

trademe
motors

THE DRIVER'S SEAT

JULY 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:

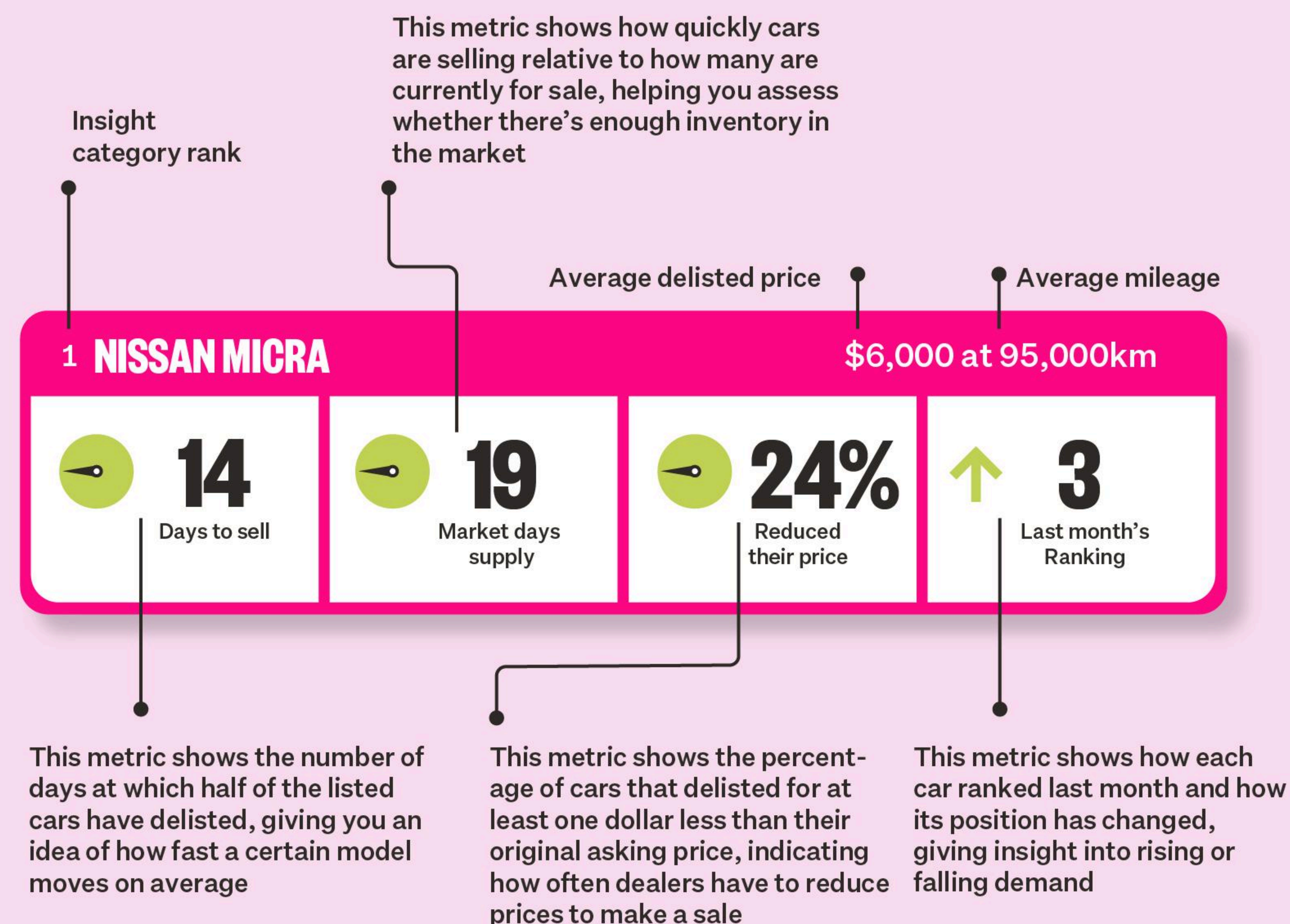
- Used vehicles advertised with greater than 1000kms
- Both Dealer and Private listings for a full market overview
Excluded commercial vehicles (Trucks, Buses)
- Reports include vehicles newer than 2010

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

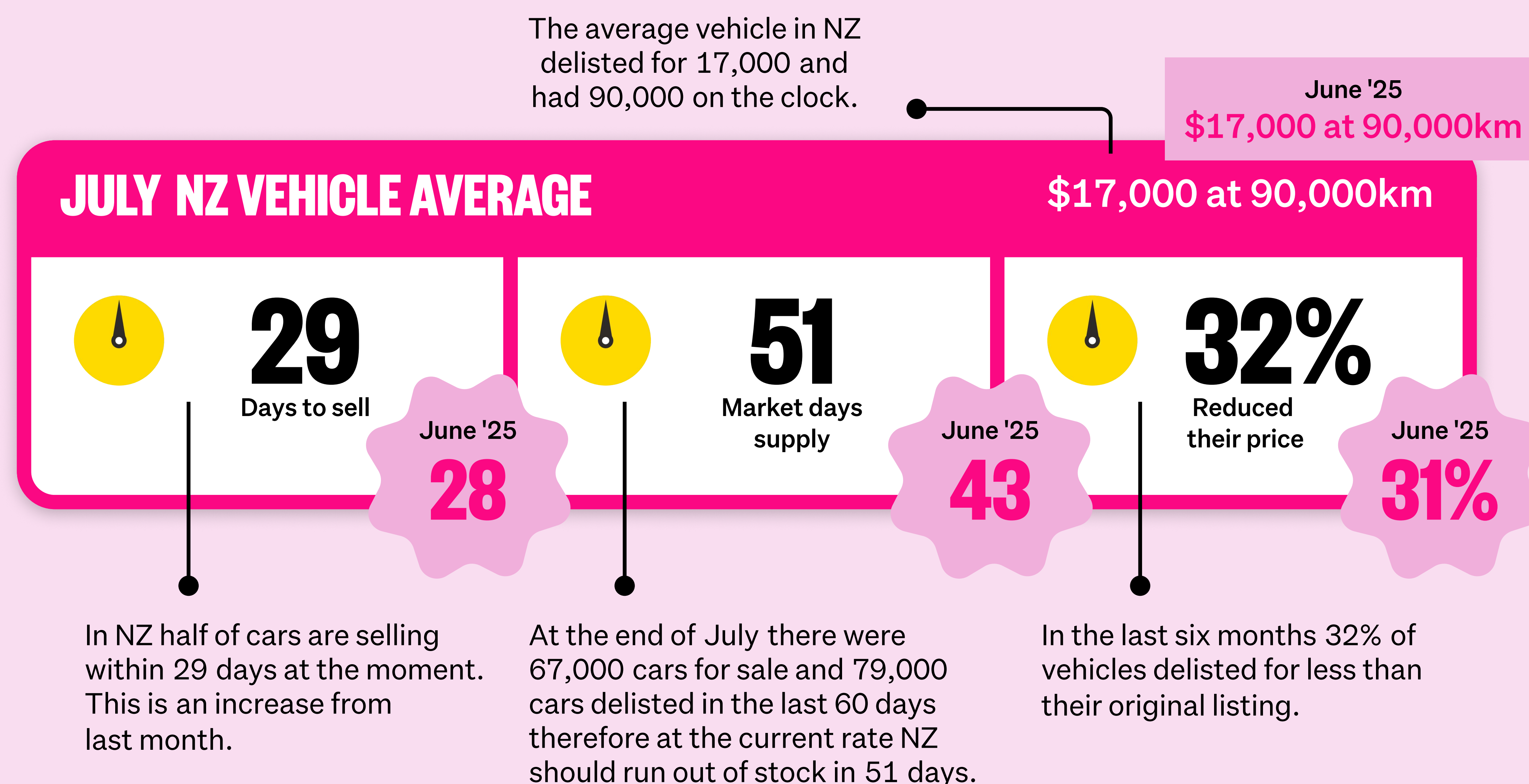
EXAMPLE INSIGHT



THE INDICATORS



JULY 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 Porsche Macan and Mercedes GLE are deeply discounted and slow to sell. New entries like the Nissan Vanette have disrupted the leaderboard, while 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 MG ZS EV and GWM Haval Jolion suggest brand momentum.

BODY TYPE

Utes and hatchbacks remain the fastest selling body types, averaging under 30 days. Coupes continue to be the slowest movers, with 74 day market supply and 43 days to sell.

- Minimal movement in top rankings month-to-month; Utility, Hatchback, and Van hold top spots.
- SUVs have slipped slightly, suggesting a cooling in demand for this dominant category.
- Sedans are recovering marginally, improving in rank from #6 to #5.

FUEL TYPE

Diesel and electric cars lead for speed to sale (27 days), while hybrid-diesels are the slowest and most discounted, taking 51 days to sell with 64 days of supply.

- Electric cars dropped from 2nd to 3rd place this month.
- Petrol vehicles improved slightly in sales velocity, moving from 3rd to 2nd.
- No major shifts in discounting behaviour across months; steady ~32%.

DOES AGE MATTER?

Insight: 2010–2015 models are selling fastest, followed closely by 2021–2023 vehicles, likely due to affordability. 2025 models remain stuck with 72 day sell times.

- Older vehicles (2010–2015) are consistently among the best performers.
- Newest stock (2025) is persistently slow-moving month over month.
- The number of vehicles dropping in price remains consistent (31–34%) regardless of age.

HOT PICKS

The Toyota RAV4 dominates, appearing 4 times in the top 10 across different years. The BYD Atto 3 makes a stunning entry with just 8 days to sell and minimal discounting indicating strong market buzz.

- Consistent performance from Toyota RAV4, regardless of age.
- Electric entrants like BYD Atto 3 hint at growing buyer confidence in EVs.
- Models like Mazda CX-9 and Subaru XV have improved dramatically in rank.




STANDARD ISSUE

The Toyota Aqua lineup continues to dominate listings, with steady sales and moderate discounts. The Ford Ranger (2019–2021) and Mazda Axela round out the top 10 but face longer days to sell and higher discount rates.

- Toyota Aqua (2012–2016) is a staple on the list across the last four months.
- Ford Rangers have slipped slightly in performance compared to May.
- Mazda Axela and Toyota CH-R remain consistent in ranking despite slow turnover.





















MAKE & MODEL

BEST & WORST PERFORMING CAR MODELS

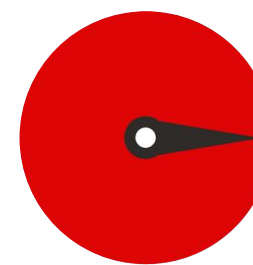
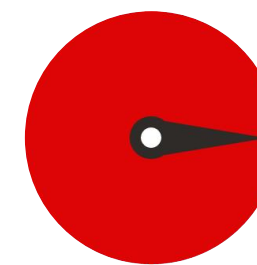
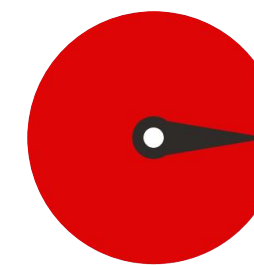
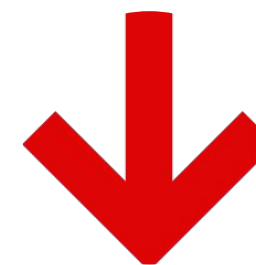
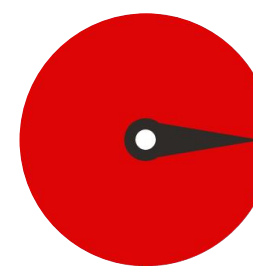
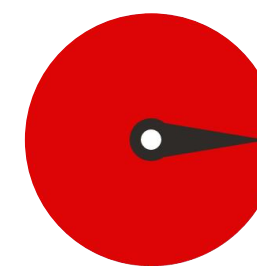
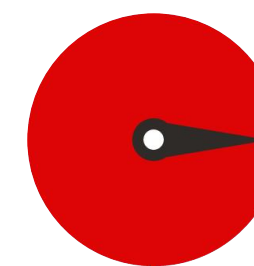
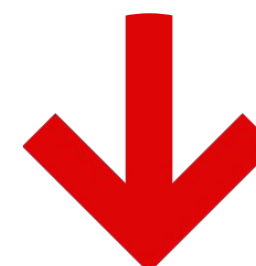
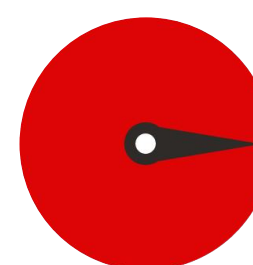
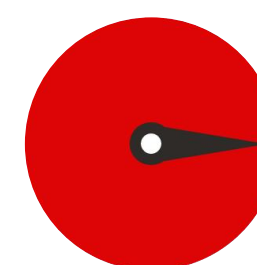
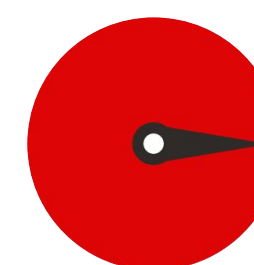

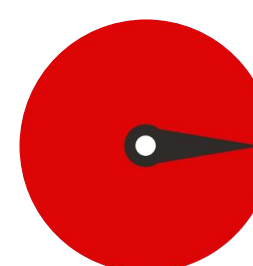
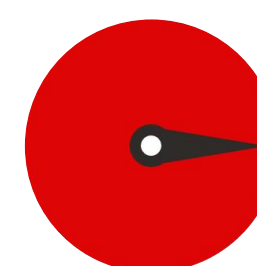
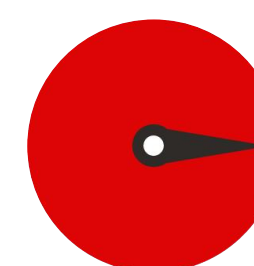

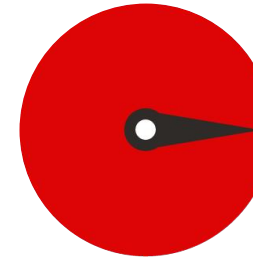
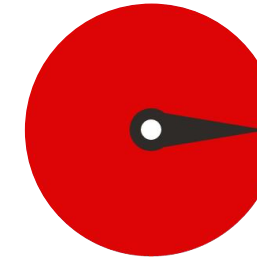
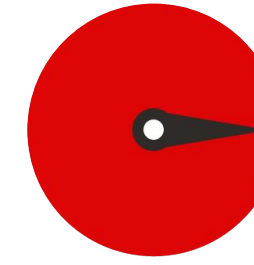
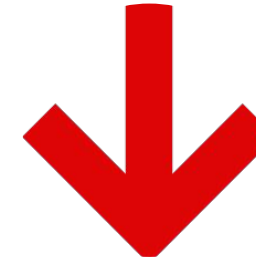
JULY NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 51 Market days	 32% Reduced their price	

KIA SELTOS AND MG ZS EV TOP THE CHARTS AGAIN, WHILE LUXURY MODELS FACE SLOW TURNOVER AND DEEPER DISCOUNTS.

Top five




1 KIA SELTOS	\$27,000 at 35,000km		
 17 Days to sell	 28 Market days supply	 20% Reduced their price	 1 Last month's ranking
2 GWM HAVAL JOLION	\$26,000 at 35,000km		
 20 Days to sell	 22 Market days supply	 23% Reduced their price	 5 Last month's ranking
3 HOLDEN TRAX	\$12,000 at 100,000km		
 20 Days to sell	 27 Market days supply	 24% Reduced their price	 6 Last month's ranking
4 MG ZS EV	\$25,000 at 40,000km		
 19 Days to sell	 34 Market days supply	 24% Reduced their price	 4 Last month's ranking
5 NISSAN VANETTE	\$11,000 at 130,000km		
 19 Days to sell	 38 Market days supply	 22% Reduced their price	 NA Last month's ranking

Bottom five











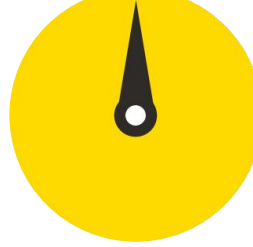

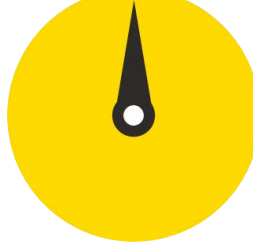
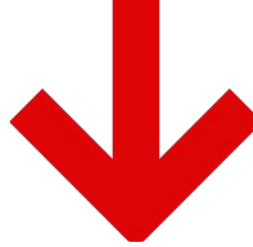
331 TOYOTA COROLLA CROSS	\$40,000 at 25,000km		
 57 Days to sell	 83 Market days supply	 41% Reduced their price	 321 Last month's ranking
332 PORSCHE MACAN	\$57,000 at 70,000km		
 59 Days to sell	 95 Market days supply	 39% Reduced their price	 305 Last month's ranking
333 MERCEDES-BENZ GLE-CLASS	\$75,000 at 60,000km		
 57 Days to sell	 85 Market days supply	 42% Reduced their price	 334 Last month's ranking
334 HONDA ZR-V	\$44,500 at 10,000km		
 52 Days to sell	 81 Market days supply	 53% Reduced their price	 NEW NA Last month's ranking
335 HONDA JADE	\$13,000 at 100,000km		
 59 Days to sell	 94 Market days supply	 42% Reduced their price	 217 Last month's ranking





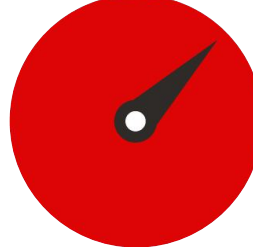
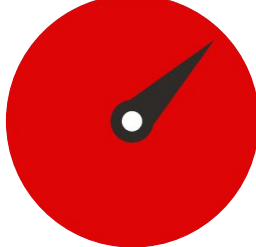


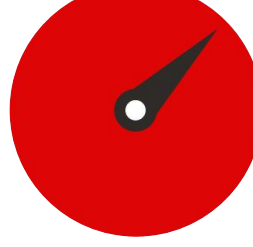


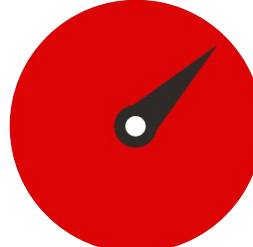
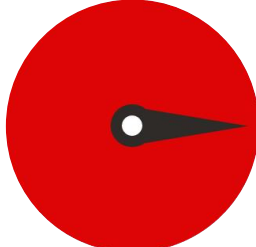

BODY TYPE

DEMAND BY SHAPE AND SIZE

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

UTES AND HATCHBACKS CONTINUE TO DOMINATE; COUPES REMAIN THE TOUGHEST SELL.

1 UTILITY	\$32,000 at 115,000km		
 25 Days to sell	 42 Market days supply	 30% Reduced their price	= 1 Last month's ranking
2 HATCHBACK	\$11,000 at 85,000km		
 28 Days to sell	 50 Market days supply	 32% Reduced their price	= 2 Last month's ranking
3 VAN	\$18,500 at 115,000km		
 31 Days to sell	 52 Market days supply	 30% Reduced their price	 4 Last month's ranking
4 WAGON	\$21,500 at 90,000km		
 30 Days to sell	 51 Market days supply	 32% Reduced their price	 3 Last month's ranking

5 SEDAN	\$14,000 at 100,000km		
 32 Days to sell	 53 Market days supply	 32% Reduced their price	 6 Last month's ranking
6 SUV	\$23,000 at 80,000km		
 34 Days to sell	 58 Market days supply	 30% Reduced their price	 5 Last month's ranking
7 CONVERTIBLE	\$19,500 at 85,000km		
 35 Days to sell	 53 Market days supply	 31% Reduced their price	= 7 Last month's ranking
8 COUPE	\$22,000 at 85,000km		
 43 Days to sell	 74 Market days supply	 33% Reduced their price	= 8 Last month's ranking

FUEL TYPE

DEMAND BY FUEL TYPE

JULY NZ VEHICLE AVERAGE

\$17,000 at 90,000km

29 Days to sell

51 Market days

32% Reduced their price

DIESEL AND PETROL CARS ARE SELLING FASTEST, HYBRID DIESELS REMAIN SLUGGISH..

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

51

Market days supply

32%

Reduced their price

↑

3

Last month's ranking

3

ELECTRIC

\$26,000 at 45,000km

27

Days to sell

51

Market days supply

33%

Reduced their price

↓

2

Last month's ranking

4

HYBRID-PETROL

\$15,000 at 85,000km

33

Days to sell

56

Market days supply

32%

Reduced their price

=

4

Last month's ranking

5

HYBRID-DIESEL

\$88,000 at 10,000km

51

Days to sell

64

Market days supply

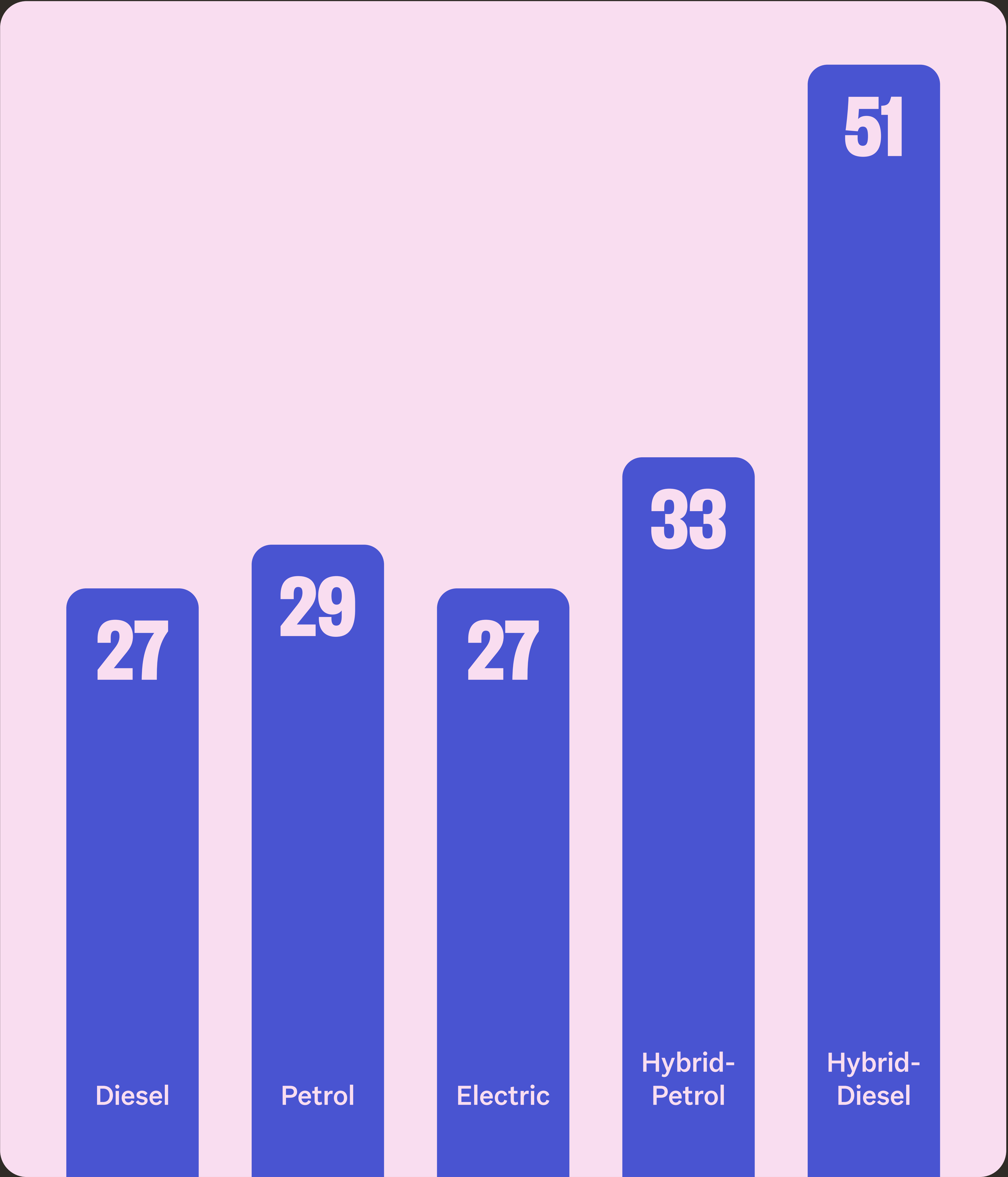
39%

Reduced their price

=

5

Last month's ranking





DOES AGE MATTER?


DEMAND BY YEAR OF VEHICLE

JULY NZ VEHICLE AVERAGE

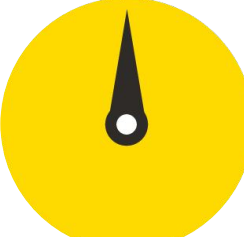




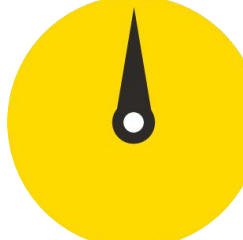
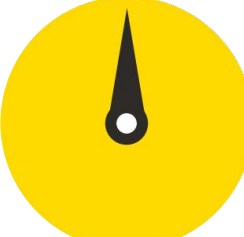


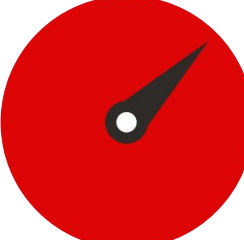

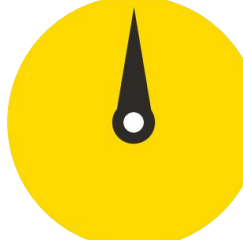
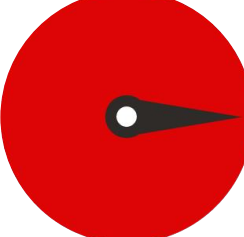
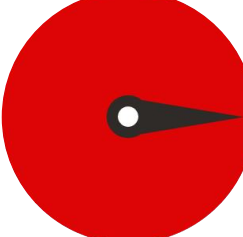

\$17,000 at 90,000km

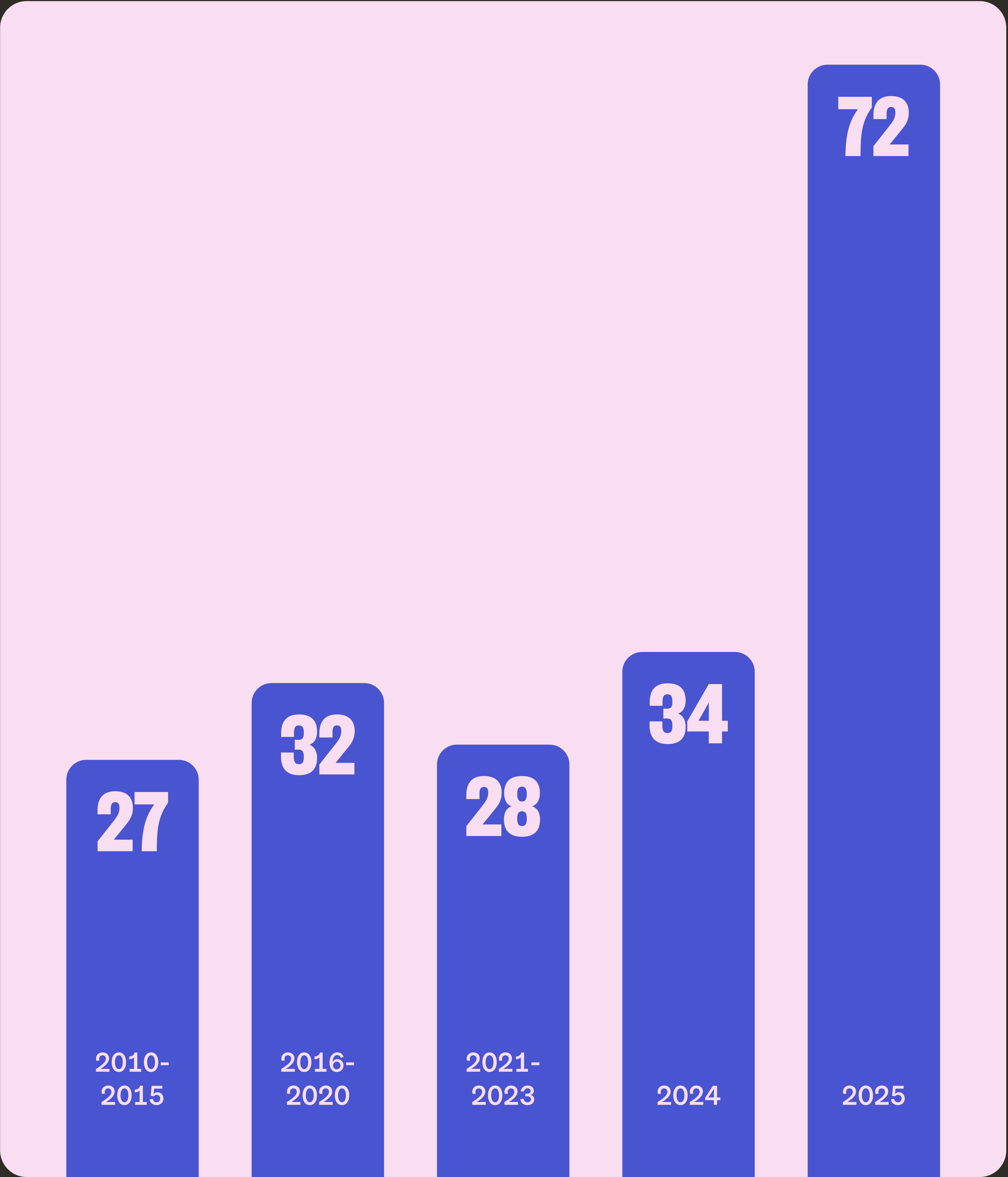
 29 Days to sell

 51 Market days

 32% Reduced their price




BUYERS STILL FAVOUR VALUE-NEW 2025 VEHICLES ARE SLOW TO MOVE, OLDER AGE STOCK IS STILL SHIFTING FAST.

2	2010-2015	\$11,000 at 115,000km	 27 Days to sell	 48 Market days supply	 32% Reduced their price	= 2 Last month's ranking
3	2016-2020	\$22,000 at 90,000km	 32 Days to sell	 55 Market days supply	 31% Reduced their price	= 3 Last month's ranking
1	2021-2023	\$35,000 at 45,000km	 28 Days to sell	 49 Market days supply	 31% Reduced their price	= 1 Last month's ranking
4	2024	\$49,000 at 10,000km	 34 Days to sell	 52 Market days supply	 32% Reduced their price	= 4 Last month's ranking
5	2025	\$59,000 at 5,000km	 72 Days to sell	 99 Market days supply	 34% Reduced their price	= 5 Last month's ranking



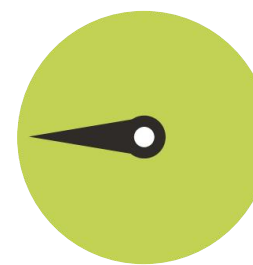



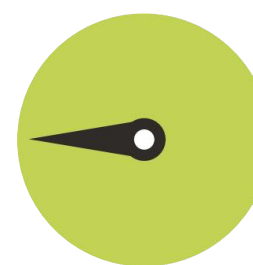
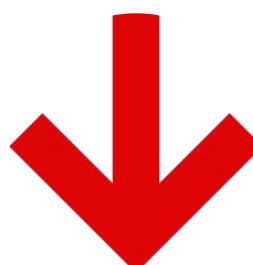












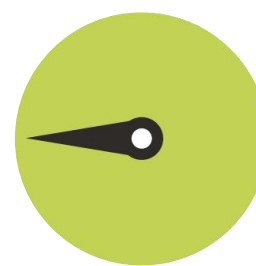
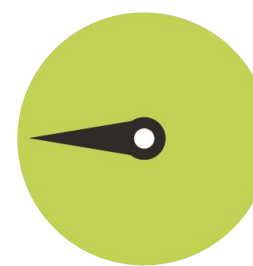



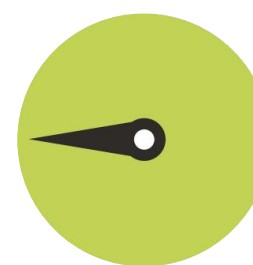
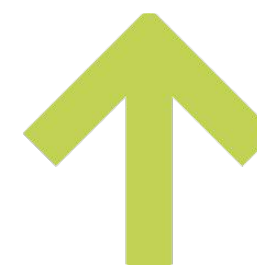














HOT PICKS

TOP 10 BEST SELLING CARS OVERALL




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

TOYOTA RAV4 REMAINS A BEST-SELLER, BYD ATTO 3 SURPRISES WITH FAST SALES AND LOW DISCOUNTS.








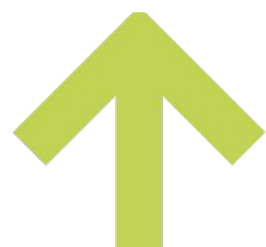




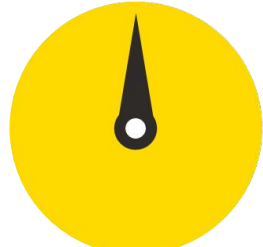

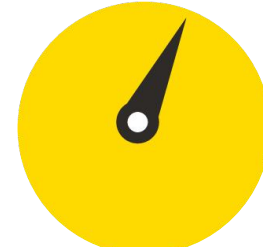
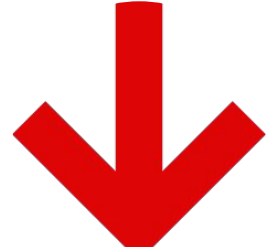


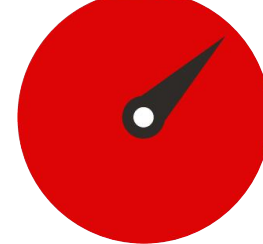

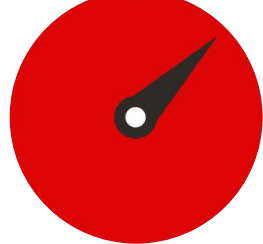
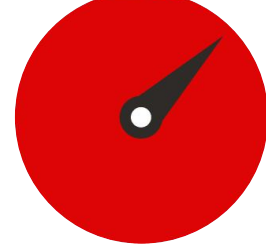

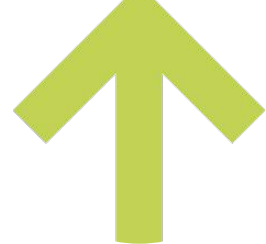





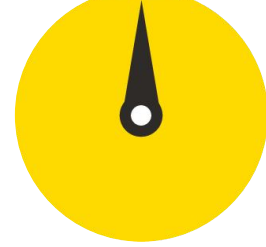
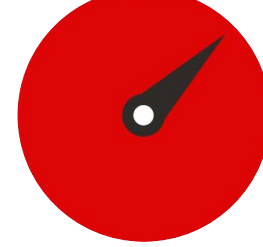
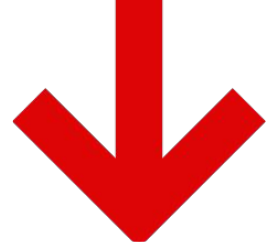


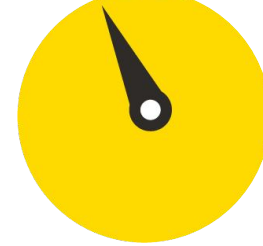
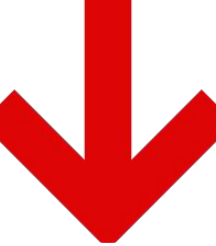
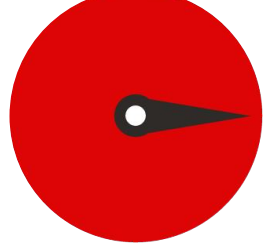
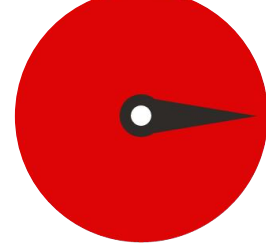


1 TOYOTA RAV4 2023 PETROL				\$36,000 at 35,000km			
 14	Days to sell	 27	Market days supply	 23%	Reduced their price	 2	Last month's ranking
2 TOYOTA RAV4 2018 PETROL				\$21,000 at 125,000km			
 16	Days to sell	 24	Market days supply	 24%	Reduced their price	 1	Last month's ranking
3 HYUNDAI IX35 2015 PETROL				\$13,000 at 115,000km			
 17	Days to sell	 26	Market days supply	 23%	Reduced their price	 23	Last month's ranking
4 TOYOTA COROLLA 2017 PETROL				\$14,000 at 100,000km			
 19	Days to sell	 29	Market days supply	 23%	Reduced their price	 6	Last month's ranking
5 BYD ATTO 3 2023 ELECTRIC				\$38,000 at 20,000km			
 8	Days to sell	 35	Market days supply	 12%	Reduced their price	NEW NA	Last month's ranking
6 SUBARU XV 2014				\$14,500 at 95,000km			
 21	Days to sell	 13	Market days supply	 21%	Reduced their price	 34	Last month's ranking
7 ISUZU D-MAX 2018 DIESEL				\$29,500 at 140,000km			
 21	Days to sell	 20	Market days supply	 21%	Reduced their price	 8	Last month's ranking
8 MAZDA CX-9 2021 PETROL				\$43,000 at 65,000km			
 18	Days to sell	 15	Market days supply	 25%	Reduced their price	 53	Last month's ranking
9 TOYOTA RAV4 2019 PETROL				\$28,000 at 80,000km			
 14	Days to sell	 33	Market days supply	 22%	Reduced their price	 25	Last month's ranking
10 TOYOTA RAV4 2012 PETROL				\$12,500 at 155,000km			
 15	Days to sell	 16	Market days supply	 27%	Reduced their price	 29	Last month's ranking

STANDARD ISSUE

MOST-LISTED VEHICLES: LAST 6 MONTHS

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

TOYOTA AQUA KEEPS FLOODING THE MARKET WITH STEADY SALES, RANGERS AND AXELA'S SEE LONGER SELL TIMES.

<div><div>1</div><div>TOYOTA AQUA 2013 HYBRID-PETROL</div><div>\$8,500 at 105,000km</div></div> <div><div> 21 Days to sell</div><div> 45 Market days supply</div><div> 30% Reduced their price</div><div> 1 Last month's ranking</div></div>	<div><div>6</div><div>TOYOTA AQUA 2016 HYBRID-PETROL</div><div>\$11,500 at 95,000km</div></div> <div><div> 29 Days to sell</div><div> 51 Market days supply</div><div> 32% Reduced their price</div><div> 7 Last month's ranking</div></div>
<div><div>2</div><div>TOYOTA AQUA 2014 HYBRID-PETROL</div><div>\$9,000 at 100,000km</div></div> <div><div> 24 Days to sell</div><div> 39 Market days supply</div><div> 30% Reduced their price</div><div> 2 Last month's ranking</div></div>	<div><div>7</div><div>FORD RANGER 2021 DIESEL</div><div>\$40,000 at 80,000km</div></div> <div><div> 28 Days to sell</div><div> 47 Market days supply</div><div> 34% 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> 21 Days to sell</div><div> 35 Market days supply</div><div> 36% Reduced their price</div><div> 5 Last month's ranking</div></div>	<div><div>8</div><div>MAZDA AXELA 2014 PETROL</div><div>\$15,000 at 85,000km</div></div> <div><div> 36 Days to sell</div><div> 63 Market days supply</div><div> 27% Reduced their price</div><div> 9 Last month's ranking</div></div>
<div><div>4</div><div>TOYOTA AQUA 2012 HYBRID-PETROL</div><div>\$8,000 at 100,000km</div></div> <div><div> 21 Days to sell</div><div> 42 Market days supply</div><div> 33% Reduced their price</div><div> 3 Last month's ranking</div></div>	<div><div>9</div><div>FORD RANGER 2019 DIESEL</div><div>\$36,000 at 115,000km</div></div> <div><div> 29 Days to sell</div><div> 47 Market days supply</div><div> 36% Reduced their price</div><div> 8 Last month's ranking</div></div>
<div><div>5</div><div>TOYOTA AQUA 2015 HYBRID-PETROL</div><div>\$11,000 at 100,000km</div></div> <div><div> 27 Days to sell</div><div> 50 Market days supply</div><div> 30% Reduced their price</div><div> 4 Last month's ranking</div></div>	<div><div>10</div><div>TOYOTA C-HR 2017 HYBRID-PETROL</div><div>\$24,000 at 75,000km</div></div> <div><div> 57 Days to sell</div><div> 77 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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