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# THE DRIVER'S SEAT

JANUARY 2025

Insights to help you take  
control of your stock



# WHAT'S HOT IN THE NZ AUTO MARKET?

Welcome to The Driver's Seat, this is a beta report, and we would like to hear your feedback. We've put significant time and care into crafting this report, and 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:

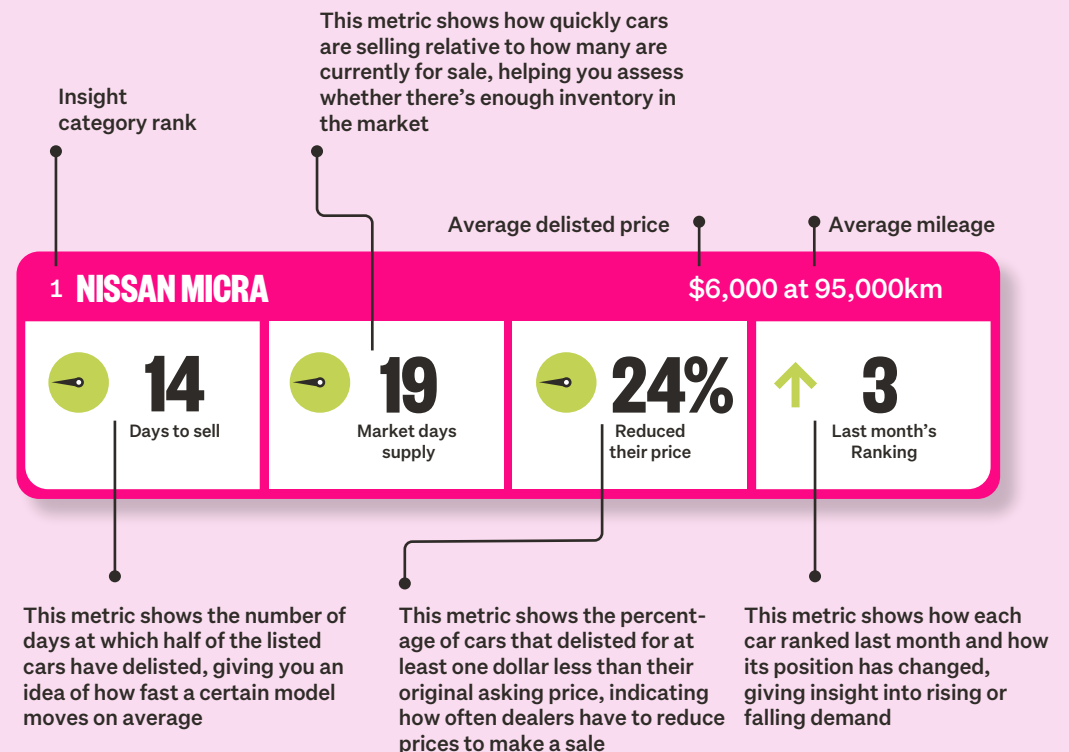
- Used vehicles advertised with greater than 1000kms
- Both Dealer and Private listings for a full market overview
- Excluded commercial vehicles (Trucks, Buses)
- Reports include vehicles newer than 2010
- All data is sourced from the AutoGrab Platform

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

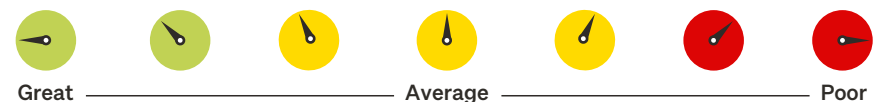
January 2025

## WHAT THE NUMBERS TELL US

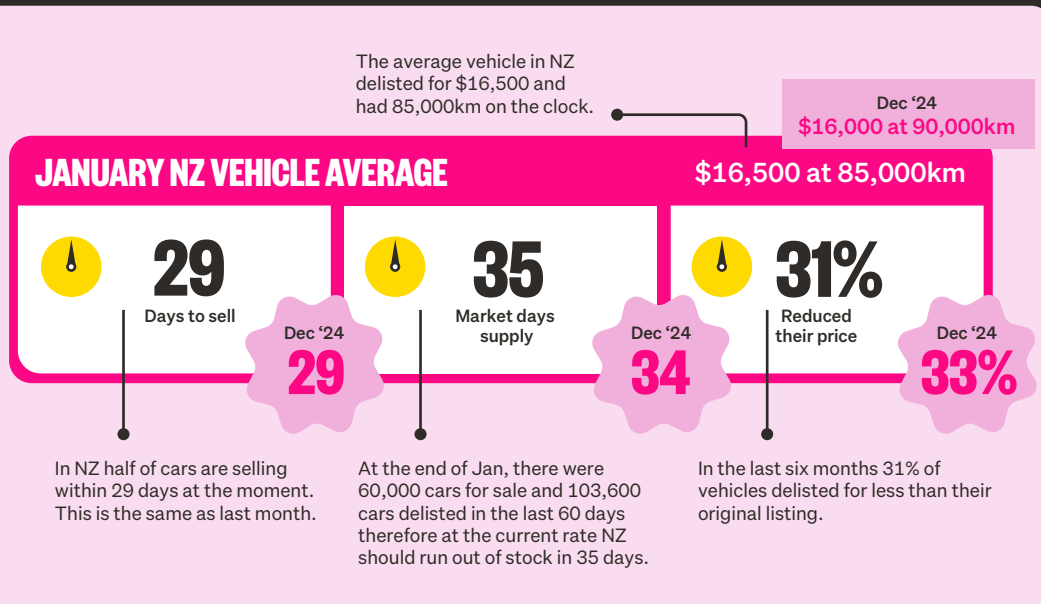
EXAMPLE INSIGHT



## THE INDICATORS



# JANUARY SUMMARY



## FUEL TYPE

Hybrid petrol cars are still selling in 35 days, the same as in December. Market supply remains stable at 42 days, but sellers reduced their prices less aggressively (35% → 33%). Diesel vehicles remain the fastest-selling fuel type. The days to sell improved slightly in January, suggesting steady demand.

## DOES AGE MATTER?

Focus on 2021-2023 vehicles for faster sales and better margins. These vehicles are selling quickly and require the least discounting, making them the best option for high turnover and profitability. The selling time for 2024 models improved from December to January. However, market days supply remains high, meaning there is still a backlog of inventory.

## MAKE AND MODEL

Vehicles with lower mileage and priced competitively are selling faster. With the average days to sell remaining at 29 days, dealers can expect a similar level of buyer interest in February. Audi A7 and Jaguar XF continue to be among the hardest to sell, showing that some luxury sedans are struggling in this market.

## BODY TYPE

Utes continue to dominate the market with fast turnover. Wagons and hatchbacks also remain steady in demand, making them good stock choices. The market supply for SUVs and Sedans is increasing, suggesting slower demand.

## HOT PICKS

Ford Everest Diesel models are in high demand, with both 2022 and 2023 variants selling quickly. Toyota is a clear market leader, dominating 6 of the top 10 spots. Take the time to review these, are they buyable for your stock profile?

## STANDARD ISSUE





















Ford Ranger diesel models are the most consistently listed and maintain strong demand. The 2019 and 2021 models have predictable turnover rates, making them a safe bet, but avoid overpricing them. Toyota Aqua models remain heavily listed, but they are taking longer to sell. Watch supply levels carefully, Market Days Supply is rising.

# MAKE & MODEL

## BEST AND WORST PERFORMING CAR MODELS

THE TOP FIVE FASTEST-SELLING CARS IN JANUARY HAD AN AVERAGE OF 15 DAYS TO SELL.  
BUYING IS TOUGH, ARE ANY OF THESE OPTIONS YOU HADN'T CONSIDERED?

Top five

1	<b>HOLDEN SPARK</b>	\$9,500 at 45,000km	 <b>14</b> Days to sell	 <b>8</b> Market days supply	 <b>22%</b> Reduced their price	 <b>2</b> Last month's Ranking
2	<b>BYD ATTO 3</b>	\$38,000 at 20,000km	 <b>13</b> Days to sell	 <b>14</b> Market days supply	 <b>23%</b> Reduced their price	 <b>3</b> Last month's ranking
3	<b>KIA CARNIVAL</b>	\$41,500 at 55,000km	 <b>21</b> Days to sell	 <b>14</b> Market days supply	 <b>25%</b> Reduced their price	 <b>28</b> Last month's ranking
4	<b>MITSUBISHI L300</b>	\$9,500 at 175,000km	 <b>14</b> Days to sell	 <b>19</b> Market days supply	 <b>27%</b> Reduced their price	 <b>4</b> Last month's ranking
5	<b>M.G. ZS</b>	\$19,500 at 25,000km	 <b>17</b> Days to sell	 <b>25</b> Market days supply	 <b>22%</b> Reduced their price	 <b>7</b> Last month's ranking

JANUARY NZ VEHICLE AVERAGE





















\$16,500 at 85,000km

 **29** Days to sell

 **35** Market days supply

 **31%** Reduced their price

Bottom five

331	<b>BMW X6</b>	\$29,500 at 90,000km	 <b>62</b> Days to sell	 <b>71</b> Market days supply	 <b>38%</b> Reduced their price	 <b>306</b> Last month's ranking
332	<b>MERCEDES-BENZ GLC-CLASS</b>	\$50,000 at 60,000km	 <b>47</b> Days to sell	 <b>61</b> Market days supply	 <b>44%</b> Reduced their price	 <b>325</b> Last month's ranking
333	<b>JAGUAR XF</b>	\$15,000 at 90,000km	 <b>53</b> Days to sell	 <b>67</b> Market days supply	 <b>45%</b> Reduced their price	 <b>334</b> Last month's ranking
334	<b>AUDI A7</b>	\$23,000 at 90,000km	 <b>58</b> Days to sell	 <b>64</b> Market days supply	 <b>47%</b> Reduced their price	 <b>335</b> Last month's ranking
335	<b>JAGUAR F-PACE</b>	\$47,000 at 65,000km	 <b>58</b> Days to sell	 <b>76</b> Market days supply	 <b>43%</b> Reduced their price	 <b>330</b> Last month's ranking

# BODY TYPE


## DEMAND BY SHAPE AND SIZE

UTES CONTINUE TO DOMINATE THE MARKET WITH FAST TURNOVER.  
ARE YOURS MOVING AS QUICKLY?

JANUARY NZ VEHICLE AVERAGE

\$16,500 at 85,000km

 **29** Days to sell

 **35** Market days supply


 **31%** Reduced their price

### 1 UTILITY

\$30,000 at 110,000km

 **25**  
Days to sell

 **25**  
Market days supply

 **31%**  
Reduced their price


**= 1**  
Last month's ranking

### 2 WAGON

\$20,500 at 85,000km

 **28**  
Days to sell

 **33**  
Market days supply

 **31%**  
Reduced their price


**= 2**  
Last month's ranking

### 3 HATCHBACK

\$11,000 at 80,000km

 **28**  
Days to sell

 **34**  
Market days supply

 **32%**  
Reduced their price


**= 3**  
Last month's ranking

### 4 CONVERTIBLE

\$18,000 at 70,000km

 **29**  
Days to sell

 **41**  
Market days supply

 **31%**  
Reduced their price

**= 4**  
Last month's ranking

### 5 VAN

\$18,500 at 110,000km

 **34**  
Days to sell

 **38**  
Market days supply

 **31%**  
Reduced their price


 **6**  
Last month's ranking

### 6 SUV

\$20,000 at 80,000km

 **34**  
Days to sell

 **41**  
Market days supply

 **31%**  
Reduced their price


 **5**  
Last month's ranking

### 7 SEDAN

\$14,000 at 95,000km

 **34**  
Days to sell

 **44**  
Market days supply

 **31%**  
Reduced their price

**= 7**  
Last month's ranking

### 8 COUPE

\$19,500 at 80,000km

 **40**  
Days to sell

 **52**  
Market days supply

 **29%**  
Reduced their price

**= 8**  
Last month's ranking


# FUEL TYPE

## DEMAND BY FUEL TYPE

JANUARY NZ VEHICLE AVERAGE

\$16,500 at 85,000km

 **29** Days to sell

 **35** Market days supply

 **31%** Reduced their price

**ELECTRIC VEHICLES ARE SELLING FASTER, FUELED BY HIGHER DISCOUNTS, HAVE YOU ADJUSTED YOUR STOCK RECENTLY?**

### 1 DIESEL

\$29,000 at 110,000km

 **27**  
Days to sell

 **28**  
Market days supply

 **32%**  
Reduced their price


**= 1**  
Last month's ranking

### 2 PETROL

\$15,000 at 85,000km

 **28**  
Days to sell

 **34**  
Market days supply

 **30%**  
Reduced their price

**= 2**  
Last month's ranking

### 3 ELECTRIC

\$26,000 at 40,000km

 **31**  
Days to sell

 **37**  
Market days supply

 **38%**  
Reduced their price


**= 3**  
Last month's ranking

### 4 HYBRID PETROL

\$14,500 at 85,000km

 **35**  
Days to sell

 **42**  
Market days supply

 **33%**  
Reduced their price

**= 4**  
Last month's ranking

### 5 HYBRID DIESEL

\$90,000 at 10,000km

 **48**  
Days to sell

 **65**  
Market days supply

 **38%**  
Reduced their price

**= 5**  
Last month's ranking

### PETROL TYPE - DAYS TO SELL

**27**

**28**

**31**

**35**

**48**

Diesel

Petrol

Electric

Hybrid Petrol

Hybrid Diesel

# DOES AGE MATTER?

DEMAND BY YEAR OF VEHICLE

JANUARY NZ VEHICLE AVERAGE

\$16,500 at 85,000km

 **29** Days to sell

 **35** Market days supply

 **31%** Reduced their price


2021-2023 VEHICLES ARE THE BEST-PERFORMING AGE GROUP, WHERE ARE THE OPPORTUNITIES FOR YOUR DEALERSHIP?

2 **2010-2015**

\$11,000 at 105,000km

 **28**  
Days to sell

 **35**  
Market days supply

 **32%**  
Reduced their price


**NA\***  
Last month's ranking

3 **2016-2020**

\$22,000 at 85,000km

 **31**  
Days to sell

 **35**  
Market days supply

 **31%**  
Reduced their price

**NA\***  
Last month's ranking

1 **2021-2023**

\$37,000 at 35,000km

 **26**  
Days to sell

 **28**  
Market days supply

 **30%**  
Reduced their price

**NA\***  
Last month's ranking

4 **2024**

\$54,000 at 5,000km

 **44**  
Days to sell

 **56**  
Market days supply

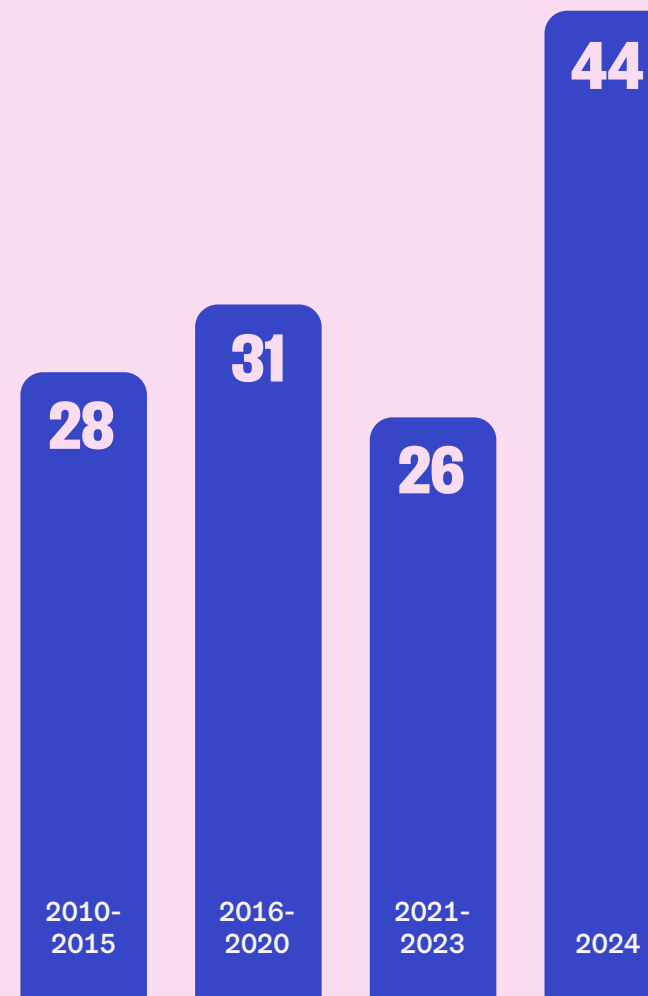
 **37%**  
Reduced their price

**NA\***  
Last month's ranking

**2025**

DATA FOR 2025 VEHICLES IS CURRENTLY LIMITED

YEAR/AGE - DAYS TO SELL






# HOT PICKS

## TOP 10 BEST SELLING CARS OVERALL

JANUARY NZ VEHICLE AVERAGE

\$16,500 at 85,000km

 **29** Days to sell

 **35** Market days supply

 **31%** Reduced their price

TOYOTA IS A CLEAR MARKET LEADER, DOMINATING 6 OF THE TOP 10 SPOTS.  
STOCKING TOYOTA RAV4S, HIGHLANDERS, AND COROLLAS COULD BE A STRONG STRATEGY.

### 1 FORD EVEREST 2022 DIESEL

\$60,000 at 35,000km

 **11**  
Days to sell

 **8**  
Market days supply

 **18%**  
Reduced their price

 **4**  
Last month's ranking

### 6 MITSUBISHI OUTLANDER 2021 PETROL

\$26,000 at 55,000km

 **16**  
Days to sell

 **12**  
Market days supply

 **20%**  
Reduced their price

 **6**  
Last month's ranking

### 2 NISSAN TIIDA 2011 PETROL

\$5,000 at 130,000km

 **10**  
Days to sell

 **14**  
Market days supply

 **18%**  
Reduced their price

 **2**  
Last month's ranking

### 7 MITSUBISHI ASX 2021 PETROL

\$23,000 at 40,000km

 **17**  
Days to sell

 **14**  
Market days supply

 **19%**  
Reduced their price

 **20**  
Last month's ranking

### 3 TOYOTA RAV4 2018 PETROL

\$22,000 at 110,000km

 **14**  
Days to sell

 **9**  
Market days supply

 **22%**  
Reduced their price

 **78**  
Last month's ranking

### 8 FORD EVEREST 2023 DIESEL

\$73,000 at 25,000km

 **14**  
Days to sell

 **14**  
Market days supply

 **23%**  
Reduced their price

 **71**  
Last month's ranking

### 4 SUBARU OUTBACK 2020 PETROL

\$26,000 at 85,000km

 **16**  
Days to sell

 **9**  
Market days supply

 **20%**  
Reduced their price

 **31**  
Last month's ranking

### 9 TOYOTA RAV4 2023 PETROL

\$37,000 at 20,000km

 **15**  
Days to sell

 **16**  
Market days supply

 **22%**  
Reduced their price

 **9**  
Last month's ranking

### 5 TOYOTA HIGHLANDER 2017 PETROL

\$34,000 at 110,000km

 **18**  
Days to sell

 **11**  
Market days supply

 **18%**  
Reduced their price

 **30**  
Last month's ranking

### 10 TOYOTA COROLLA 2011 PETROL

\$7,500 at 155,000km

 **10**  
Days to sell

 **10**  
Market days supply

 **24%**  
Reduced their price

 **50**  
Last month's ranking



# STANDARD ISSUE

MOST-LISTED VEHICLES: LAST 6 MONTHS

JANUARY NZ VEHICLE AVERAGE

\$16,500 at 85,000km

 **29** Days to sell

 **35** Market days supply

 **31%** Reduced their price


2019 AND 2021 FORD RANGERS HAVE PREDICTABLE TURNOVER RATES, MAKING THEM A SAFE BET, BUT AVOID OVERPRICING THEM.

## 1 FORD RANGER 2019 DIESEL

\$36,000 at 105,000km

 **27**  
Days to sell

 **22**  
Market days supply

 **31%**  
Reduced their price

**= 1**  
Last month's ranking

## 2 TOYOTA AQUA 2012 HYBRID-PETROL

\$8,000 at 105,000km

 **26**  
Days to sell

 **37**  
Market days supply

 **29%**  
Reduced their price


**= 2**  
Last month's ranking

## 3 FORD RANGER 2021 DIESEL

\$42,000 at 65,000km

 **26**  
Days to sell

 **24**  
Market days supply

 **34%**  
Reduced their price

**= 3**  
Last month's ranking

## 4 TOYOTA AQUA 2013 HYBRID-PETROL

\$9,000 at 95,000km

 **28**  
Days to sell

 **33**  
Market days supply

 **37%**  
Reduced their price

**= 4**  
Last month's ranking

## 5 TOYOTA C-HR 2017 HYBRID-PETROL

\$24,000 at 75,000km

 **41**  
Days to sell

 **53**  
Market days supply

 **27%**  
Reduced their price

**= 5**  
Last month's ranking

## 6 TOYOTA AQUA 2014 HYBRID-PETROL

\$9,500 at 100,000km

 **35**  
Days to sell

 **50**  
Market days supply

 **31%**  
Reduced their price

 **8**  
Last month's ranking

## 7 TOYOTA PRIUS 2012 HYBRID-PETROL

\$10,000 at 115,000km

 **28**  
Days to sell

 **45**  
Market days supply

 **36%**  
Reduced their price

**NEW NA**  
Last month's ranking

## 8 TOYOTA PRIUS 2013 HYBRID-PETROL

\$10,500 at 105,000km

 **33**  
Days to sell

 **46**  
Market days supply

 **35%**  
Reduced their price


 **6**  
Last month's ranking

## 9 TOYOTA AQUA 2015 HYBRID-PETROL

\$11,000 at 95,000km

 **38**  
Days to sell

 **46**  
Market days supply

 **34%**  
Reduced their price


**= 9**  
Last month's ranking

## 10 TOYOTA PRIUS 2019 HYBRID-PETROL

\$20,000 at 95,000km

 **62**  
Days to sell

 **75**  
Market days supply

 **37%**  
Reduced their price

**= 10**  
Last month's ranking

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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