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# THE DRIVER'S SEAT

MARCH 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 to hear your feedback. 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:

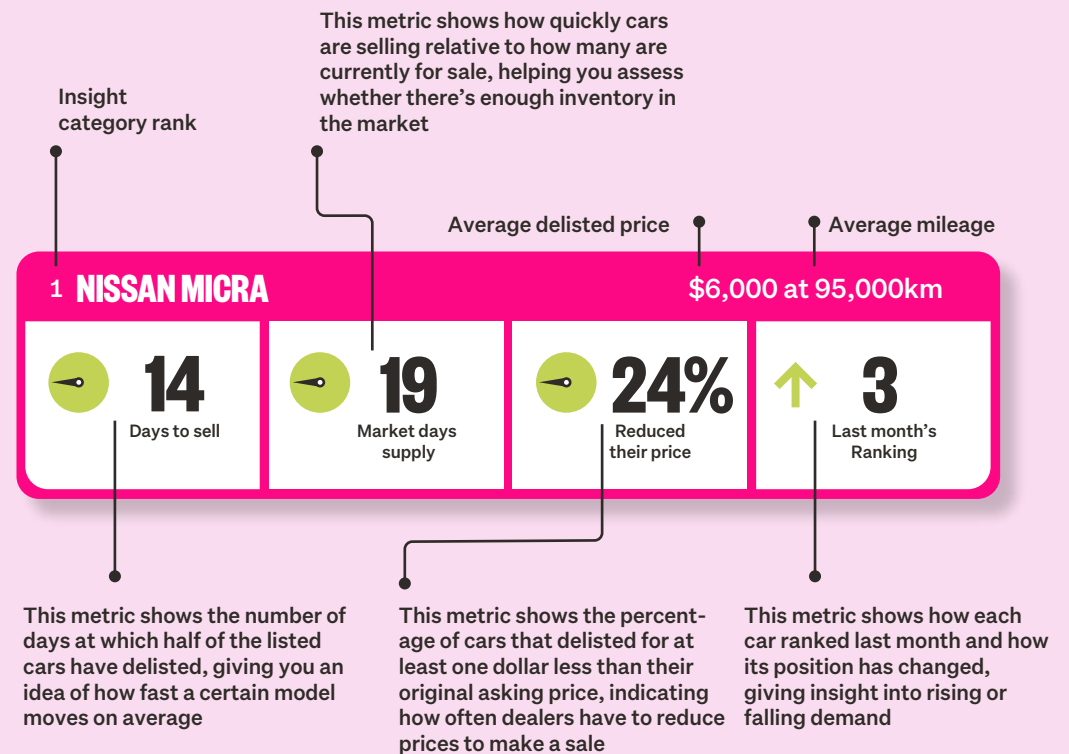
- Used vehicles advertised with greater than 1000kms
- Both Dealer and Private listings for a full market overview
- Excluded commercial vehicles (Trucks, Buses)
- Reports include vehicles newer than 2010
- All data is sourced from the AutoGrab Platform

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

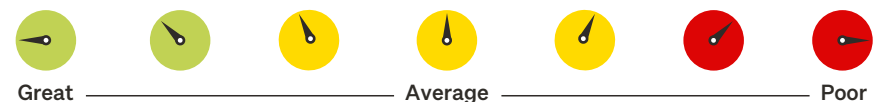
March 2025

## WHAT THE NUMBERS TELL US

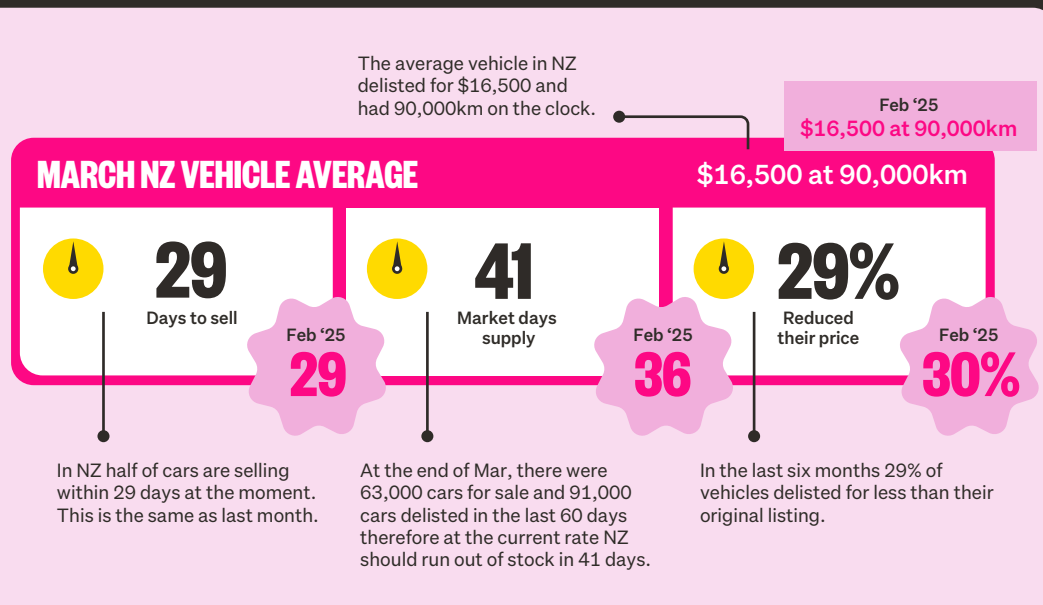
EXAMPLE INSIGHT



## THE INDICATORS



# MARCH SUMMARY



## MAKE AND MODEL

The top-performing models this month include a mix of compact, fuel-efficient options (Holden Spark, Kia Stonic) and the BYD Atto 3 races to take top spot. Luxury models continue to dominate the bottom five—BMW, Mercedes, and Lexus models all suffer from long days to sell and deep discounting.

## BODY TYPE

Utes remain the fastest-selling body type for the fourth consecutive month with consistent 24–25 day sales cycles. Hatchbacks and wagons continue to perform steadily, offering dependable sales and manageable supply. SUVs are still experiencing pressure with the highest days to sell (32) and high market day supply (41), which has been climbing since January.

## FUEL TYPE

Diesel continues to be the most in-demand fuel type with the lowest average days to sell (26) and stable market supply. Electric vehicles saw reduced time to sell again (28 days), even as discounts softened—signaling rising buyer confidence. Hybrids, particularly hybrid-diesel, are the slowest segment this month with high days to sell and large discounts.

## DOES AGE MATTER?

2021–2023 cars remain the clear winners with the lowest days to sell (25) and the most stable pricing (just 28% discounted). 2024 models are selling slightly faster than last month but still suffer from high market supply (47 days) and longer wait times. 2025 stock (though limited) is showing high days to sell (109) and very high market days supply (145).

## HOT PICKS

Toyota has 6 of the top 10 best sellers this month, solidifying its dominant position in the used car market. The Toyota RAV4, Corolla, and Yaris (across multiple years) continue to deliver strong, fast sales. Diesel options like the Holden Colorado are showing up in the top 10, alongside value compact models like the Honda Fit.

## STANDARD ISSUE

Ford Ranger (2021 and 2019) continues to be heavily listed and still performs well, with decent turnover and minimal discounts. Toyota Aqua models from 2012–2015 are still among the most listed, but all require significant discounting (up to 38%) to sell. The Toyota C-HR and Prius models are seeing slower sales and rising market supply—pricing and stocking strategies should be reviewed.


# MAKE & MODEL


## BEST AND WORST PERFORMING CAR MODELS

MARCH NZ VEHICLE AVERAGE

\$16,500 at 90,000km

 **29** Days to sell

 **41** Market days supply

 **29%** Reduced their price


A MIX OF BUDGET-FRIENDLY AND PREMIUM PERFORMERS TOP THE LIST, BUT LUXURY MODELS CONTINUE TO LAG BEHIND.

Top five

**1 BYD ATTO 3** \$37,000 at 20,000km

 **9**  
Days to sell

 **6**  
Market days supply

 **17%**  
Reduced their price

 **4**  
Last month's Ranking

**2 KIA SELTOS** \$26,000 at 35,000km

 **16**  
Days to sell

 **18**  
Market days supply

 **21%**  
Reduced their price

 **2**  
Last month's ranking

**3 HOLDEN SPARK** \$9,000 at 60,000km

 **15**  
Days to sell

 **22**  
Market days supply

 **24%**  
Reduced their price

 **1**  
Last month's ranking

**4 GWM HAVAL H2** \$17,000 at 50,000km

 **17**  
Days to sell

 **18**  
Market days supply

 **24%**  
Reduced their price

**NEW NA**  
Last month's ranking

**5 KIA STONIC** \$22,000 at 25,000km

 **18**  
Days to sell

 **28**  
Market days supply

 **22%**  
Reduced their price

 **3**  
Last month's ranking

Bottom five

**331 BMW 2 SERIES** \$21,000 at 70,000km

 **48**  
Days to sell

 **75**  
Market days supply

 **39%**  
Reduced their price

 **320**  
Last month's ranking

**332 TOYOTA PRIUS PHV** \$11,500 at 95,000km

 **61**  
Days to sell

 **67**  
Market days supply

 **38%**  
Reduced their price

 **317**  
Last month's ranking

**333 MERCEDES-BENZ GLE-CLASS** \$74,000 at 60,000km

 **53**  
Days to sell

 **61**  
Market days supply

 **41%**  
Reduced their price

 **310**  
Last month's ranking

**334 NISSAN FUGA** \$11,000 at 125,000km

 **53**  
Days to sell

 **70**  
Market days supply


 **39%**  
Reduced their price

 **335**  
Last month's ranking

**335 TOYOTA HARRIER** \$25,000 at 90,000km

 **87**  
Days to sell

 **121**  
Market days supply

 **40%**  
Reduced their price

 **329**  
Last month's ranking

# BODY TYPE


DEMAND BY SHAPE AND SIZE


UTES STILL LEAD IN DESIRABILITY, BUT SUV STOCK IS BUILDING—WATCH FOR SLOWER TURNAROUNDS.

MARCH NZ VEHICLE AVERAGE

\$16,500 at 90,000km

 **29**  
Days to sell

 **41**  
Market days supply

 **29%**  
Reduced their price

## 1 UTILITY

\$31,000 at 110,000km

 **24**  
Days to sell

 **33**  
Market days supply

 **28%**  
Reduced their price

**= 1**  
Last month's ranking

## 2 WAGON

\$20,500 at 85,000km

 **28**  
Days to sell

 **41**  
Market days supply

 **29%**  
Reduced their price

**= 2**  
Last month's ranking

## 3 HATCHBACK

\$11,000 at 85,000km

 **27**  
Days to sell

 **40**  
Market days supply

 **30%**  
Reduced their price


**= 3**  
Last month's ranking

## 4 VAN

\$18,000 at 110,000km

 **32**  
Days to sell

 **42**  
Market days supply

 **30%**  
Reduced their price

 **5**  
Last month's ranking

## 5 CONVERTIBLE

\$16,000 at 70,000km

 **29**  
Days to sell

 **48**  
Market days supply

 **32%**  
Reduced their price

 **4**  
Last month's ranking

## 6 SUV

\$21,000 at 80,000km

 **35**  
Days to sell

 **51**  
Market days supply

 **29%**  
Reduced their price

 **7**  
Last month's ranking


## 7 SEDAN

\$14,500 at 95,000km

 **35**  
Days to sell

 **48**  
Market days supply

 **30%**  
Reduced their price


 **6**  
Last month's ranking

## 8 COUPE

\$20,000 at 85,000km

 **42**  
Days to sell

 **55**  
Market days supply

 **31%**  
Reduced their price

**= 8**  
Last month's ranking


# FUEL TYPE


## DEMAND BY FUEL TYPE

MARCH NZ VEHICLE AVERAGE

\$16,500 at 90,000km

 **29** Days to sell

 **41** Market days supply

 **29%** Reduced their price

**DIESEL AND ELECTRIC CARS ARE PICKING UP PACE—HYBRIDS, ESPECIALLY DIESEL VARIANTS, ARE SLOWING DOWN.**

### 1 DIESEL

\$29,000 at 110,000km

 **26**  
Days to sell

 **36**  
Market days supply

 **30%**  
Reduced their price

**= 1**  
Last month's ranking

### 2 PETROL

\$15,000 at 85,000km

 **28**  
Days to sell

 **41**  
Market days supply

 **29%**  
Reduced their price


**= 2**  
Last month's ranking

### 3 ELECTRIC

\$26,000 at 40,000km

 **28**  
Days to sell

 **38**  
Market days supply

 **34%**  
Reduced their price


**= 3**  
Last month's ranking

### 4 HYBRID PETROL

\$14,500 at 85,000km

 **34**  
Days to sell

 **46**  
Market days supply

 **31%**  
Reduced their price

**= 4**  
Last month's ranking

### 5 HYBRID DIESEL

\$72,000 at 10,000km

 **43**  
Days to sell

 **54**  
Market days supply

 **36%**  
Reduced their price

**= 5**  
Last month's ranking

### PETROL TYPE - DAYS TO SELL

**26**

**28**

**28**

**34**

**43**

Diesel

Petrol

Electric

Hybrid  
Petrol

Hybrid  
Diesel


# DOES AGE MATTER?

DEMAND BY YEAR OF VEHICLE

MARCH NZ VEHICLE AVERAGE

\$16,500 at 90,000km

 **29** Days to sell

 **41** Market days supply

 **29%** Reduced their price

2021-2023 VEHICLES STILL DELIVER THE BEST MIX OF SPEED AND MARGIN—NEWER STOCK IS STRUGGLING TO KEEP PACE.

2 2010-2015

\$11,000 at 110,000km

 **28**  
Days to sell

 **41**  
Market days supply

 **30%**  
Reduced their price


**= 2**  
Last month's ranking

3 2016-2020

\$22,000 at 85,000km

 **31**  
Days to sell

 **43**  
Market days supply

 **29%**  
Reduced their price

**= 3**  
Last month's ranking

1 2021-2023

\$36,000 at 35,000km

 **25**  
Days to sell

 **35**  
Market days supply

 **28%**  
Reduced their price

**= 1**  
Last month's ranking

4 2024

\$53,000 at 5,000km

 **39**  
Days to sell

 **47**  
Market days supply

 **33%**  
Reduced their price

**= 4**  
Last month's ranking

5 2025

\$50,000 at 1,000km

 **109**  
Days to sell

 **145**  
Market days supply

 **30%**  
Reduced their price

**= 5**  
Last month's ranking

YEAR/AGE - DAYS TO SELL

28

2010-  
2015

31

2016-  
2020

25

2021-  
2023

39

2024

109

2025




# HOT PICKS

TOP 10 BEST SELLING CARS OVERALL

MARCH NZ VEHICLE AVERAGE

\$16,500 at 90,000km

 **29** Days to sell

 **41** Market days supply

 **29%** Reduced their price


TOYOTA'S GRIP ON THE HOT LIST CONTINUES—FUEL-EFFICIENT AND PRACTICAL MODELS ARE WINNING WITH BUYERS.

## 1 TOYOTA RAV4 2023 PETROL

\$37,000 at 20,000km

 **15**  
Days to sell

 **17**  
Market days supply

 **17%**  
Reduced their price

 **13**  
Last month's ranking

## 2 TOYOTA COROLLA 2022 PETROL

\$24,000 at 45,000km

 **17**  
Days to sell

 **8**  
Market days supply

 **18%**  
Reduced their price

 **6**  
Last month's ranking

## 3 HONDA FIT 2010 PETROL

\$6,000 at 130,000km

 **18**  
Days to sell

 **21**  
Market days supply

 **17%**  
Reduced their price

 **40**  
Last month's ranking

## 4 KIA SELTOS 2020 PETROL

\$25,000 at 50,000km

 **17**  
Days to sell

 **21**  
Market days supply

 **20%**  
Reduced their price

 **25**  
Last month's ranking

## 5 KIA SPORTAGE 2020 PETROL

\$23,000 at 60,000km

 **18**  
Days to sell

 **24**  
Market days supply

 **21%**  
Reduced their price

 **23**  
Last month's ranking

## 6 TOYOTA YARIS CROSS 2022 PETROL

\$25,000 at 45,000km

 **20**  
Days to sell

 **17**  
Market days supply

 **12%**  
Reduced their price

 **9**  
Last month's ranking

## 7 TOYOTA COROLLA 2021 PETROL

\$23,000 at 50,000km

 **19**  
Days to sell

 **15**  
Market days supply

 **20%**  
Reduced their price

 **36**  
Last month's ranking

## 8 HOLDEN COLORADO 2020 DIESEL

\$34,000 at 75,000km

 **17**  
Days to sell

 **25**  
Market days supply

 **17%**  
Reduced their price

 **15**  
Last month's ranking

## 9 TOYOTA YARIS 2017 PETROL

\$12,000 at 75,000km

 **14**  
Days to sell

 **26**  
Market days supply

 **20%**  
Reduced their price


 **1**  
Last month's ranking

## 10 SUBARU OUTBACK 2018 PETROL

\$20,000 at 125,000km

 **16**  
Days to sell

 **10**  
Market days supply

 **24%**  
Reduced their price

 **45**  
Last month's ranking




# STANDARD ISSUE

MOST-LISTED VEHICLES: LAST 6 MONTHS

MARCH NZ VEHICLE AVERAGE

\$16,500 at 90,000km

 **29** Days to sell

 **41** Market days supply

 **29%** Reduced their price

RANGERS REMAIN A SOLID, SAFE LISTING—BUT HYBRIDS, ESPECIALLY OLDER AQUA AND PRIUS MODELS, DEMAND CAREFUL PRICING TO SHIFT.

## 1 FORD RANGER 2021 DIESEL

\$41,000 at 70,000km

 **23**  
Days to sell

 **31**  
Market days supply

 **30%**  
Reduced their price

**= 1**  
Last month's ranking

## 2 FORD RANGER 2019 DIESEL

\$36,500 at 110,000km

 **25**  
Days to sell

 **32**  
Market days supply

 **29%**  
Reduced their price


**= 2**  
Last month's ranking

## 3 TOYOTA AQUA 2012 HYBRID-PETROL

\$8,500 at 100,000km

 **25**  
Days to sell

 **38**  
Market days supply

 **32%**  
Reduced their price


 **4**  
Last month's ranking

## 4 TOYOTA AQUA 2013 HYBRID-PETROL

\$9,000 at 95,000km

 **28**  
Days to sell

 **36**  
Market days supply

 **34%**  
Reduced their price

 **5**  
Last month's ranking

## 5 TOYOTA AQUA 2014 HYBRID-PETROL

\$9,500 at 95,000km

 **33**  
Days to sell

 **44**  
Market days supply

 **27%**  
Reduced their price

 **6**  
Last month's ranking

## 6 TOYOTA PRIUS 2012 HYBRID-PETROL

\$10,000 at 110,000km

 **30**  
Days to sell

 **39**  
Market days supply

 **38%**  
Reduced their price

 **9**  
Last month's ranking

## 7 TOYOTA PRIUS 2013 HYBRID-PETROL

\$10,500 at 105,000km

 **32**  
Days to sell

 **41**  
Market days supply

 **36%**  
Reduced their price

 **8**  
Last month's ranking

## 8 TOYOTA AQUA 2015 HYBRID-PETROL

\$11,000 at 100,000km

 **34**  
Days to sell

 **43**  
Market days supply

 **33%**  
Reduced their price

 **10**  
Last month's ranking

## 9 TOYOTA C-HR 2017 HYBRID-PETROL

\$24,000 at 75,000km

 **50**  
Days to sell

 **80**  
Market days supply

 **28%**  
Reduced their price


 **7**  
Last month's ranking

## 10 TOYOTA COROLLA 2019 HYBRID-PETROL

\$20,000 at 80,000km

 **44**  
Days to sell

 **53**  
Market days supply

 **34%**  
Reduced their price

**NEW NA**  
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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