AUTOMOTIVE INSIGHTS REPORT (AIR)

OCTOBER 2026

Trade Me's AutoGrab platform presents the October 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.

Time online is lengthening, making it a good moment to review aged stock

October sales rose 2.42% to 44,445, while stock is taking longer to move. Average time online reached 73.75 days, a 12-month high and the sixth monthly rise in a row (up from 57.90 in April), while time to sell held steady at 57.10 days. The gap between the two has widened to 16.65 days, more than double April's figure.

Wellington is one to watch, with more than 52% of its listings over 90 days old at the end of October. Listings there rose 2.23% while sales were close to flat (-0.35%). Petrol and diesel stock is ageing fastest as buyer demand grows for EVs (+25.26%) and hybrids (+8.16%).

With summer ahead and time online already above last summer's peak of 71.34 days, now is a good time for dealers to review pricing on older stock and keep it moving.

NATIONAL SUMMARY - FOR SALE

Total vehicle listings currently for sale nationwide, by region, for October 2026.



Private: 20.62% Dealer: 79.38%

MONTH ON MONTH

TOP REGION	NATIONAL
+6.74%	+1.52%
Bay Of Plenty	All regions

REGION	THIS MONTH	LAST MONTH	MOVEMENT
AUCKLAND	39,998	39,169	+2.12%
CANTERBURY	15,267	15,165	+0.67%
WAIKATO	7,446	7,475	-0.39%
WELLINGTON	6,749	6,602	+2.23%
BAY OF PLENTY	4,368	4,092	+6.74%
UNSPECIFIED	3,520	3,619	-2.74%
OTAGO	3,357	3,258	+3.04%
HAWKES BAY	2,438	2,491	-2.13%
NORTHLAND	1,600	1,542	+3.76%
SOUTHLAND	1,362	1,292	+5.42%
NELSON	1,341	1,352	-0.81%
TARANAKI	1,155	1,168	-1.11%
MARLBOROUGH	348	328	+6.10%
GISBORNE	255	257	-0.78%
WEST COAST	245	231	+6.06%
TASMAN	244	258	-5.43%
MANAWATU	203	255	-20.39%
TOTAL	**89,896**	**88,554**	**+1.52%**

NATIONAL SUMMARY - SOLD

Total vehicles sold nationwide, by region, for October 2026.



Private: 21.87% Dealer: 78.13%

MONTH ON MONTH

TOP REGION	NATIONAL
+25.25%	+2.42%
West Coast	All regions

REGION	THIS MONTH	LAST MONTH	MOVEMENT
AUCKLAND	20,305	19,558	+3.82%
CANTERBURY	7,611	7,597	+0.18%
WAIKATO	3,430	3,215	+6.69%
WELLINGTON	3,088	3,099	-0.35%
BAY OF PLENTY	2,079	2,319	-10.35%
UNSPECIFIED	2,025	2,044	-0.93%
OTAGO	1,522	1,512	+0.66%
HAWKES BAY	1,367	1,098	+24.50%
NORTHLAND	750	708	+5.93%
SOUTHLAND	592	612	-3.27%
NELSON	585	568	+2.99%
TARANAKI	491	418	+17.46%
MARLBOROUGH	167	192	-13.02%
GISBORNE	140	136	+2.94%
WEST COAST	124	99	+25.25%
MANAWATU	86	118	-27.12%
TASMAN	83	102	-18.63%
TOTAL	**44,445**	**43,395**	+2.42%

MARKET SEGMENTS

89,896
Total for Sale

44,445
Total Sales

For Sale by Body Type

Passenger	39,939
SUV	36,113
LCV - Utes	10,411
LCV - Vans & Buses	3,433

Sold by Body Type

Passenger	20,750
SUV	16,538
LCV - Utes	5,409
LCV - Vans & Buses	1,748

FUEL TYPE

FOR SALE

FUEL	THIS MONTH	LAST MONTH	MOVEMENT
Petrol	43,011	42,492	+1.22%
Hybrid	20,554	20,402	+0.75%
Diesel	19,030	18,522	+2.74%
EVs	4,526	4,426	+2.26%
PHEVs	2,120	2,021	+4.90%
LPG	2	1	+100.00%

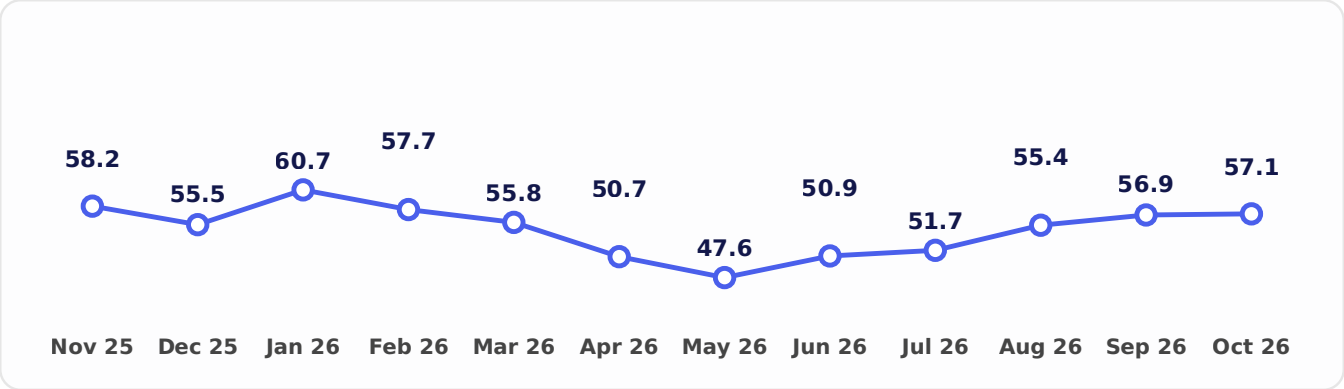
SOLD

FUEL	THIS MONTH	LAST MONTH	MOVEMENT
Petrol	21,044	21,330	-1.34%
Hybrid	10,845	10,027	+8.16%
Diesel	9,408	9,371	+0.39%
EVs	2,038	1,627	+25.26%
PHEVs	790	669	+18.09%
LPG	4	4	0.00%

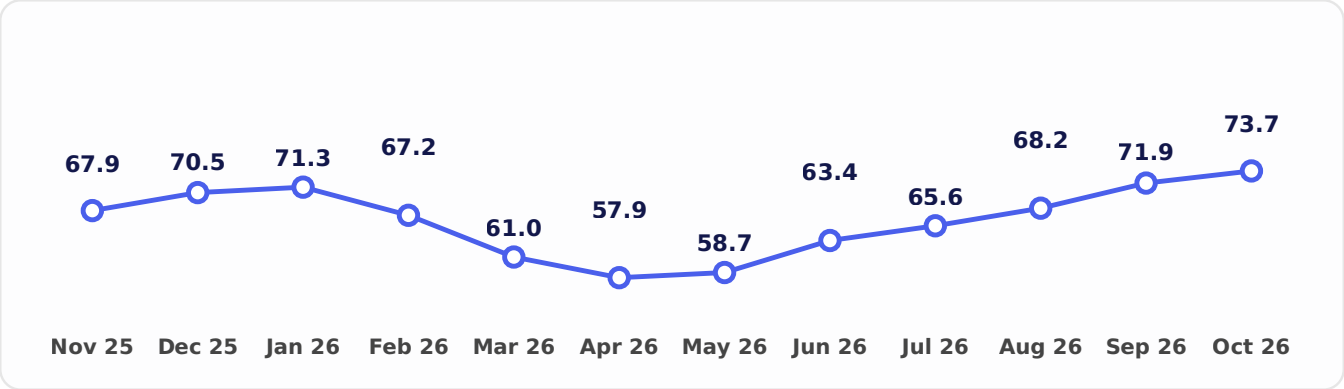
Key Takeaways

- Passenger and SUV models accounted for 83.9% of all sales and 84.6% of vehicles for sale this month.
- EV (+25.26%), PHEV (+18.09%) and hybrid (+8.16%) sales all grew, while petrol sales eased (-1.34%).
- Average time online rose to 73.75 days, the highest point in the past 12 months, and average time to sell edged up to 57.10 days.

MARKET TRENDS - AVERAGE TIME TO SELL 57.1 days



MARKET TRENDS - AVERAGE TIME ONLINE 73.7 days



TOP PERFORMERS - TOTAL SALES TOP 10 MAKES AND MODELS

MAKE / MODEL	TOTAL FOR SALE	THIS MONTH – SALES	AVG. DAYS TO SELL	MOVEMENT
Ford Ranger	3,466	1,799	56	-1.10%
Toyota Aqua	2,938	1,798	41	+3.63%
Toyota Corolla	2,288	1,480	44	+10.12%
Toyota Prius	1,749	984	40	0.00%
Toyota Hilux	1,297	976	39	-1.61%
Toyota RAV4	1,178	931	34	+4.49%
Mazda CX-5	1,642	917	54	+6.01%
Mitsubishi Outlander	2,010	895	62	+2.05%
Suzuki Swift	1,278	841	50	+10.66%
Nissan Note	1,449	800	50	+8.84%

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

MAKE / MODEL	TOTAL FOR SALE	THIS MONTH – SALES	AVG. DAYS TO SELL	MOVEMENT
Ford Ranger	846	488	49	-6.33%
Toyota RAV4	321	295	32	-0.67%
Mitsubishi Outlander	584	274	49	-3.86%
Toyota Hilux	312	240	35	+9.09%
Toyota Corolla	292	206	50	+17.71%
Toyota Yaris	267	147	55	-0.68%
Tesla Model Y	193	143	40	+13.49%
Mitsubishi Eclipse Cross	191	138	54	+18.97%
Mitsubishi Triton	201	130	62	+10.17%
Mazda CX-5	195	123	46	New!

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

MAKE / MODEL	TOTAL FOR SALE	THIS MONTH – SALES	AVG. DAYS TO SELL	MOVEMENT
Ford Ranger	831	439	53	-2.23%
Toyota Corolla	845	407	50	-4.68%
Toyota RAV4	520	308	39	+20.78%
Toyota Yaris	582	292	52	-7.59%
Nissan Note	530	248	52	+8.77%
Toyota Hiace	559	225	61	-6.25%
Toyota Hilux	276	224	39	-12.84%
Nissan Leaf	447	195	64	+7.73%
Suzuki Swift	195	167	33	New!
Toyota C-HR	342	160	62	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.

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.

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.

Want insights specific to your dealership?

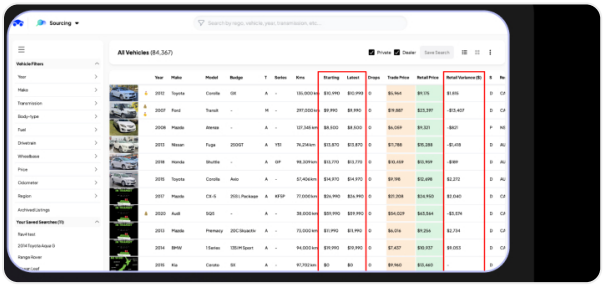
You can get a full run down from your Client Manager or get in touch with Steve Bottrill, our Insights Manager.

steve.bottrill@trademe.co.nz

DEALERS WHO USE AUTOGRAB SELL STOCK FASTER

Every number in this report is powered by AutoGrab, Trade Me's dealer intelligence platform. AutoGrab turns live market data into a genuine competitive edge, helping dealers source smarter, price with confidence, and sell faster.

From finding the right stock before your competitors do, to pricing every vehicle with precision, AutoGrab gives dealers the tools to move faster than the market.



FIND THE BEST STOCK BEFORE YOUR COMPETITORS

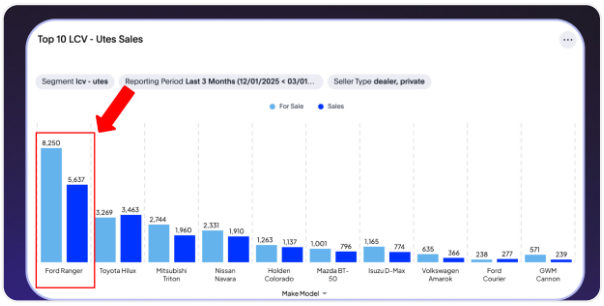
Sourcing

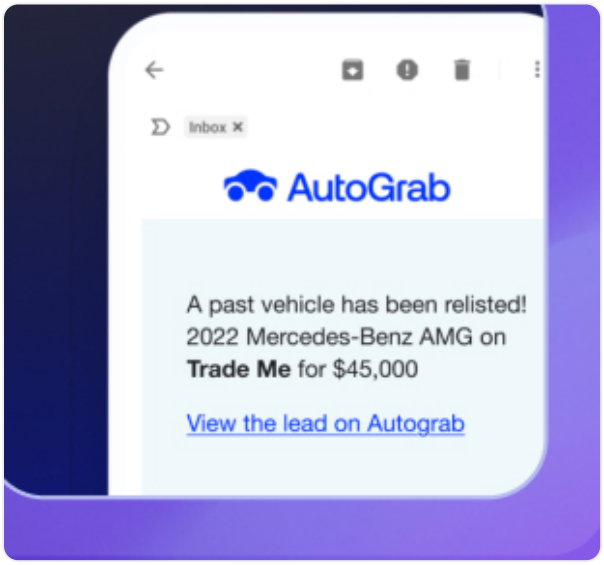
In today's fast-paced market, finding the right stock at the right price is crucial. Search and compare vehicles across marketplaces in one place, with pricing and drop history built in, so there's no more jumping between tabs.

BUY SMARTER, SELL FASTER

Delve

Make data-driven decisions by analysing supply, demand, competition, and average days to sell. Benchmark your performance and find profitable gaps in the market.

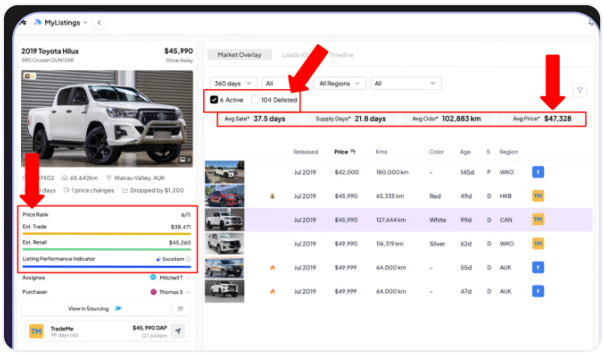




TURN PAST SALES INTO NEW OPPORTUNITIES

Recapture

Get a first look at re-purchasing quality stock you already know. Recapture automatically notifies you when a vehicle you've previously sold is listed for sale online again.



SEE THE WHOLE MARKET TO SELL FASTER

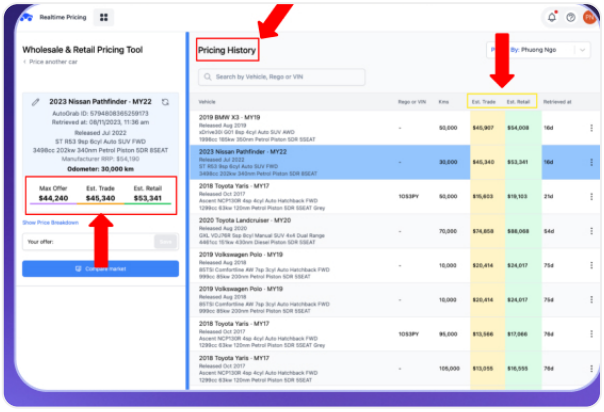
MyListings

Make informed decisions on pricing and stock management. Get instant clarity on how your stock is performing against the market, with retail variance, listing performance, and market position all in one place.

MAXIMISE YOUR MARGIN ON EVERY VEHICLE

Real-Time Pricing

Use live market data to buy smarter and price with precision. By combining active market trends with exclusive delisted-vehicle data, Real-Time Pricing eliminates the guesswork so you can price it right, the first time.



WHY DEALERS CHOOSE AUTOGRAB

Faster

Sell stock quicker

Dealers using AutoGrab consistently see shorter days-to-sell and stronger margins, by buying the right stock and pricing it correctly the first time.

100%

Whole-of-market visibility

See every listing across every marketplace, not just your own, so you're never working off half the picture.

Seconds

Not hours

Get retail and trade pricing in seconds, backed by a market-leading price prediction model built on real transaction data.

Don't let your competitors get ahead

Book a free session with an Automotive Solutions Trainer, on your yard, at your time, and see exactly how AutoGrab can work for your dealership.

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