

trademe
motors

THE DRIVER'S SEAT

SEPTEMBER 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:

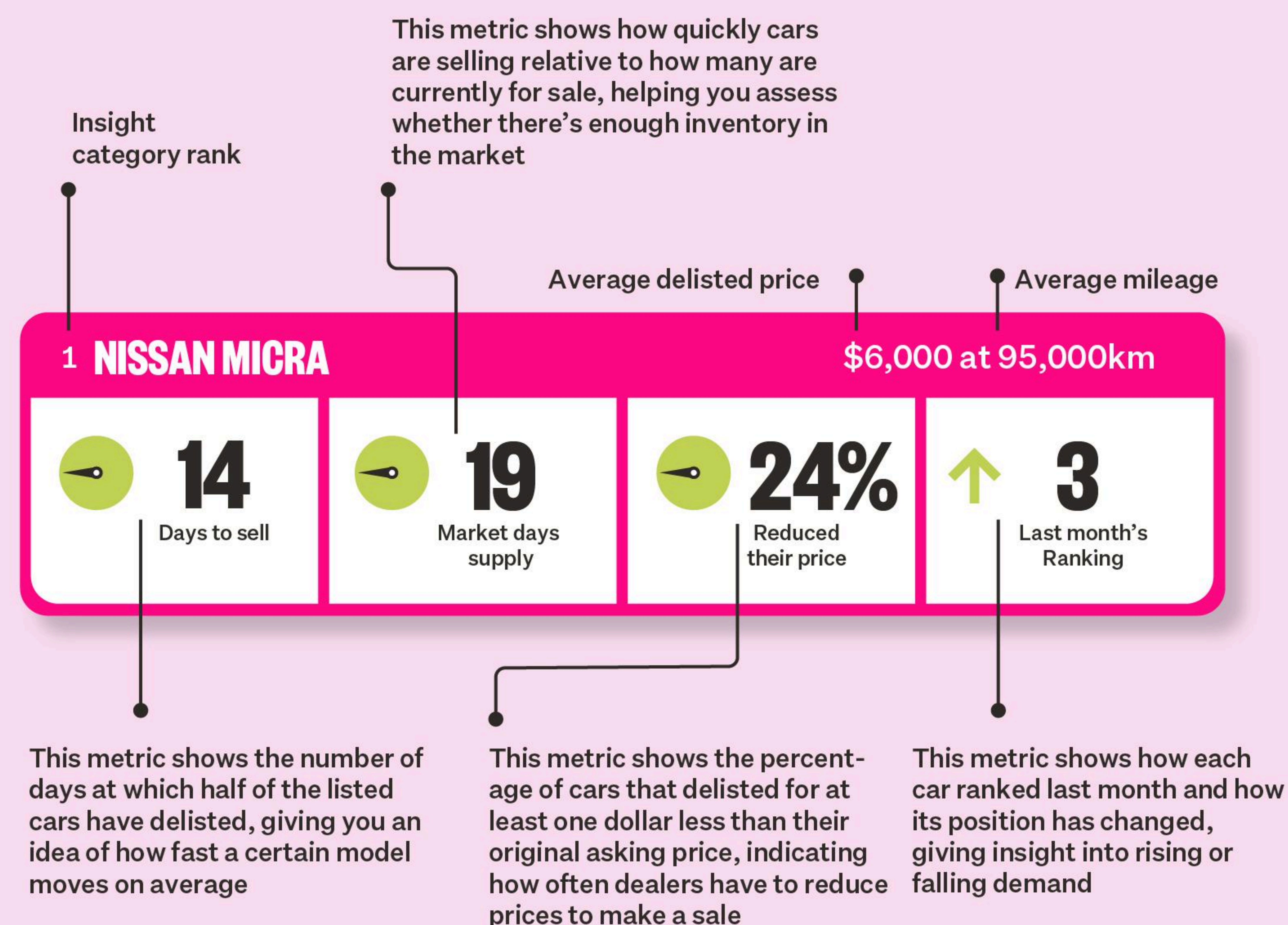
- Used vehicles advertised with greater than 1000kms
- Both Dealer and Private listings for a full market overview
Excluded commercial vehicles (Trucks, Buses)
- Reports include vehicles newer than 2010

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

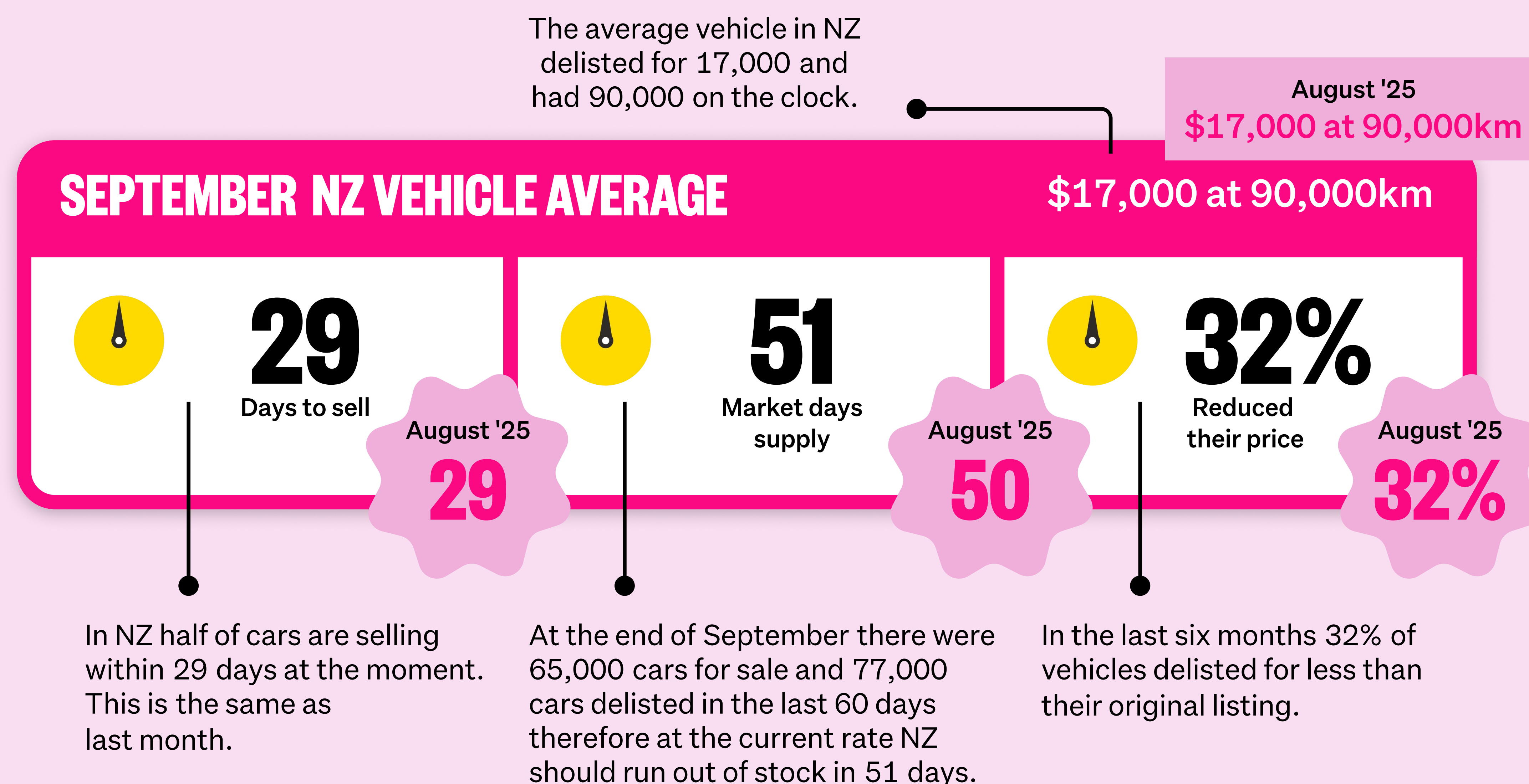
EXAMPLE INSIGHT



THE INDICATORS



SEPTEMBER SUMMARY



MAKE AND MODEL

The Kia Seltos retained its #1 position with strong turnover and reduced discounting. At the other end, luxury models remain the slowest to sell, however Japanese models have continued to make it into the bottom 5 for the second month in a row.

- Kia Seltos remained in 1st place with steady demand and low discounting.
- BYD Atto 3 held 3rd place both months, confirming consistent electric SUV appeal.
- Japanese models continue to feature in the slow movers, with more in the lowest 5 than European.

BODY TYPE

Utes and Vans remain the top-performing body types, with low days to sell and sitting at the top of market supply efficiency. Coupes stayed in the lowest rank for the third month in a row, with average time to sell above 40 days. SUV's extended their time to sell and increased supply,

- Utes and Vans stayed ranked #1 and #2, no change from August.
- SUV's had an influx of supply and a slight increase in time to sell.
- Sedans edged upward in ranking, improving slightly in turnover.

FUEL TYPE

Diesel and Petrol vehicles maintained their lead, both averaging 27–29 days to sell. Electric vehicles remained in 3rd place only due to a slight increase in market days supply from 53 to 56, however time to sell remains better than Petrol.

- Diesel and Petrol maintained their 1st and 2nd positions respectively.
- EV market days supply increased slightly (53 → 56), although sell time remained steady.
- No changes in rank order across August and September.

DOES AGE MATTER?

2021–2023 lost the #1 spot for the first time in 2025, 2010–2015 vehicles have taken 1st place with shorter time to sell, while 2025 models stayed in last with a slight improvement, from 64 to 58 days, but supply remains heavy at 70+ days.

- 2010–2015 age group clinched the top spot for the first time this year.
- 2025 stock improved marginally in speed to sell (64 → 58 days) but remains the slowest.
- Although losing their top spot there was consistent strong performance from 2021–2023 vehicles.

HOT PICKS

The Kia Sportage, and a host of Toyota RAV4's return to the Hot Picks list in September, holding top spots across both months. In fact the RAV4 strengthened its dominance, appearing 4 times in the September top 10 vs 2 times in August.

- Sportage and Rav4, were repeat top performers (Aug → Sep).
- Toyota RAV4 increased its presence (2 appearances in Aug → 4 in Sep).
- Hot Picks Time To Sell remained consistently low (9–19 days).




STANDARD ISSUE

The Toyota Aqua (2012–2015) continues its reign as the most-listed model, holding top positions in both months with consistent turnover and discounting. The 2021 Ranger now shows slightly more supply than last month

- Top 10 model list remained largely consistent from August to September.
- Aqua, Axela, and Ranger retained high supply but solid demand.
- Minor shifts in days to sell (1–2 days) and discount rates, but no major rank changes.










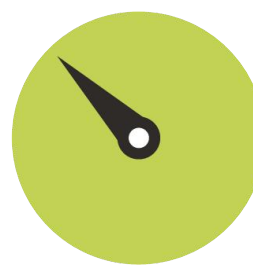










MAKE & MODEL

BEST & WORST PERFORMING CAR MODELS

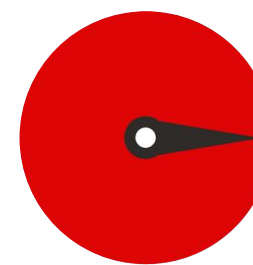
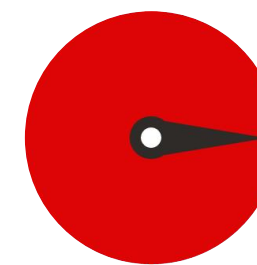
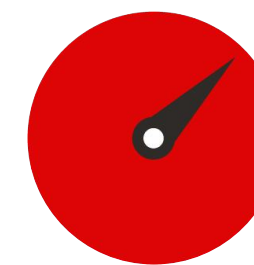
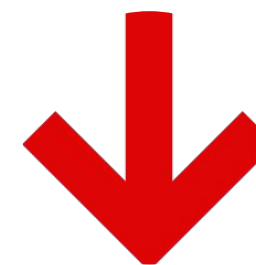
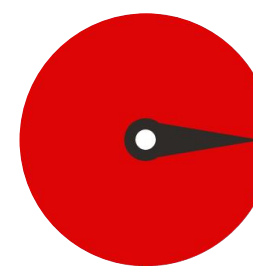
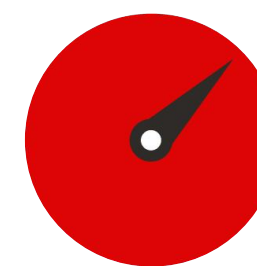
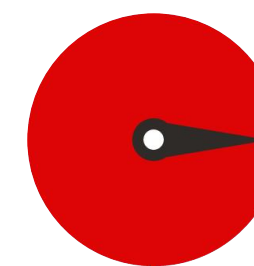
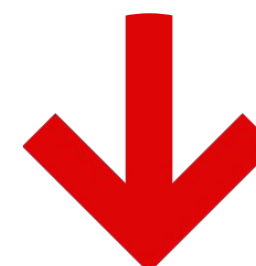
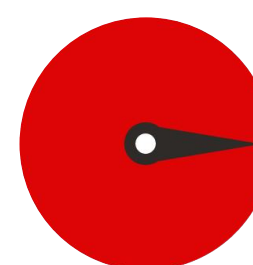
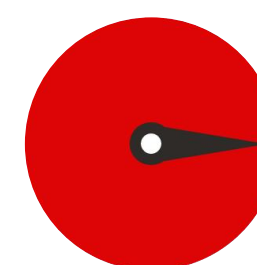
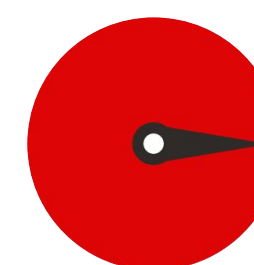
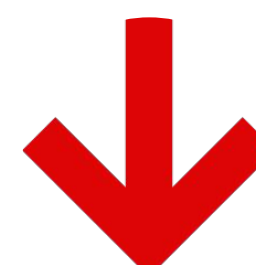
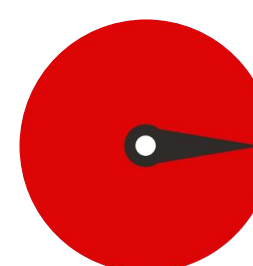
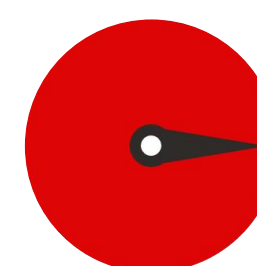
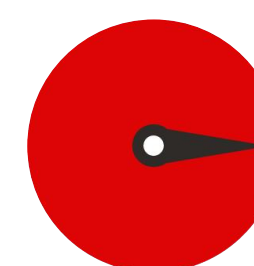
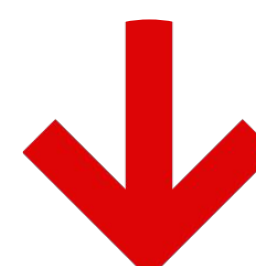
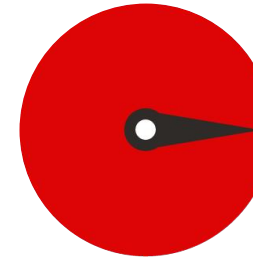
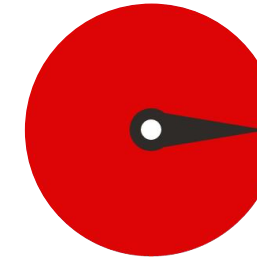
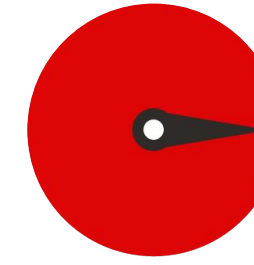

SEPTEMBER NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 51 Market days	 32% Reduced their price	

KIA SELTOS LEADS AGAIN, WHILE THE BOTTOM 5 CONTAIN MORE JAPANESE THAN EUROPEAN FOR THE FIRST TIME.

Top five




1 KIA SELTOS	\$28,000 at 30,000km		
 18 Days to sell	 24 Market days supply	 18% Reduced their price	 1 Last month's ranking
2 MITSUBISHI L300	\$8,500 at 170,000km		
 14 Days to sell	 27 Market days supply	 24% Reduced their price	 26 Last month's ranking
3 BYD ATTO 3	\$39,000 at 25,000km		
 15 Days to sell	 32 Market days supply	 24% Reduced their price	 3 Last month's ranking
4 MERCEDES-BENZ SPRINTER	\$60,000 at 85,000km		
 13 Days to sell	 40 Market days supply	 22% Reduced their price	 4 Last month's ranking
5 KIA PICANTO	\$11,000 at 55,000km		
 20 Days to sell	 29 Market days supply	 25% Reduced their price	 17 Last month's ranking

Bottom five





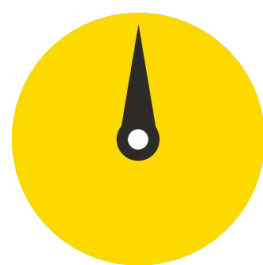







331 TOYOTA VOXY	\$17,000 at 115,000km		
 64 Days to sell	 85 Market days supply	 37% Reduced their price	 313 Last month's ranking
332 HONDA JADE	\$12,500 at 105,000km		
 60 Days to sell	 69 Market days supply	 41% Reduced their price	 301 Last month's ranking
333 MERCEDES-BENZ GLE-CLASS	\$74,000 at 60,000km		
 58 Days to sell	 81 Market days supply	 41% Reduced their price	 328 Last month's ranking
334 JAGUAR XE	\$20,000 at 75,000km		
 69 Days to sell	 96 Market days supply	 43% Reduced their price	 329 Last month's ranking
335 NISSAN KICKS	\$24,000 at 60,000km		
 76 Days to sell	 126 Market days supply	 45% Reduced their price	 NEW NA Last month's ranking





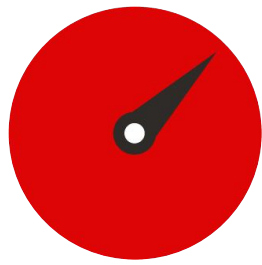
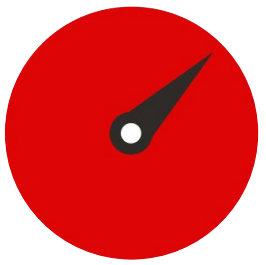


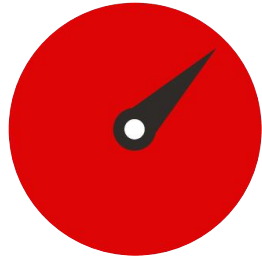


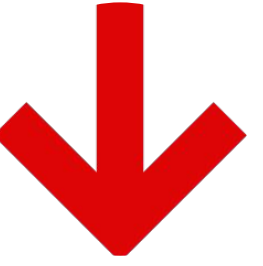
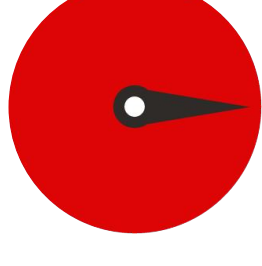
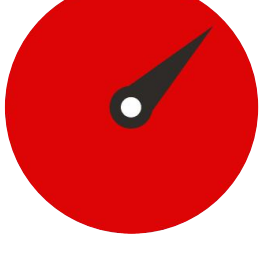

BODY TYPE

DEMAND BY SHAPE AND SIZE

SEPTEMBER NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 51 Market days	 32% Reduced their price	

UTES AND VANS DOMINATE ONCE AGAIN, WHILE COUPES AND CONVERTIBLES CONTINUE TO UNDERWHELM.

1 UTILITY	\$31,500 at 115,000km		
 25 Days to sell	 42 Market days supply	 31% Reduced their price	= 1 Last month's ranking
2 VAN	\$18,500 at 115,000km		
 28 Days to sell	 49 Market days supply	 28% Reduced their price	= 2 Last month's ranking
3 HATCHBACK	\$11,000 at 90,000km		
 27 Days to sell	 49 Market days supply	 33% Reduced their price	= 3 Last month's ranking
4 WAGON	\$22,000 at 90,000km		
 30 Days to sell	 50 Market days supply	 32% Reduced their price	= 4 Last month's ranking


5 SEDAN	\$14,000 at 100,000km		
 31 Days to sell	 57 Market days supply	 32% Reduced their price	 6 Last month's ranking
6 CONVERTIBLE	\$17,500 at 90,000km		
 36 Days to sell	 64 Market days supply	 28% Reduced their price	 7 Last month's ranking
7 SUV	\$23,500 at 80,000km		
 35 Days to sell	 58 Market days supply	 31% Reduced their price	 5 Last month's ranking
8 COUPE	\$22,500 at 85,000km		
 43 Days to sell	 67 Market days supply	 31% Reduced their price	= 8 Last month's ranking


FUEL TYPE


DEMAND BY FUEL TYPE

SEPTEMBER NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 **29** Days to sell


 **51** Market days


 **32%** Reduced their price

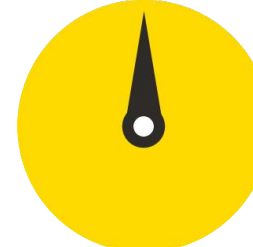
DIESEL AND PETROL CONTINUE TO LEAD; EVS HOLD FIRM BUT SUPPLY IS SLOWLY BUILDING.


1 DIESEL

\$29,000 at 120,000km

 **27**
Days to sell


 **44**
Market days supply

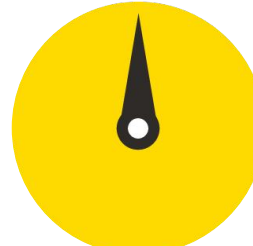
 **32%**
Reduced their price

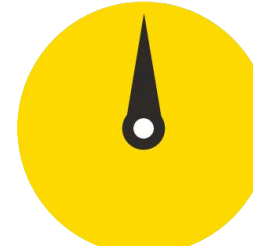
 **1**
Last month's ranking


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


 **56**
Market days supply


 **34%**
Reduced their price

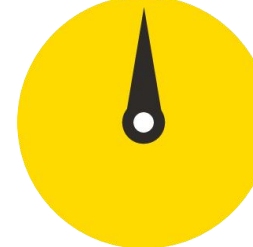
 **3**
Last month's ranking


4 HYBRID-PETROL

\$15,000 at 85,000km

 **32**
Days to sell

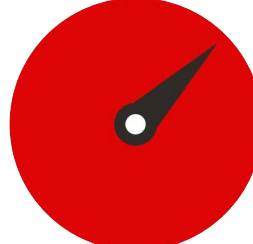
 **56**
Market days supply


 **33%**
Reduced their price

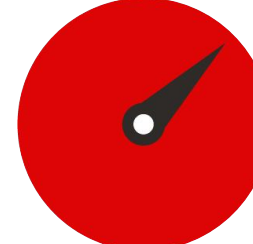
 **4**
Last month's ranking


5 HYBRID-DIESEL

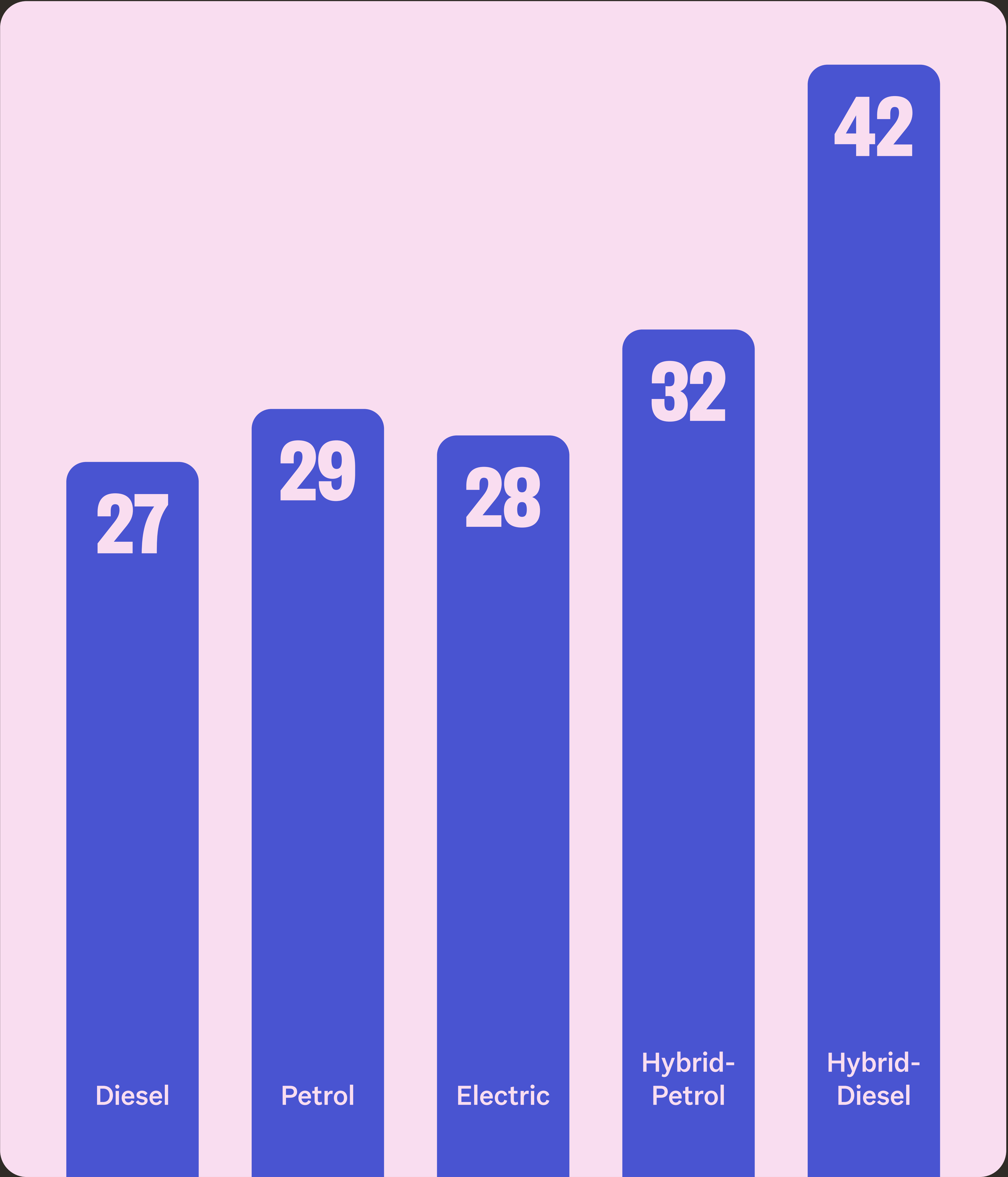
\$92,000 at 10,000km

 **42**
Days to sell

 **56**
Market days supply

 **39%**
Reduced their price

 **5**
Last month's ranking





DOES AGE MATTER?


DEMAND BY YEAR OF VEHICLE

SEPTEMBER NZ VEHICLE AVERAGE

\$17,000 at 90,000km

 **29** Days to sell


 **51** Market days


 **32%** Reduced their price


2010-2015 VEHICLES NOW LEADING; 2025 STOCK IS MOVING SLIGHTLY FASTER BUT REMAINS SLOW OVERALL.

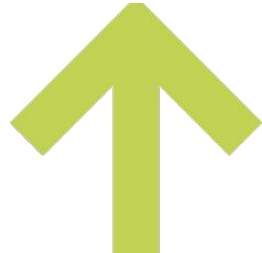
1 2010-2015

\$11,000 at 115,000km

 **26** Days to sell


 **48** Market days supply

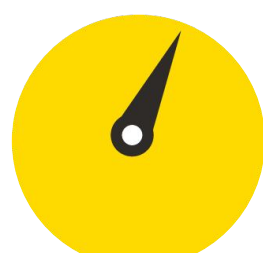
 **32%** Reduced their price


 **2** Last month's ranking


4 2016-2020

\$21,500 at 90,000km

 **32** Days to sell

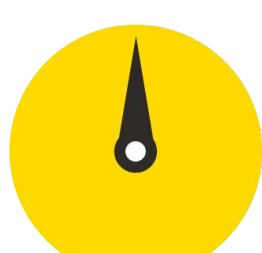
 **56** Market days supply


 **32%** Reduced their price


 **3** Last month's ranking

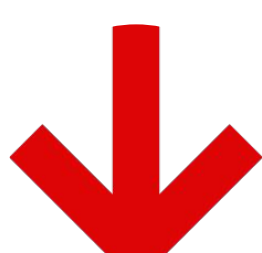
2 2021-2023

\$34,500 at 50,000km

 **28** Days to sell


 **46** Market days supply


 **32%** Reduced their price


 **1** Last month's ranking

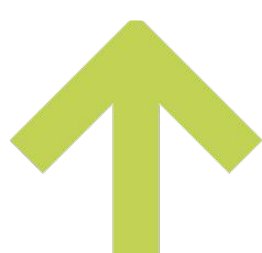
3 2024

\$47,000 at 15,000km

 **32** Days to sell

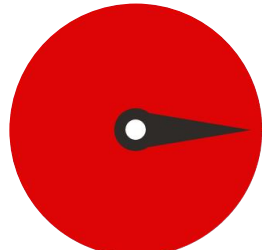
 **46** Market days supply

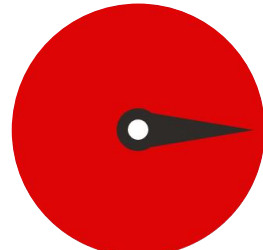
 **33%** Reduced their price


 **4** Last month's ranking


5 2025

\$58,000 at 5,000km

 **58** Days to sell

 **73** Market days supply

 **35%** Reduced their price

 **5** Last month's ranking

Vehicle Age Group	Days to sell
2010-2015	26
2016-2020	32
2021-2023	28
2024	32
2025	58




September 2025




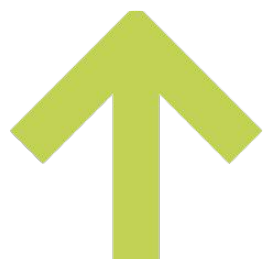








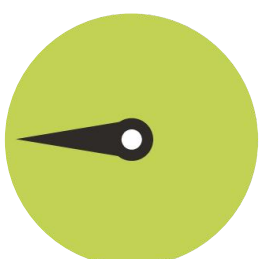

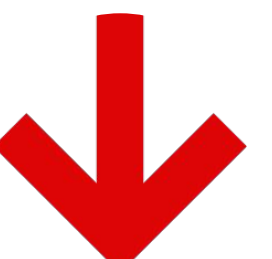



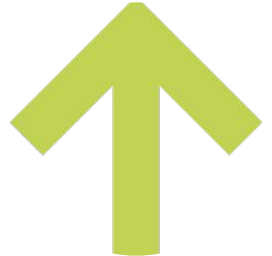


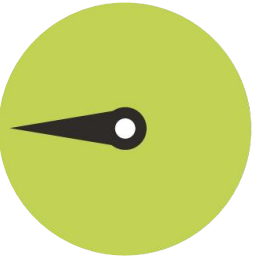
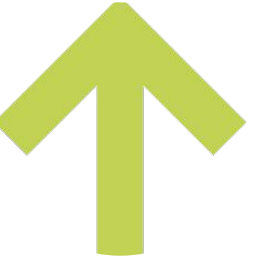



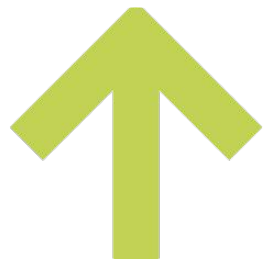

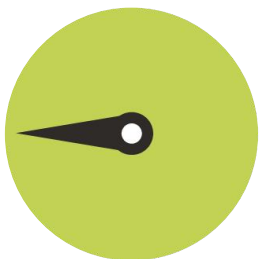
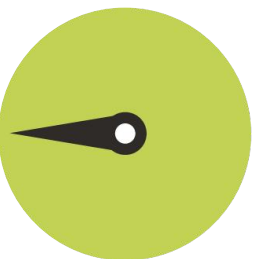
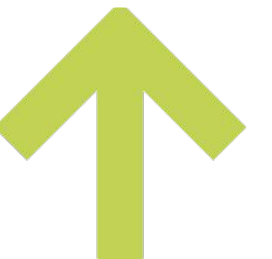





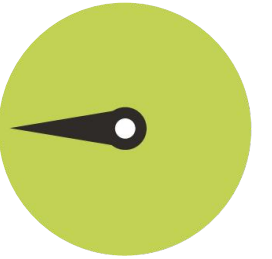
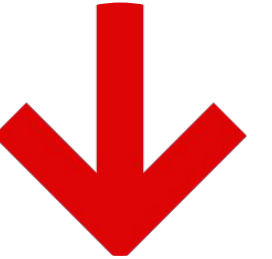
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HOT PICKS

TOP 10 BEST SELLING CARS OVERALL




RAV4 MULTIPLIES ITS PRESENCE AS TOYOTA TAKES 6 OF THE TOP 10 SPOTS.

SEPTEMBER NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 51 Market days	 32% Reduced their price	





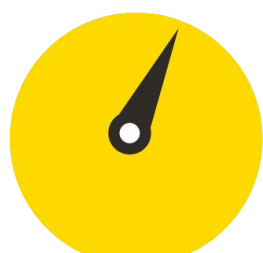
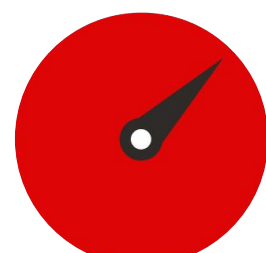





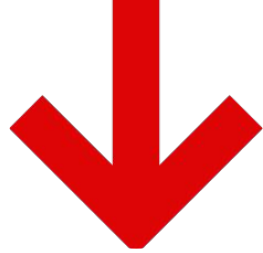









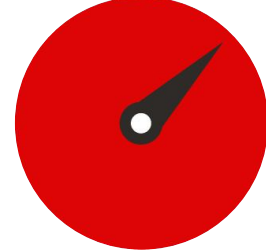
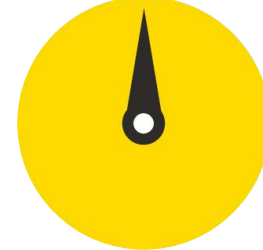



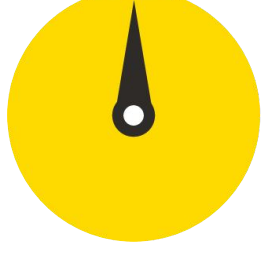
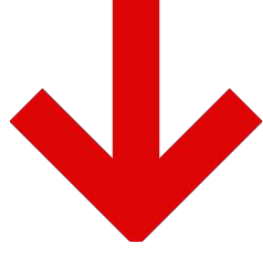
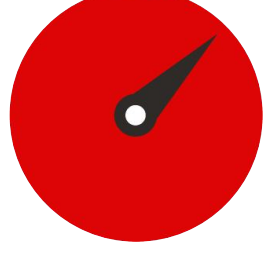
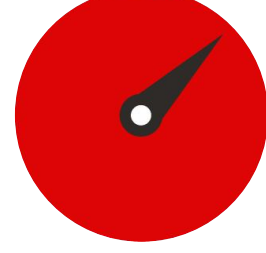
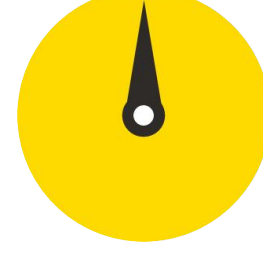
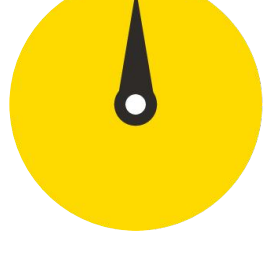
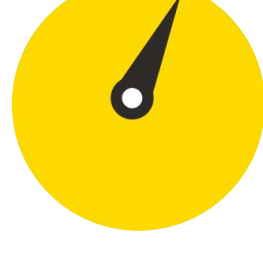
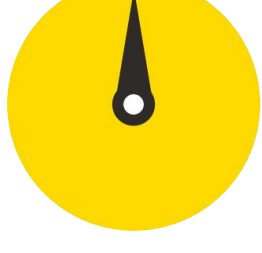

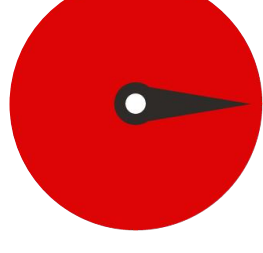
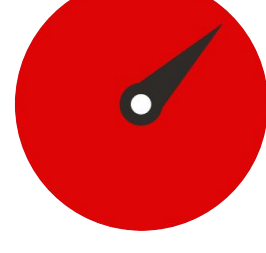


<div><div>1</div><div>TOYOTA HIGHLANDER 2016 PETROL</div><div>\$27,000 at 140,000km</div></div> <div><div> 12 Days to sell</div><div> 20 Market days supply</div><div> 20% Reduced their price</div><div> 15 Last month's ranking</div></div>	<div><div>6</div><div>TOYOTA RAV4 2014 PETROL</div><div>\$16,000 at 140,000km</div></div> <div><div> 15 Days to sell</div><div> 23 Market days supply</div><div> 24% Reduced their price</div><div> 110 Last month's ranking</div></div>
<div><div>2</div><div>HONDA FIT 2010 HYBRID-PETROL</div><div>\$5,500 at 130,000km</div></div> <div><div> 9 Days to sell</div><div> 16 Market days supply</div><div> 22% Reduced their price</div><div><div>NEW</div><div>NA Last month's ranking</div></div></div>	<div><div>7</div><div>TOYOTA RAV4 2018 PETROL</div><div>\$21,000 at 125,000km</div></div> <div><div> 14 Days to sell</div><div> 29 Market days supply</div><div> 22% Reduced their price</div><div> 4 Last month's ranking</div></div>
<div><div>3</div><div>TOYOTA RAV4 2022 PETROL</div><div>\$36,000 at 55,000km</div></div> <div><div> 18 Days to sell</div><div> 21 Market days supply</div><div> 21% Reduced their price</div><div> 13 Last month's ranking</div></div>	<div><div>8</div><div>KIA NIRO 2023 HYBRID-PETROL</div><div>\$29,000 at 50,000km</div></div> <div><div> 19 Days to sell</div><div> 27 Market days supply</div><div> 20% Reduced their price</div><div> 12 Last month's ranking</div></div>
<div><div>4</div><div>TOYOTA RAV4 2017 PETROL</div><div>\$21,000 at 115,000km</div></div> <div><div> 12 Days to sell</div><div> 28 Market days supply</div><div> 22% Reduced their price</div><div> 14 Last month's ranking</div></div>	<div><div>9</div><div>TOYOTA COROLLA 2017 PETROL</div><div>\$14,500 at 105,000km</div></div> <div><div> 19 Days to sell</div><div> 28 Market days supply</div><div> 21% Reduced their price</div><div> 17 Last month's ranking</div></div>
<div><div>5</div><div>KIA SELTOS 2025 PETROL</div><div>\$30,000 at 10,000km</div></div> <div><div> 19 Days to sell</div><div> 23 Market days supply</div><div> 12% Reduced their price</div><div><div>NEW</div><div>NA Last month's ranking</div></div></div>	<div><div>10</div><div>KIA SPORTAGE 2019 PETROL</div><div>\$23,000 at 70,000km</div></div> <div><div> 19 Days to sell</div><div> 29 Market days supply</div><div> 20% Reduced their price</div><div> 3 Last month's ranking</div></div>

STANDARD ISSUE

MOST-LISTED VEHICLES: LAST 6 MONTHS

SEPTEMBER NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 51 Market days	 32% Reduced their price	

AQUA LEADS SUPPLY AGAIN, RANGER AND AXELA STAY SOLID, WITH DISCOUNT LEVELS RISING SLIGHTLY FOR SOME MODELS.

<div><div>1</div><div>TOYOTA AQUA 2013 HYBRID-PETROL</div><div>\$8,000 at 110,000km</div></div> <div><div> 19 Days to sell</div><div> 36 Market days supply</div><div> 29% Reduced their price</div><div> 3 Last month's ranking</div></div>	<div><div>6</div><div>MAZDA AXELA 2014 PETROL</div><div>\$14,500 at 90,000km</div></div> <div><div> 33 Days to sell</div><div> 61 Market days supply</div><div> 28% Reduced their price</div><div> 7 Last month's ranking</div></div>
<div><div>2</div><div>TOYOTA AQUA 2012 HYBRID-PETROL</div><div>\$8,000 at 100,000km</div></div> <div><div> 19 Days to sell</div><div> 38 Market days supply</div><div> 34% Reduced their price</div><div> 1 Last month's ranking</div></div>	<div><div>7</div><div>FORD RANGER 2021 DIESEL</div><div>\$40,000 at 85,000km</div></div> <div><div> 29 Days to sell</div><div> 45 Market days supply</div><div> 35% Reduced their price</div><div> 6 Last month's ranking</div></div>
<div><div>3</div><div>TOYOTA PRIUS 2012 HYBRID-PETROL</div><div>\$9,000 at 110,000km</div></div> <div><div> 19 Days to sell</div><div> 35 Market days supply</div><div> 35% Reduced their price</div><div> 4 Last month's ranking</div></div>	<div><div>8</div><div>TOYOTA AQUA 2016 HYBRID-PETROL</div><div>\$11,000 at 95,000km</div></div> <div><div> 31 Days to sell</div><div> 60 Market days supply</div><div> 32% Reduced their price</div><div> 9 Last month's ranking</div></div>
<div><div>4</div><div>TOYOTA AQUA 2014 HYBRID-PETROL</div><div>\$9,000 at 100,000km</div></div> <div><div> 21 Days to sell</div><div> 43 Market days supply</div><div> 31% Reduced their price</div><div> 2 Last month's ranking</div></div>	<div><div>9</div><div>TOYOTA COROLLA 2020 HYBRID-PETROL</div><div>\$22,500 at 75,000km</div></div> <div><div> 36 Days to sell</div><div> 68 Market days supply</div><div> 32% Reduced their price</div><div><div>NEW</div><div>NA</div><div>Last month's ranking</div></div></div>
<div><div>5</div><div>TOYOTA AQUA 2015 HYBRID-PETROL</div><div>\$10,000 at 100,000km</div></div> <div><div> 29 Days to sell</div><div> 56 Market days supply</div><div> 31% Reduced their price</div><div> 5 Last month's ranking</div></div>	<div><div>10</div><div>TOYOTA C-HR 2017 HYBRID-PETROL</div><div>\$23,500 at 75,000km</div></div> <div><div> 43 Days to sell</div><div> 65 Market days supply</div><div> 34% Reduced their price</div><div> 10 Last month's ranking</div></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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