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THE DRIVER'S SEAT

APRIL 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 your input will help us make sure it's as relevant, clear, and 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:

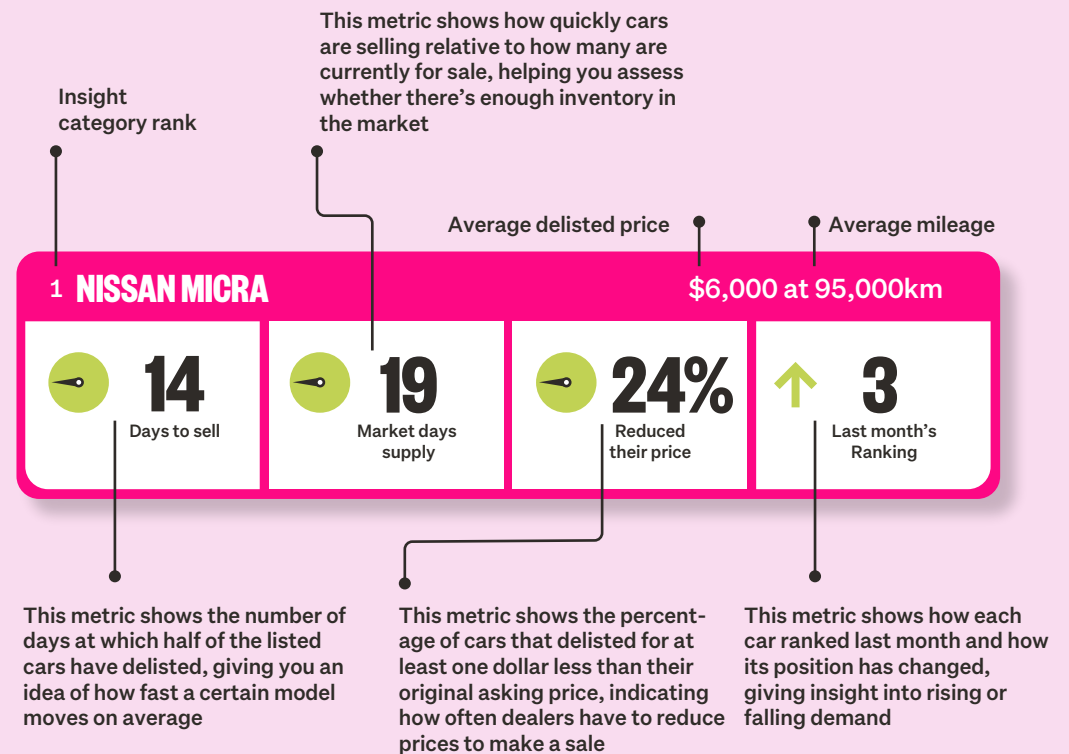
- Used vehicles advertised with greater than 1000kms
- Both Dealer and Private listings for a full market overview
- Excluded commercial vehicles (Trucks, Buses)
- Reports include vehicles newer than 2010
- All data is sourced from the AutoGrab Platform

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

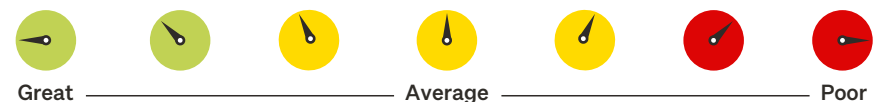
April 2025

WHAT THE NUMBERS TELL US

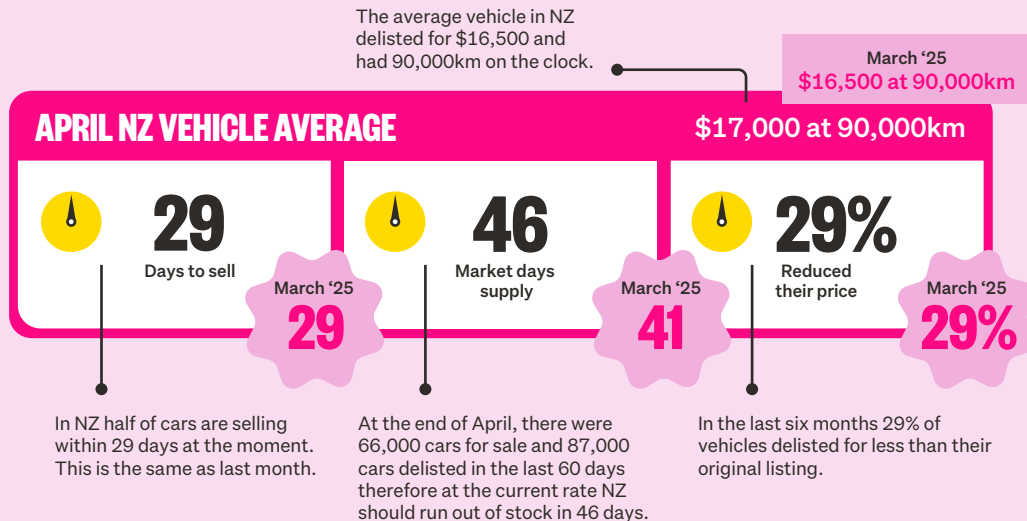
EXAMPLE INSIGHT



THE INDICATORS



APRIL SUMMARY



MAKE AND MODEL

The top 5 fastest-selling models in April maintained strong momentum, led again by the BYD Atto 3, which improved its days to sell and held its position. Newer high-value entries like the Kia Niro and Mercedes-Benz Sprinter show signs of consumers stretching their budgets—higher price points are no longer a barrier if value is clear. On the flip side, luxury European models continue to dominate the slowest-selling list, with longer selling times and bigger discounts than last month.

BODY TYPE

Utes once again led for fastest-selling body type (24 days), maintaining their consistent strength since December. SUVs continued their slowdown trend, with time to sell increasing to 36 days and market days supply jumping from 51 in March to 56 in April.

FUEL TYPE

Diesel kept its top spot as the fastest-selling fuel (26 days), with consistent pricing and demand since January. EVs improved to 27 days to sell—down from 28 last month—while hybrid petrol models maintained 34 days to sell; however, market days supply increased to 52. Hybrid diesel remains the slowest segment at 43 days and 43 market days supply.

DOES AGE MATTER?

Vehicles from 2021–2023 continue to outperform with only 26 days to sell and low discounting, showing enduring demand for “near new” stock. 2024 vehicles held at 39 days to sell, but high market days supply (50) keeps pressure on. 2025 models, although limited in volume, reduced days to sell down to 91.

HOT PICKS

Toyota dominates again with 5 of the top 10 fastest sellers, including three different RAV4 variants—showing consistent mainstream appeal across years and price points. The Ford Everest (2021 and 2022) and Subaru Outback also maintain top-10 status, highlighting continued interest in practical SUVs. Older value models like the Honda Fit and Mazda Demio sneak into the top 10, driven by affordability and quick turnover.

STANDARD ISSUE

Ford Ranger (2021) retains top listing volumes and solid performance, with 25 days to sell and relatively low discounting (31%). Toyota Aqua models (2012–2015) continue to face higher market days supply and high discounting. New entrant Mazda Axela (2014) joins the most-listed group—yet is showing high days to sell and oversupply in the market, one to watch.

MAKE & MODEL


BEST AND WORST PERFORMING CAR MODELS

APRIL NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 29 Days to sell

 46 Market days supply

 29% Reduced their price

PREMIUM AND ELECTRIC MODELS CLIMBED THE FAST-SELLER LIST, BUT RISING STOCK LEVELS MEAN SELLERS MUST STAY SHARP.

Top five

1 **BYD ATTO 3** \$37,000 at 25,000km



8

Days to sell



1

Market days supply



18%

Reduced their price



1

Last month's Ranking

2 **MERCEDES-BENZ SPRINTER** \$60,000 at 85,000km



15

Days to sell



30

Market days supply



17%

Reduced their price



130

Last month's ranking

3 **HYUNDAI IONIQ** \$22,000 at 30,000km



16

Days to sell



17

Market days supply



24%

Reduced their price



6

Last month's ranking

4 **KIA SELTOS** \$26,000 at 40,000km



17

Days to sell



29

Market days supply



21%

Reduced their price



2

Last month's ranking

5 **KIA NIRO** \$32,000 at 30,000km



22

Days to sell



27

Market days supply



19%

Reduced their price



26

Last month's ranking

Bottom five

331 **TOYOTA HARRIER** \$26,000 at 90,000km



89

Days to sell



82

Market days supply



38%

Reduced their price



335

Last month's ranking

332 **AUDI SQ5** \$33,000 at 90,000km



54

Days to sell



109

Market days supply



38%

Reduced their price



320

Last month's ranking

333 **JAGUAR E-PAGE** \$40,000 at 50,000km



63

Days to sell



87

Market days supply



39%

Reduced their price



325

Last month's ranking

334 **VOLVO XC40** \$47,000 at 25,000km



54

Days to sell



103

Market days supply



41%

Reduced their price



322

Last month's ranking

335 **BMW 2 SERIES** \$20,000 at 70,000km



55

Days to sell



95

Market days supply



43%

Reduced their price



331

Last month's ranking

BODY TYPE

DEMAND BY SHAPE AND SIZE


SUVS ARE STACKING UP WHILE UTES REMAIN THE FASTEST MOVERS—WATCH INVENTORY BALANCE CLOSELY.

APRIL NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 **29** Days to sell

 **46** Market days supply

 **29%** Reduced their price

1 UTILITY

\$32,000 at 110,000km

 **24**
Days to sell

 **36**
Market days supply

 **28%**
Reduced their price

= 1
Last month's ranking

2 WAGON

\$20,500 at 85,000km

 **28**
Days to sell

 **45**
Market days supply

 **29%**
Reduced their price


= 2
Last month's ranking

3 HATCHBACK

\$11,000 at 85,000km

 **28**
Days to sell

 **45**
Market days supply

 **30%**
Reduced their price

= 3
Last month's ranking

4 VAN

\$18,000 at 110,000km

 **32**
Days to sell

 **45**
Market days supply

 **29%**
Reduced their price

= 4
Last month's ranking

5 SEDAN

\$14,500 at 95,000km

 **34**
Days to sell

 **51**
Market days supply

 **30%**
Reduced their price

 **7**
Last month's ranking

6 SUV

\$22,000 at 80,000km

 **36**
Days to sell

 **56**
Market days supply

 **29%**
Reduced their price

= 6
Last month's ranking

7 CONVERTIBLE

\$16,000 at 75,000km

 **30**
Days to sell

 **55**
Market days supply

 **34%**
Reduced their price

 **5**
Last month's ranking

8 COUPE

\$20,000 at 85,000km

 **43**
Days to sell

 **59**
Market days supply

 **33%**
Reduced their price

= 8
Last month's ranking

FUEL TYPE


DEMAND BY FUEL TYPE

APRIL NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 **29** Days to sell

 **46** Market days supply

 **29%** Reduced their price

EVS ARE NOW FASTER TO SELL THAN PETROL, BUT HYBRID DIESELS ARE DRAGGING—KEEP YOUR MIX FRESH.

1 DIESEL

\$29,000 at 110,000km

 **26**
Days to sell

 **39**
Market days supply

 **29%**
Reduced their price


= 1
Last month's ranking

2 PETROL

\$15,000 at 85,000km

 **29**
Days to sell

 **46**
Market days supply

 **29%**
Reduced their price


= 2
Last month's ranking

3 ELECTRIC

\$27,000 at 40,000km

 **27**
Days to sell

 **39**
Market days supply

 **33%**
Reduced their price


= 3
Last month's ranking

4 HYBRID PETROL

\$14,500 at 85,000km

 **34**
Days to sell

 **52**
Market days supply

 **30%**
Reduced their price


= 4
Last month's ranking

5 HYBRID DIESEL

\$70,000 at 10,000km

 **43**
Days to sell

 **43**
Market days supply

 **40%**
Reduced their price

= 5
Last month's ranking

PETROL TYPE - DAYS TO SELL

26

27

29

34

43

Diesel

Petrol

Electric

Hybrid Petrol

Hybrid Diesel

DOES AGE MATTER?


DEMAND BY YEAR OF VEHICLE

APRIL NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 **29** Days to sell

 **46** Market days supply

 **29%** Reduced their price

2021-2023 MODELS REMAIN THE SWEET SPOT-2025 LISTINGS ARE PILING UP AND MOVING SLOWLY.

2 2010-2015

\$11,000 at 110,000km

 **28**
Days to sell

 **45**
Market days supply

 **30%**
Reduced their price


= 2
Last month's ranking

3 2016-2020

\$22,000 at 85,000km

 **31**
Days to sell

 **49**
Market days supply

 **28%**
Reduced their price

= 3
Last month's ranking

1 2021-2023

\$36,000 at 35,000km

 **26**
Days to sell

 **39**
Market days supply

 **27%**
Reduced their price


= 1
Last month's ranking

4 2024

\$53,000 at 5,000km

 **39**
Days to sell

 **50**
Market days supply

 **32%**
Reduced their price


= 4
Last month's ranking

5 2025

\$59,000 at 1,000km

 **91**
Days to sell

 **115**
Market days supply

 **33%**
Reduced their price

= 5
Last month's ranking

YEAR/AGE - DAYS TO SELL

28

2010-
2015

31

2016-
2020

26

2021-
2023

39

2024

91

2025

HOT PICKS

TOP 10 BEST SELLING CARS OVERALL

APRIL NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 29 Days to sell

 46 Market days supply

 29% Reduced their price

TOYOTA CONTINUES TO DOMINATE, BUT SHARP-PRICED OLDER MODELS ARE PUNCHING ABOVE THEIR WEIGHT.

1 TOYOTA RAV4 2019 PETROL

\$28,500 at 80,000km



12

Days to sell



17

Market days supply



19%

Reduced their price



22

Last month's ranking

2 HONDA FIT 2010 PETROL

\$5,500 at 130,000km



15

Days to sell



19

Market days supply



17%

Reduced their price



3

Last month's ranking

3 TOYOTA RAV4 2023 PETROL

\$37,000 at 25,000km



15

Days to sell



13

Market days supply



21%

Reduced their price



1

Last month's ranking

4 TOYOTA RAV4 2018 PETROL

\$22,000 at 115,000km



17

Days to sell



24

Market days supply



20%

Reduced their price



11

Last month's ranking

5 TOYOTA COROLLA 2016 PETROL

\$13,500 at 100,000km



13

Days to sell



26

Market days supply



22%

Reduced their price



28

Last month's ranking

6 FORD EVEREST 2021 DIESEL

\$52,000 at 65,000km



18

Days to sell



24

Market days supply



20%

Reduced their price



42

Last month's ranking

7 FORD EVEREST 2022 DIESEL

\$59,500 at 50,000km



15

Days to sell



28

Market days supply



13%

Reduced their price



15

Last month's ranking

8 TOYOTA COROLLA 2021 PETROL

\$23,000 at 50,000km



19

Days to sell



12

Market days supply



19%

Reduced their price



7

Last month's ranking

9 SUBARU OUTBACK 2018 PETROL

\$22,000 at 120,000km



15

Days to sell



11

Market days supply



23%

Reduced their price



10

Last month's ranking

10 MAZDA DEMIO 2010 PETROL

\$5,500 at 125,000km



11

Days to sell



18

Market days supply



24%

Reduced their price



33

Last month's ranking


STANDARD ISSUE


MOST-LISTED VEHICLES: LAST 6 MONTHS

APRIL NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 **29** Days to sell

 **46** Market days supply

 **29%** Reduced their price

RANGERS HOLD STEADY, BUT OLDER HYBRIDS LIKE AQUA ARE UNDER PRESSURE AND NEED AGGRESSIVE PRICING TO SHIFT.

1 TOYOTA AQUA 2012 HYBRID-PETROL \$8,000 at 105,000km

 **23**
Days to sell

 **37**
Market days supply


 **33%**
Reduced their price

 **3**
Last month's ranking

2 FORD RANGER 2021 DIESEL \$40,000 at 70,000km

 **25**
Days to sell

 **40**
Market days supply

 **31%**
Reduced their price

 **1**
Last month's ranking

3 TOYOTA AQUA 2013 HYBRID-PETROL \$9,000 at 100,000km

 **28**
Days to sell

 **38**
Market days supply

 **30%**
Reduced their price

 **4**
Last month's ranking

4 TOYOTA AQUA 2014 HYBRID-PETROL \$10,000 at 95,000km

 **34**
Days to sell

 **45**
Market days supply

 **26%**
Reduced their price

 **5**
Last month's ranking

5 MAZDA AXELA 2014 PETROL \$15,000 at 80,000km

 **37**
Days to sell

 **65**
Market days supply

 **24%**
Reduced their price

NEW NA
Last month's ranking

6 TOYOTA PRIUS 2013 HYBRID-PETROL \$10,000 at 110,000km

 **30**
Days to sell

 **44**
Market days supply

 **32%**
Reduced their price

 **7**
Last month's ranking

7 TOYOTA AQUA 2015 HYBRID-PETROL \$11,000 at 100,000km

 **33**
Days to sell

 **45**
Market days supply

 **32%**
Reduced their price

 **8**
Last month's ranking

8 TOYOTA AQUA 2016 HYBRID-PETROL \$11,000 at 100,000km

 **29**
Days to sell

 **57**
Market days supply

 **31%**
Reduced their price

NEW NA
Last month's ranking

9 TOYOTA PRIUS 2012 HYBRID-PETROL \$10,000 at 115,000km

 **31**
Days to sell

 **48**
Market days supply

 **38%**
Reduced their price

 **6**
Last month's ranking

10 TOYOTA C-HR 2017 HYBRID-PETROL \$24,000 at 75,000km

 **56**
Days to sell

 **93**
Market days supply

 **28%**
Reduced their price

 **9**
Last month's ranking

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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