27,000 at 30,000km		
 18 Days to sell	 25 Market days supply	 20% Reduced their price	 1 Last month's ranking
2 FOTON TUNLAND	\$13,000 at 115,000km		
 18 Days to sell	 20 Market days supply	 24% Reduced their price	 8 Last month's ranking
3 BYD ATTO 3	\$38,000 at 25,000km		
 12 Days to sell	 39 Market days supply	 19% Reduced their price	 6 Last month's ranking
4 MERCEDES-BENZ SPRINTER	\$60,000 at 85,000km		
 13 Days to sell	 35 Market days supply	 26% Reduced their price	 9 Last month's ranking
5 KIA NIRO	\$27,000 at 50,000km		
 22 Days to sell	 31 Market days supply	 20% Reduced their price	 7 Last month's ranking

Bottom five





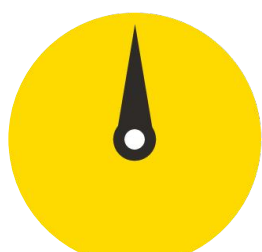
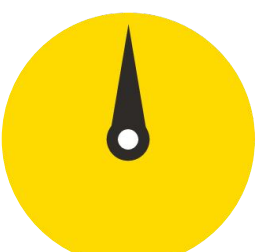

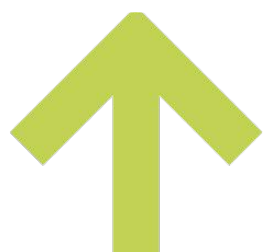

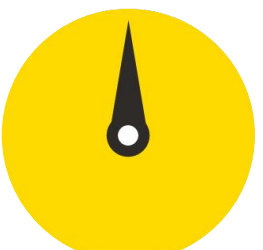

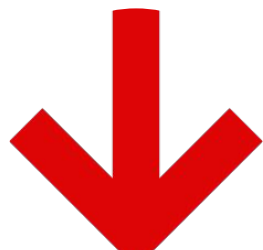

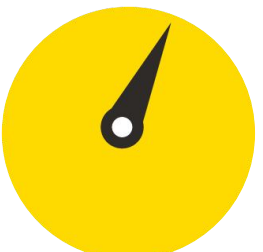


331 TOYOTA COROLLA CROSS	\$40,000 at 25,000km		
 51 Days to sell	 70 Market days supply	 40% Reduced their price	 331 Last month's ranking
332 LAND ROVER RANGE ROVER SPORT	\$58,000 at 85,000km		
 51 Days to sell	 76 Market days supply	 40% Reduced their price	 327 Last month's ranking
333 AUDI SQ5	\$43,000 at 85,000km		
 53 Days to sell	 75 Market days supply	 41% Reduced their price	 314 Last month's ranking
334 JAGUAR E-PACE	\$36,000 at 65,000km		
 58 Days to sell	 70 Market days supply	 43% Reduced their price	 328 Last month's ranking
335 HONDA ZR-V	\$44,000 at 10,000km		
 63 Days to sell	 73 Market days supply	 43% Reduced their price	 334 Last month's ranking




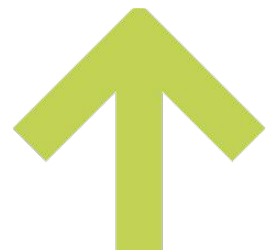



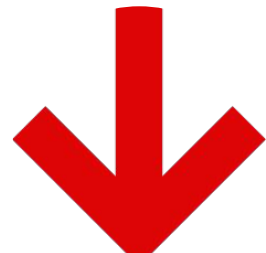
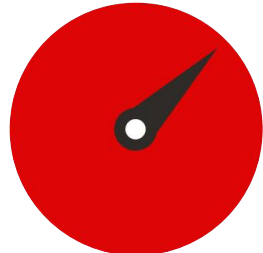
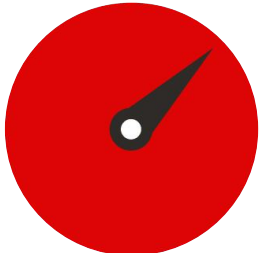


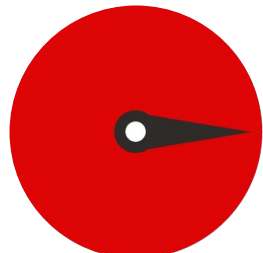
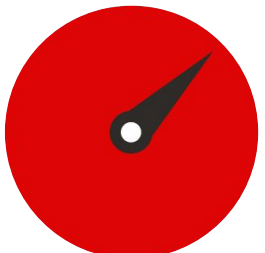


BODY TYPE

DEMAND BY SHAPE AND SIZE

AUGUST NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 50 Market days	 32% Reduced their price	

UTES REMAIN THE FASTEST-MOVING STOCK, COUPES AND CONVERTIBLES CONTINUE TO UNDERPERFORM.

1 UTILITY	\$32,000 at 115,000km		
 25 Days to sell	 43 Market days supply	 31% Reduced their price	 1 Last month's ranking
2 VAN	\$18,500 at 115,000km		
 30 Days to sell	 48 Market days supply	 29% Reduced their price	 3 Last month's ranking
3 HATCHBACK	\$11,000 at 85,000km		
 28 Days to sell	 49 Market days supply	 33% Reduced their price	 2 Last month's ranking
4 WAGON	\$22,000 at 90,000km		
 30 Days to sell	 51 Market days supply	 32% Reduced their price	 4 Last month's ranking


5 SUV	\$23,000 at 80,000km		
 34 Days to sell	 55 Market days supply	 30% Reduced their price	 6 Last month's ranking
6 SEDAN	\$14,000 at 100,000km		
 31 Days to sell	 54 Market days supply	 33% Reduced their price	 5 Last month's ranking
7 CONVERTIBLE	\$20,000 at 90,000km		
 37 Days to sell	 64 Market days supply	 30% Reduced their price	 7 Last month's ranking
8 COUPE	\$23,000 at 85,000km		
 43 Days to sell	 68 Market days supply	 32% Reduced their price	 8 Last month's ranking


FUEL TYPE


DEMAND BY FUEL TYPE

AUGUST NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 29 Days to sell

 50 Market days

 32% Reduced their price

DIESEL AND ELECTRIC VEHICLES ARE SELLING FASTEST, HYBRID DIESELS REMAIN BUYER-SHY.

1

DIESEL

\$29,500 at 115,000km

27

Days to sell

45

Market days supply

32%

Reduced their price

=

1

Last month's ranking

2

PETROL

\$15,000 at 90,000km

29

Days to sell

50

Market days supply

32%

Reduced their price

=

2

Last month's ranking

3

ELECTRIC

\$27,000 at 45,000km

28

Days to sell

53

Market days supply

33%

Reduced their price

=

3

Last month's ranking

4

HYBRID-PETROL

\$15,000 at 85,000km

32

Days to sell

54

Market days supply

33%

Reduced their price

=

4

Last month's ranking

5

HYBRID-DIESEL

\$91,000 at 10,000km

48

Days to sell

63

Market days supply

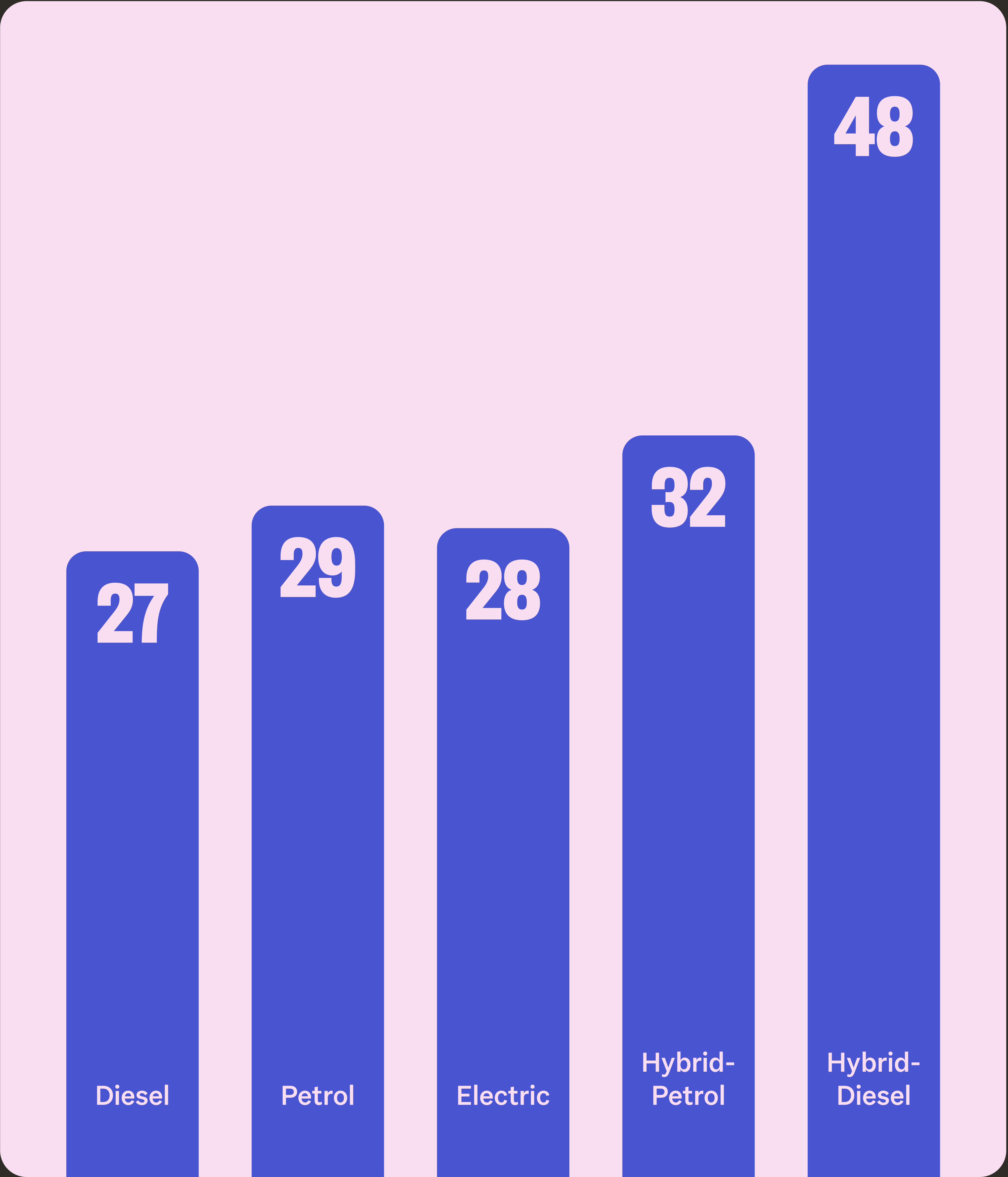
40%

Reduced their price

=

5

Last month's ranking





DOES AGE MATTER?


DEMAND BY YEAR OF VEHICLE

AUGUST NZ VEHICLE AVERAGE



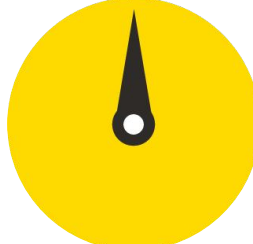











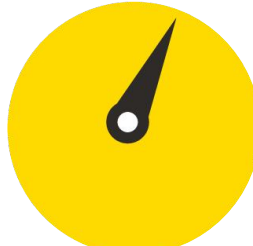

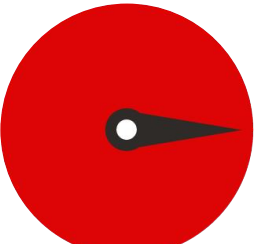
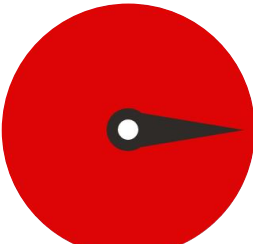
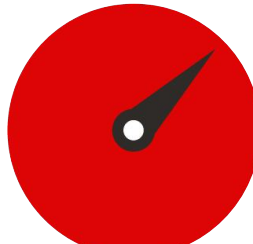

\$17,000 at 90,000km

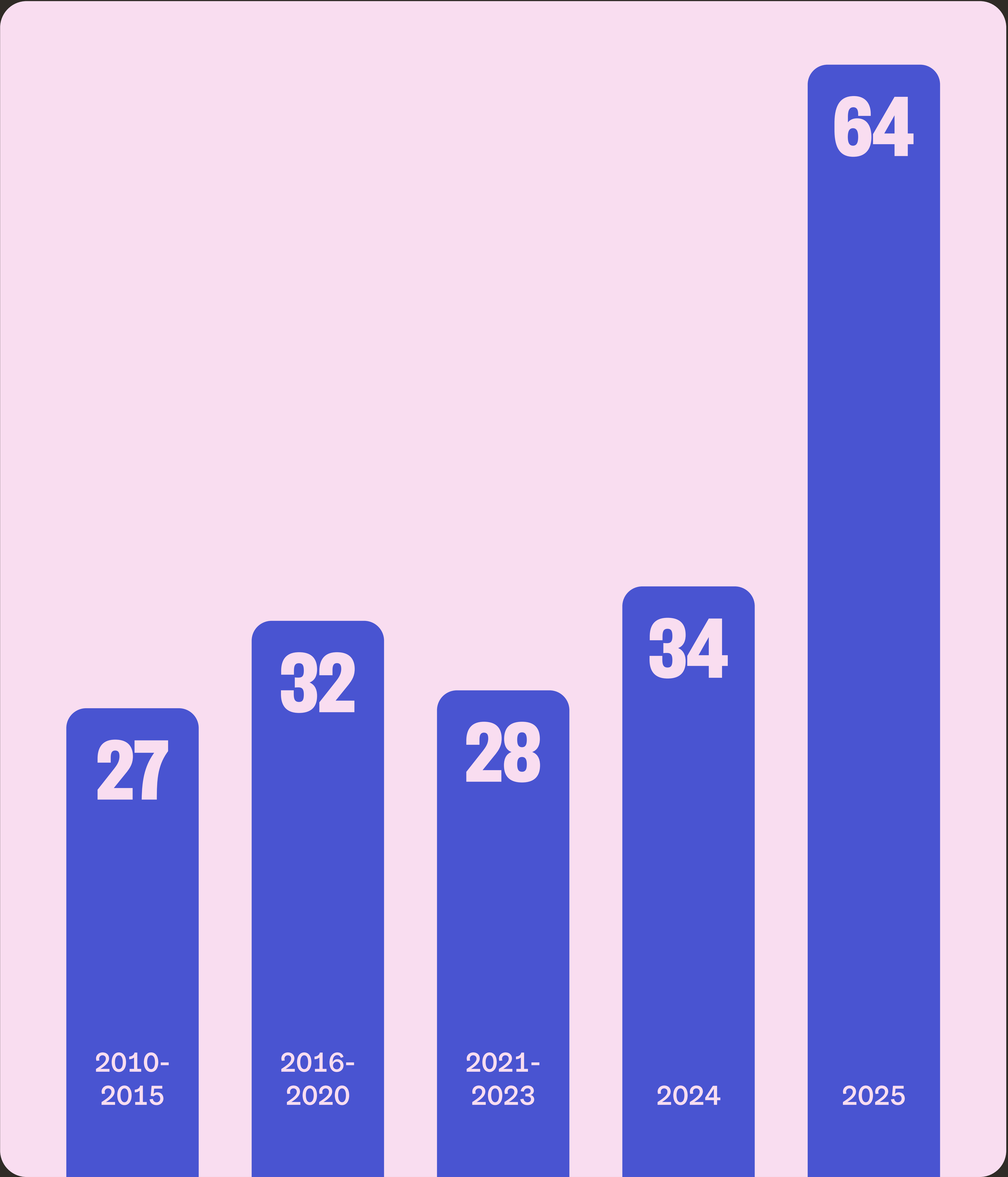
 29 Days to sell

 50 Market days

 32% Reduced their price




2021-2023 VEHICLES REMAIN THE SWEET SPOT, 2025 MODELS CONTINUE TO SIT ON THE SHELF.

2	2010-2015	\$11,000 at 115,000km	<div> 27 Days to sell</div>	<div> 48 Market days supply</div>	<div> 33% Reduced their price</div>	<div> 2 Last month's ranking</div>
3	2016-2020	\$22,000 at 90,000km	<div> 32 Days to sell</div>	<div> 55 Market days supply</div>	<div> 32% Reduced their price</div>	<div> 3 Last month's ranking</div>
1	2021-2023	\$35,000 at 45,000km	<div> 28 Days to sell</div>	<div> 46 Market days supply</div>	<div> 31% Reduced their price</div>	<div> 1 Last month's ranking</div>
4	2024	\$48,000 at 10,000km	<div> 34 Days to sell</div>	<div> 46 Market days supply</div>	<div> 34% Reduced their price</div>	<div> 4 Last month's ranking</div>
5	2025	\$60,000 at 5,000km	<div> 64 Days to sell</div>	<div> 76 Market days supply</div>	<div> 36% Reduced their price</div>	<div> 5 Last month's ranking</div>


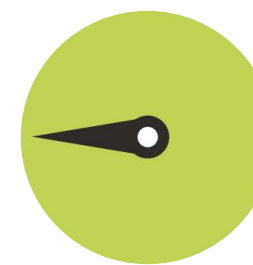


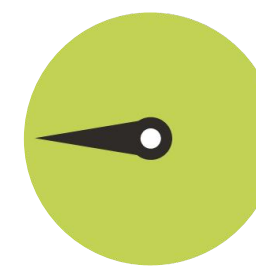



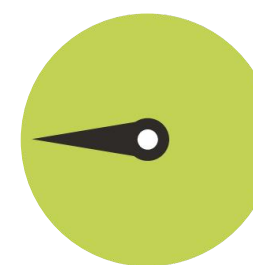

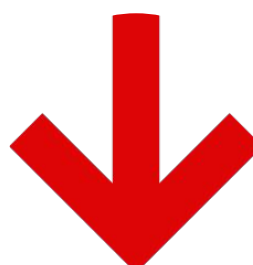



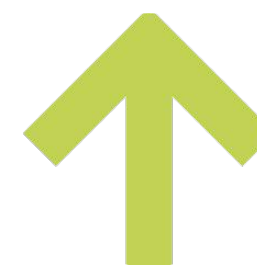











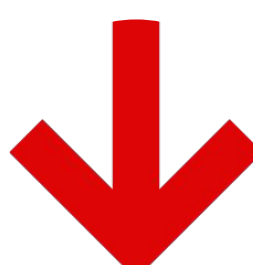


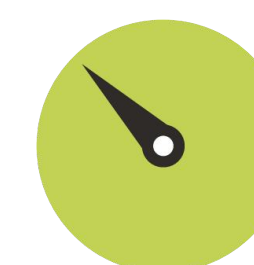







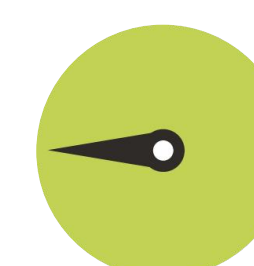



HOT PICKS

TOP 10 BEST SELLING CARS OVERALL




AUGUST NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29	Days to sell	 50	Market days
 32%	Reduced their price		

SPRINTER DIESEL SURPRISES AT #1, AND SUVs RETAKE CONTROL IN AUGUST'S FASTEST-SELLING LIST.














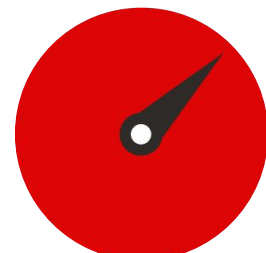





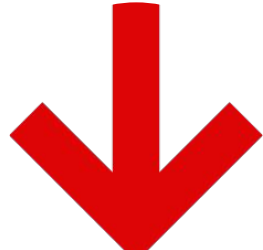


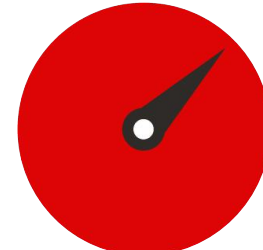



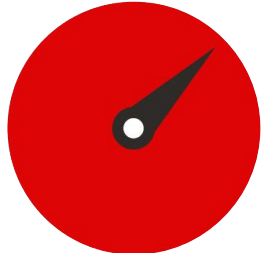
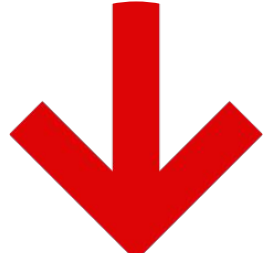

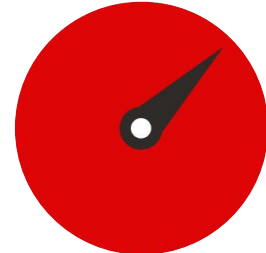
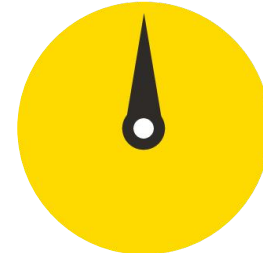
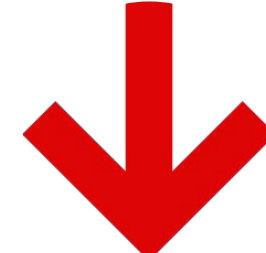




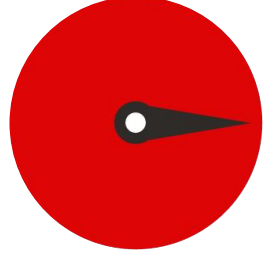
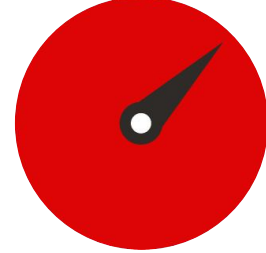
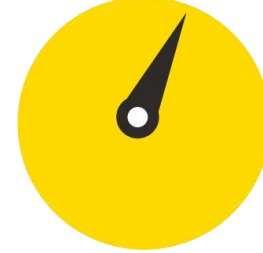

<div>1</div> <div>MERCEDES-BENZ SPRINTER 2020 DIESEL</div> <div>\$60,000 at 45,000km</div> <div> 10</div> <div>Days to sell</div> <div> 12</div> <div>Market days supply</div> <div> 15%</div> <div>Reduced their price</div> <div>NEW</div> <div>NA</div> <div>Last month's ranking</div>	<div>6</div> <div>KIA SELTOS 2021 PETROL</div> <div>\$25,000 at 50,000km</div> <div> 19</div> <div>Days to sell</div> <div> 20</div> <div>Market days supply</div> <div> 23%</div> <div>Reduced their price</div> <div></div> <div>17</div> <div>Last month's ranking</div>
<div>2</div> <div>TOYOTA RAV4 2023 PETROL</div> <div>\$35,000 at 35,000km</div> <div> 14</div> <div>Days to sell</div> <div> 26</div> <div>Market days supply</div> <div> 22%</div> <div>Reduced their price</div> <div></div> <div>1</div> <div>Last month's ranking</div>	<div>7</div> <div>HOLDEN TRAX 2016 PETROL</div> <div>\$10,000 at 130,000km</div> <div> 19</div> <div>Days to sell</div> <div> 23</div> <div>Market days supply</div> <div> 22%</div> <div>Reduced their price</div> <div></div> <div>14</div> <div>Last month's ranking</div>
<div>3</div> <div>KIA SPORTAGE 2019 PETROL</div> <div>\$23,000 at 70,000km</div> <div> 18</div> <div>Days to sell</div> <div> 24</div> <div>Market days supply</div> <div> 21%</div> <div>Reduced their price</div> <div></div> <div>29</div> <div>Last month's ranking</div>	<div>8</div> <div>SUBARU XV 2014 PETROL</div> <div>\$14,000 at 100,000km</div> <div> 20</div> <div>Days to sell</div> <div> 23</div> <div>Market days supply</div> <div> 18%</div> <div>Reduced their price</div> <div></div> <div>103</div> <div>Last month's ranking</div>
<div>4</div> <div>TOYOTA RAV4 2018 PETROL</div> <div>\$21,000 at 130,000km</div> <div> 15</div> <div>Days to sell</div> <div> 25</div> <div>Market days supply</div> <div> 24%</div> <div>Reduced their price</div> <div></div> <div>2</div> <div>Last month's ranking</div>	<div>9</div> <div>TOYOTA COROLLA 2011 PETROL</div> <div>\$7,500 at 160,000km</div> <div> 13</div> <div>Days to sell</div> <div> 23</div> <div>Market days supply</div> <div> 27%</div> <div>Reduced their price</div> <div></div> <div>53</div> <div>Last month's ranking</div>
<div>5</div> <div>MAZDA CX-9 2021 PETROL</div> <div>\$43,000 at 65,000km</div> <div> 18</div> <div>Days to sell</div> <div> 22</div> <div>Market days supply</div> <div> 25%</div> <div>Reduced their price</div> <div></div> <div>8</div> <div>Last month's ranking</div>	<div>10</div> <div>MITSUBISHI OUTLANDER 2021 PETROL</div> <div>\$26,000 at 65,000km</div> <div> 19</div> <div>Days to sell</div> <div> 23</div> <div>Market days supply</div> <div> 24%</div> <div>Reduced their price</div> <div></div> <div>21</div> <div>Last month's ranking</div>

STANDARD ISSUE

MOST-LISTED VEHICLES: LAST 6 MONTHS

AUGUST NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29	Days to sell	 50	Market days
 32%	Reduced their price		

AQUA DOMINATES SUPPLY CHARTS WHILE MAINTAINING REASONABLE TIME TO SELL, RANGER SHOWS STRONG, STEADY DEMAND.

<div>1</div> <div>TOYOTA AQUA 2012 HYBRID-PETROL</div> <div>\$8,000 at 100,000km</div> <div> 19</div> <div>Days to sell</div> <div> 36</div> <div>Market days supply</div> <div> 34%</div> <div>Reduced their price</div> <div> 4</div> <div>Last month's ranking</div>	<div>6</div> <div>FORD RANGER 2021 DIESEL</div> <div>\$40,000 at 85,000km</div> <div> 28</div> <div>Days to sell</div> <div> 42</div> <div>Market days supply</div> <div> 35%</div> <div>Reduced their price</div> <div> 7</div> <div>Last month's ranking</div>
<div>2</div> <div>TOYOTA AQUA 2014 HYBRID-PETROL</div> <div>\$9,000 at 100,000km</div> <div> 24</div> <div>Days to sell</div> <div> 43</div> <div>Market days supply</div> <div> 31%</div> <div>Reduced their price</div> <div> 2</div> <div>Last month's ranking</div>	<div>7</div> <div>MAZDA AXELA 2014 PETROL</div> <div>\$15,000 at 90,000km</div> <div> 33</div> <div>Days to sell</div> <div> 57</div> <div>Market days supply</div> <div> 27%</div> <div>Reduced their price</div> <div> 8</div> <div>Last month's ranking</div>
<div>3</div> <div>TOYOTA AQUA 2013 HYBRID-PETROL</div> <div>\$8,000 at 110,000km</div> <div> 20</div> <div>Days to sell</div> <div> 45</div> <div>Market days supply</div> <div> 32%</div> <div>Reduced their price</div> <div> 1</div> <div>Last month's ranking</div>	<div>8</div> <div>FORD RANGER 2019 DIESEL</div> <div>\$35,000 at 115,000km</div> <div> 30</div> <div>Days to sell</div> <div> 44</div> <div>Market days supply</div> <div> 37%</div> <div>Reduced their price</div> <div> 9</div> <div>Last month's ranking</div>
<div>4</div> <div>TOYOTA PRIUS 2012 HYBRID-PETROL</div> <div>\$9,000 at 110,000km</div> <div> 20</div> <div>Days to sell</div> <div> 36</div> <div>Market days supply</div> <div> 37%</div> <div>Reduced their price</div> <div> 3</div> <div>Last month's ranking</div>	<div>9</div> <div>TOYOTA AQUA 2016 HYBRID-PETROL</div> <div>\$11,000 at 95,000km</div> <div> 31</div> <div>Days to sell</div> <div> 62</div> <div>Market days supply</div> <div> 32%</div> <div>Reduced their price</div> <div> 6</div> <div>Last month's ranking</div>
<div>5</div> <div>TOYOTA AQUA 2015 HYBRID-PETROL</div> <div>\$11,000 at 100,000km</div> <div> 28</div> <div>Days to sell</div> <div> 52</div> <div>Market days supply</div> <div> 31%</div> <div>Reduced their price</div> <div> 5</div> <div>Last month's ranking</div>	<div>10</div> <div>TOYOTA C-HR 2017 HYBRID-PETROL</div> <div>\$24,000 at 75,000km</div> <div> 51</div> <div>Days to sell</div> <div> 63</div> <div>Market days supply</div> <div> 34%</div> <div>Reduced their price</div> <div> 10</div> <div>Last month's ranking</div>

This data and insights report is currently in beta and may undergo changes based on user feedback. We are actively seeking input to refine the content, usability, and overall experience of the report.

Your feedback is invaluable in helping us deliver a more effective and insightful tool for your needs.

Thank you for being part of this process, you can leave us [feedback here](#).

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