

AUTOMOTIVE INSIGHTS REPORT (AIR)

SEPTEMBER 2026

Trade Me's AutoGrab platform presents the September 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.

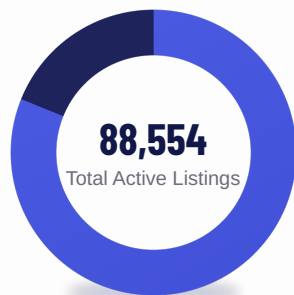
The automotive market cooled in September, with total sales falling 6.05% month-over-month to 43,395, even as total active listings held essentially flat at 88,554 (+0.11%). The pull-back was led by petrol (-8.97%) and diesel (-9.61%) sales, with dealers accounting for 79.00% of all sales and 81.11% of active listings.

Hybrid and plug-in hybrid sales bucked the trend, rising 4.19% and 4.04% respectively, while EV sales eased slightly (-0.43%) even as EV listings grew 9.72%, pointing to a gap between rising supply and immediate buyer demand. Plug-in hybrid listings also rose 6.37%.

Dealers should keep a close eye on inventory turnover. The average time to sell rose to 56.93 days, up from 55.41 in August, and the average time online climbed to 71.94 days, now through the 70-day threshold where the market has historically required price corrections on aged stock. Proactive inventory management will be important heading into the final quarter of the year.

NATIONAL SUMMARY - FOR SALE

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



KEY MOVERS

GROWTH
+6.47%
Taranaki

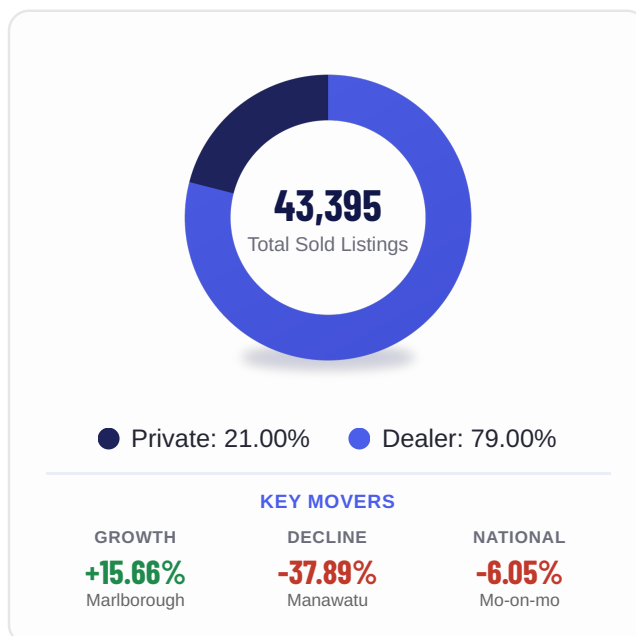
DECLINE
-28.37%
Manawatu

NATIONAL
+0.11%
Mo-on-mo

REGION	THIS MONTH	LAST MONTH	MOVEMENT
AUCKLAND	39,169	38,964	+0.53%
CANTERBURY	15,165	15,314	-0.97%
WAIKATO	7,475	7,249	+3.12%
WELLINGTON	6,602	6,665	-0.95%
BAY OF PLENTY	4,092	4,103	-0.27%
UNSPECIFIED	3,619	3,523	+2.72%
OTAGO	3,258	3,323	-1.96%
HAWKES BAY	2,491	2,413	+3.23%
NORTHLAND	1,542	1,576	-2.16%
NELSON	1,352	1,460	-7.40%
SOUTHLAND	1,292	1,327	-2.64%
TARANAKI	1,168	1,097	+6.47%
MARLBOROUGH	328	323	+1.55%
TASMAN	258	260	-0.77%
GISBORNE	257	271	-5.17%
MANAWATU	255	356	-28.37%
WEST COAST	231	236	-2.12%
TOTAL	88,554	88,460	+0.11%

NATIONAL SUMMARY - SOLD

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



REGION	THIS MONTH	LAST MONTH	MOVEMENT
AUCKLAND	19,558	21,263	-8.02%
CANTERBURY	7,597	7,892	-3.74%
WAIKATO	3,215	3,590	-10.45%
WELLINGTON	3,099	3,098	+0.03%
BAY OF PLENTY	2,319	2,334	-0.64%
UNSPECIFIED	2,044	2,327	-12.16%
OTAGO	1,512	1,452	+4.13%
HAWKES BAY	1,098	1,217	-9.78%
NORTHLAND	708	698	+1.43%
SOUTHLAND	612	601	+1.83%
NELSON	568	502	+13.15%
TARANAKI	418	484	-13.64%
MARLBOROUGH	192	166	+15.66%
GISBORNE	136	184	-26.09%
MANAWATU	118	190	-37.89%
TASMAN	102	102	0.00%
WEST COAST	99	90	+10.00%
TOTAL	43,395	46,190	-6.05%

MARKET SEGMENTS

88,554

Total for Sale

43,395

Total Sales

For Sale by Body Type

Passenger		39,154
SUV		35,946
LCV - Utes		10,333
LCV - Vans & Buses		3,121

Sold by Body Type

Passenger		20,104
SUV		16,150
LCV - Utes		5,446
LCV - Vans & Buses		1,695

FUEL TYPE

FOR SALE

FUEL	THIS MONTH	LAST MONTH	MOVEMENT
Petrol	42,492	43,493	-2.30%
Hybrid	20,402	19,187	+6.33%
Diesel	18,522	19,002	-2.53%
EVs	4,426	4,034	+9.72%
PHEVs	2,021	1,900	+6.37%
LPG	1	4	-75.00%

SOLD

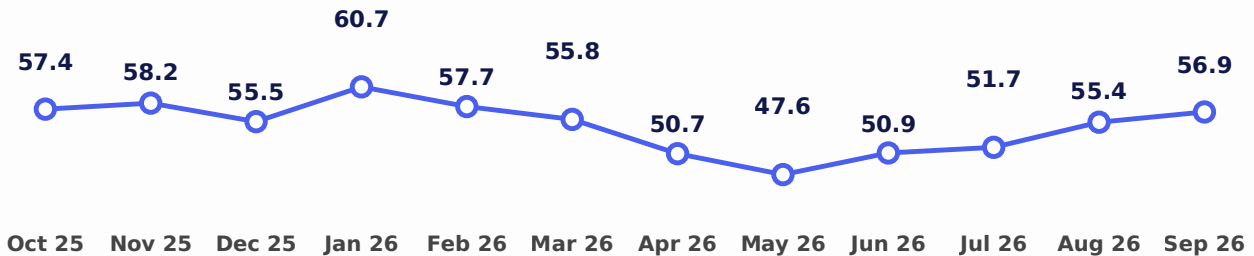
FUEL	THIS MONTH	LAST MONTH	MOVEMENT
Petrol	21,330	23,432	-8.97%
Hybrid	10,027	9,624	+4.19%
Diesel	9,371	10,367	-9.61%
EVs	1,627	1,634	-0.43%
PHEVs	669	643	+4.04%
LPG	4	1	+300.00%

Key Takeaways

- Passenger and SUV models continue to lead, accounting for 83.5% of all sales this month.
- Hybrid (+4.19%) and PHEV (+4.04%) sales both grew this month, while EV sales eased slightly (-0.43%) even as EV listings grew 9.72%.
- Petrol (-8.97%) and diesel (-9.61%) sales declined notably, and average time online climbed to 71.94 days, the highest point in the past 12 months.

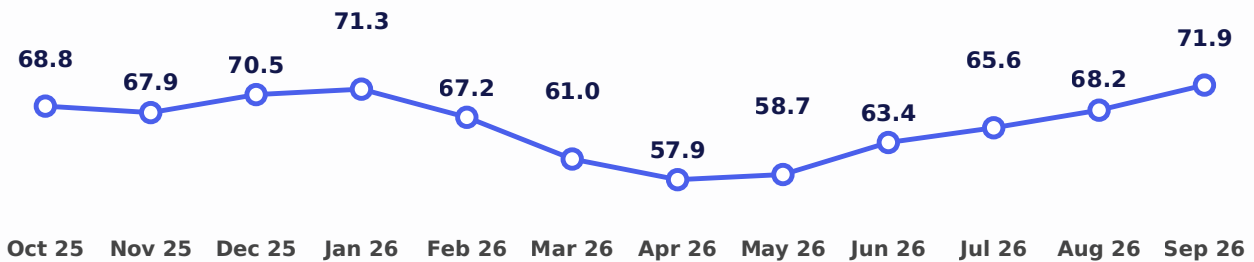
MARKET TRENDS - AVERAGE TIME TO SELL

56.9 days



MARKET TRENDS - AVERAGE TIME ONLINE

71.9 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	3,398	1,819	53	-7.95%
Toyota Aqua	2,836	1,735	37	+4.39%
Toyota Corolla	2,337	1,344	42	-0.52%
Toyota Hilux	1,299	992	36	+3.01%
Toyota Prius	1,881	984	45	+1.55%
Toyota RAV4	1,213	891	30	-7.86%
Mitsubishi Outlander	2,085	877	64	-4.36%
Mazda CX-5	1,675	865	59	-8.95%
Suzuki Swift	1,225	760	49	New!
Nissan Note	1,505	735	43	New!

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	834	521	49	-2.43%
Toyota RAV4	341	297	26	-22.86%
Mitsubishi Outlander	573	285	46	-3.06%
Toyota Hilux	309	220	36	+3.77%
Mitsubishi ASX	184	176	50	-13.30%
Toyota Corolla	346	175	47	-8.38%
Toyota Yaris	308	148	47	New!
Tesla Model Y	199	126	36	-24.10%
Mitsubishi Triton	211	118	42	0.00%
Mitsubishi Eclipse Cross	220	116	59	-21.09%

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	823	449	50	-15.76%
Toyota Corolla	840	427	46	+10.05%
Toyota Yaris	600	316	52	+30.58%
Toyota Hilux	311	257	34	+3.63%
Toyota RAV4	504	255	40	-18.53%
Toyota Hiace	537	240	65	+13.21%
Nissan Note	554	228	40	+3.64%
Mitsubishi Triton	252	187	59	-9.22%
Nissan Leaf	466	181	55	+3.43%
Toyota Aqua	366	157	48	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.

The screenshot shows the 'All Vehicles' table in the Fleetio application. The table has the following columns: Year, Make, Model, Body, Bumper, Color, Rating, Location, Trade Price, Residual, and Residual Percentage. The 'Rating' column is highlighted with a red box, and a red arrow points to it. The 'Location' column is also highlighted with a red box. The 'Trade Price' column is highlighted with a red box. The 'Residual' column is highlighted with a red box. The 'Residual Percentage' column is highlighted with a red box. The table contains 10 rows of data, including vehicles like 2010 Toyota Camry, 2007 Ford Focus, 2008 Honda Accord, 2010 Nissan Quest, 2010 Honda Civic, 2010 Honda Accord, 2010 Honda Civic, 2010 Honda Civic, 2010 Honda Civic, and 2010 Honda Civic.

FIND THE BEST STOCK BEFORE YOUR COMPETITORS

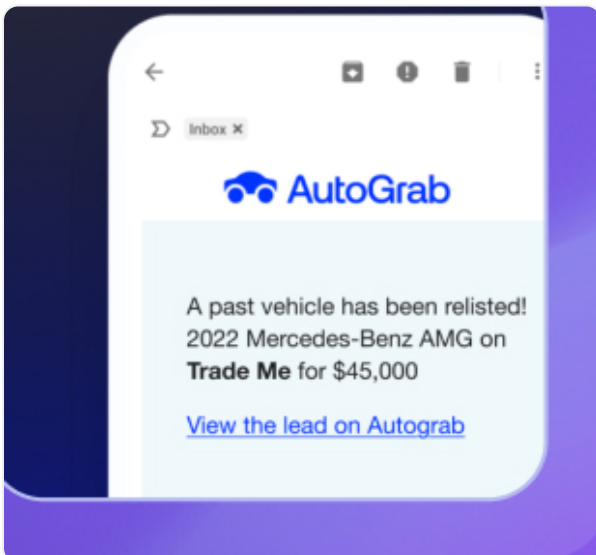
Sourcing

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

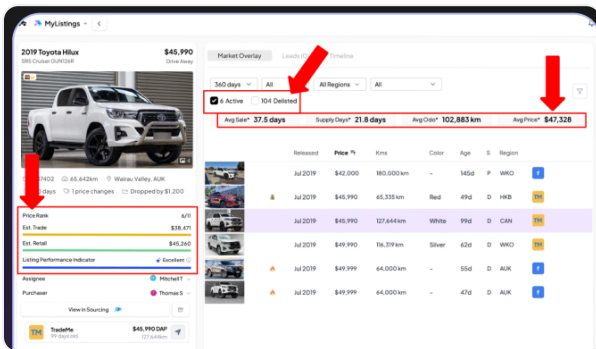
Make data-driven decisions by analysing supply, demand, competition, and average days to sell. Benchmark your performance and find profitable gaps in the market.



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

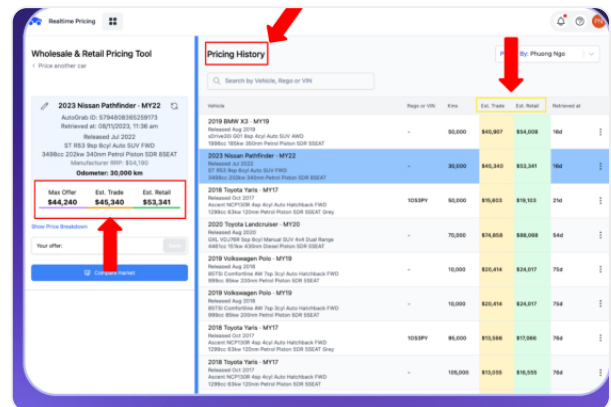
MyListings

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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