

AUTOMOTIVE INSIGHTS REPORT (AIR)

AUGUST 2026

Trade Me's AutoGrab platform presents the August 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.

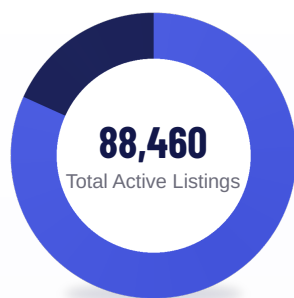
The automotive market held steady in August, with total sales increasing by 1.51% month-over-month, driven by a 2.59% rise in dealer sales even as private sales eased by 2.27%. Hybrid sales continued their upward run, climbing 3.79%, while petrol and diesel sales stayed broadly flat.

The EV segment remained the standout performer, with sales surging 16.22% as buyer interest in lower-emission vehicles continued to build. Plug-in hybrids also posted a strong 11.44% increase, reinforcing the steady shift toward electrified vehicles among used-car buyers.

Dealers should keep a close eye on inventory turnover. The average time to sell rose to 55.41 days, up from 51.69 in July, and the average time online climbed to 68.22 days, edging closer to 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 August 2026.



KEY MOVERS

GROWTH
+14.54%
Marlborough

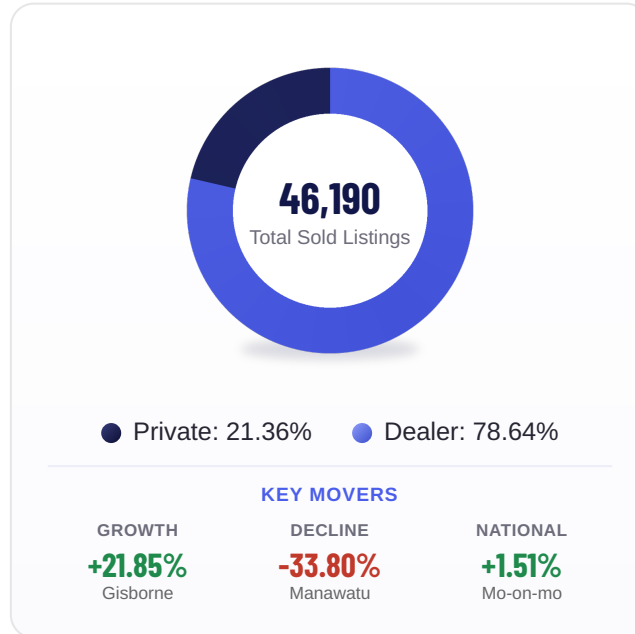
DECLINE
-32.58%
Manawatu

NATIONAL
+2.34%
Mo-on-mo

REGION	THIS MONTH	LAST MONTH	MOVEMENT
AUCKLAND	38,964	37,813	+3.04%
CANTERBURY	15,314	15,050	+1.75%
WAIKATO	7,249	7,166	+1.16%
WELLINGTON	6,665	6,381	+4.45%
BAY OF PLENTY	4,103	4,094	+0.22%
UNSPECIFIED	3,523	3,425	+2.86%
OTAGO	3,323	3,227	+2.97%
HAWKES BAY	2,413	2,466	-2.15%
NELSON	1,460	1,451	+0.62%
NORTHLAND	1,576	1,395	+12.97%
SOUTHLAND	1,327	1,309	+1.38%
TARANAKI	1,097	1,065	+3.00%
MANAWATU	356	528	-32.58%
GISBORNE	271	293	-7.51%
MARLBOROUGH	323	282	+14.54%
TASMAN	260	271	-4.06%
WEST COAST	236	219	+7.76%
TOTAL	88,460	86,435	+2.34%

NATIONAL SUMMARY - SOLD

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



REGION	THIS MONTH	LAST MONTH	MOVEMENT
AUCKLAND	21,263	20,823	+2.11%
CANTERBURY	7,892	7,516	+5.00%
WAIKATO	3,590	3,633	-1.18%
WELLINGTON	3,098	3,164	-2.09%
BAY OF PLENTY	2,334	2,266	+3.00%
UNSPECIFIED	2,327	2,046	+13.73%
OTAGO	1,452	1,667	-12.90%
HAWKES BAY	1,217	1,183	+2.87%
NELSON	502	559	-10.20%
NORTHLAND	698	749	-6.81%
SOUTHLAND	601	642	-6.39%
TARANAKI	484	447	+8.28%
MANAWATU	190	287	-33.80%
GISBORNE	184	151	+21.85%
MARLBOROUGH	166	176	-5.68%
TASMAN	102	99	+3.03%
WEST COAST	90	95	-5.26%
TOTAL	46,190	45,503	+1.51%

MARKET SEGMENTS

88,460

Total for Sale

46,190

Total Sales

For Sale by Body Type

Passenger		38,825
SUV		35,766
LCV - Utes		10,620
LCV - Vans & Buses		3,249

Sold by Body Type

Passenger		21,080
SUV		17,406
LCV - Utes		5,850
LCV - Vans & Buses		1,854

FUEL TYPE

FOR SALE

FUEL	THIS MONTH	LAST MONTH	MOVEMENT
Petrol	43,493	44,299	-1.82%
Hybrid	19,187	17,556	+9.29%
Diesel	19,002	18,852	+0.80%
EVs	4,034	3,402	+18.58%
PHEVs	1,900	1,476	+28.73%
LPG	4	2	+100.00%

SOLD

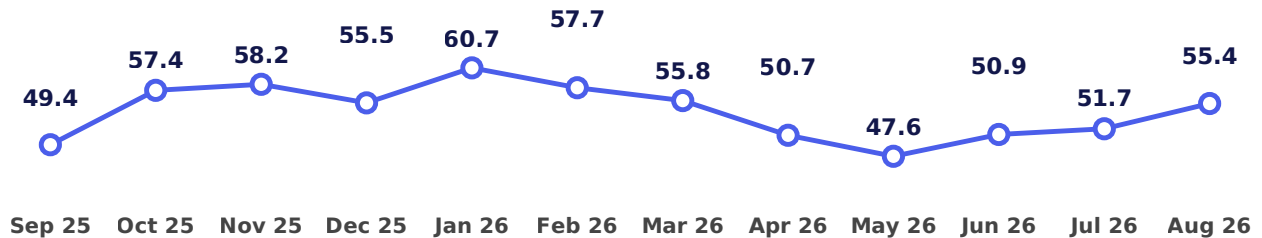
FUEL	THIS MONTH	LAST MONTH	MOVEMENT
Petrol	23,432	23,438	-0.03%
Hybrid	9,624	9,273	+3.79%
Diesel	10,367	10,377	-0.10%
EVs	1,634	1,406	+16.22%
PHEVs	643	577	+11.44%
LPG	1	1	0.00%

Key Takeaways

- Passenger and SUV models continue to dominate the market, together accounting for 83% of all sales this month.
- EVs (+16.22%) and PHEVs (+11.44%) led fuel-type growth, continuing the steady shift toward electrified vehicles.
- LCV - Utes and Vans & Buses held relatively steady, tracking close to last month's volumes.

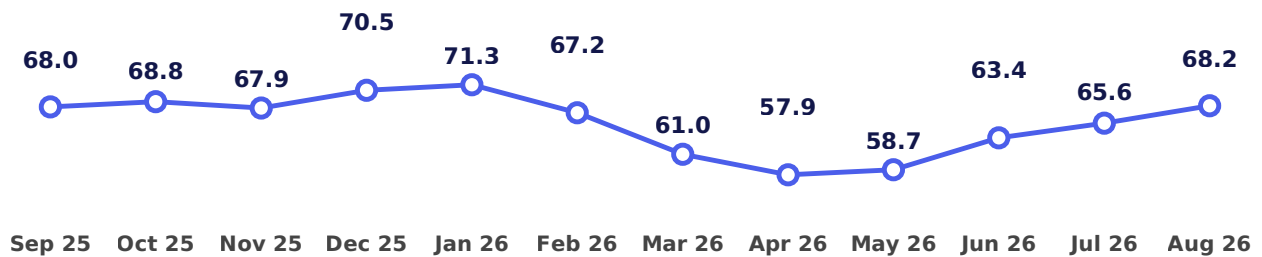
MARKET TRENDS - AVERAGE TIME TO SELL

55.4 days



MARKET TRENDS - AVERAGE TIME ONLINE

68.2 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	3,518	1,976	55	+3.02%
Toyota Aqua	2,634	1,662	34	+14.46%
Toyota Corolla	2,203	1,351	40	-3.77%
Toyota Prius	1,607	969	34	+5.79%
Toyota RAV4	1,048	967	27	-1.33%
Toyota Hilux	1,367	963	43	-5.40%
Mazda CX-5	1,658	950	59	-3.94%
Mitsubishi Outlander	1,953	917	55	+5.52%
Toyota Hiace	1,229	824	53	-12.90%
Mitsubishi Triton	1,641	757	52	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	863	534	55	+10.79%
Toyota RAV4	291	385	24	-2.04%
Mitsubishi Outlander	557	294	39	-4.55%
Toyota Hilux	336	212	42	-13.82%
Mitsubishi ASX	251	203	54	+10.93%
Toyota Corolla	357	191	41	+8.52%
Tesla Model Y	151	166	44	+25.76%
Mitsubishi Eclipse Cross	224	147	49	+8.89%
Mazda CX-5	175	123	43	New!
Mitsubishi Triton	223	118	37	-11.94%

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	862	533	50	+7.24%
Toyota Corolla	834	388	52	-4.67%
Toyota RAV4	473	313	30	+15.07%
Toyota Hilux	337	248	40	-9.49%
Toyota Yaris	610	242	50	-2.02%
Nissan Note	505	220	47	+18.92%
Toyota Hiace	513	212	68	+8.16%
Mitsubishi Triton	316	206	45	+11.35%
Nissan Leaf	495	175	46	+2.34%
Mitsubishi Outlander	242	151	58	+5.59%

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, Status, Rating, Location, Last Update, Fuel Price, Mileage, and Rental/Lease. The 'Status' column contains values like 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'. The 'Rating' column contains values like 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z'. The 'Last Update' column contains dates like '2017-01-01', '2017-01-02', '2017-01-03', '2017-01-04', '2017-01-05', '2017-01-06', '2017-01-07', '2017-01-08', '2017-01-09', '2017-01-10', '2017-01-11', '2017-01-12', '2017-01-13', '2017-01-14', '2017-01-15', '2017-01-16', '2017-01-17', '2017-01-18', '2017-01-19', '2017-01-20', '2017-01-21', '2017-01-22', '2017-01-23', '2017-01-24', '2017-01-25', '2017-01-26', '2017-01-27', '2017-01-28', '2017-01-29', '2017-01-30', '2017-01-31', '2017-02-01', '2017-02-02', '2017-02-03', '2017-02-04', '2017-02-05', '2017-02-06', '2017-02-07', '2017-02-08', '2017-02-09', '2017-02-10', '2017-02-11', '2017-02-12', '2017-02-13', '2017-02-14', '2017-02-15', '2017-02-16', '2017-02-17', '2017-02-18', '2017-02-19', '2017-02-20', '2017-02-21', '2017-02-22', '2017-02-23', '2017-02-24', '2017-02-25', '2017-02-26', '2017-02-27', '2017-02-28', '2017-02-29', '2017-03-01', '2017-03-02', '2017-03-03', '2017-03-04', '2017-03-05', '2017-03-06', '2017-03-07', '2017-03-08', '2017-03-09', '2017-03-10', '2017-03-11', '2017-03-12', '2017-03-13', '2017-03-14', '2017-03-15', '2017-03-16', '2017-03-17', '2017-03-18', '2017-03-19', '2017-03-20', '2017-03-21', '2017-03-22', '2017-03-23', '2017-03-24', '2017-03-25', '2017-03-26', '2017-03-27', '2017-03-28', '2017-03-29', '2017-03-30', '2017-03-31', '2017-04-01', '2017-04-02', '2017-04-03', '2017-04-04', '2017-04-05', '2017-04-06', '2017-04-07', '2017-04-08', '2017-04-09', '2017-04-10', '2017-04-11', '2017-04-12', '2017-04-13', '2017-04-14', '2017-04-15', '2017-04-16', '2017-04-17', '2017-04-18', '2017-04-19', '2017-04-20', '2017-04-21', '2017-04-22', '2017-04-23', '2017-04-24', '2017-04-25', '2017-04-26', '2017-04-27', '2017-04-28', '2017-04-29', '2017-04-30', '2017-05-01', '2017-05-02', '2017-05-03', '2017-05-04', '2017-05-05', '2017-05-06', '2017-05-07', '2017-05-08', '2017-05-09', '2017-05-10', '2017-05-11', '2017-05-12', '2017-05-13', '2017-05-14', '2017-05-15', '2017-05-16', '2017-05-17', '2017-05-18', '2017-05-19', '2017-05-20', '2017-05-21', '2017-05-22', '2017-05-23', '2017-05-24', '2017-05-25', '2017-05-26', '2017-05-27', '2017-05-28', '2017-05-29', '2017-05-30', '2017-05-31', '2017-06-01', '2017-06-02', '2017-06-03', '2017-06-04', '2017-06-05', '2017-06-06', '2017-06-07', '2017-06-08', '2017-06-09', '2017-06-10', '2017-06-11', '2017-06-12', '2017-06-13', '2017-06-14', '2017-06-15', '2017-06-16', '2017-06-17', '2017-06-18', '2017-06-19', '2017-06-20', '2017-06-21', '2017-06-22', '2017-06-23', '2017-06-24', '2017-06-25', '2017-06-26', '2017-06-27', '2017-06-28', '2017-06-29', '2017-06-30', '2017-07-01', '2017-07-02', '2017-07-03', '2017-07-04', '2017-07-05', '2017-07-06', '2017-07-07', '2017-07-08', '2017-07-09', '2017-07-10', '2017-07-11', '2017-07-12', '2017-07-13', '2017-07-14', '2017-07-15', '2017-07-16', '2017-07-17', '2017-07-18', '2017-07-19', '2017-07-20', '2017-07-21', '2017-07-22', '2017-07-23', '2017-07-24', '2017-07-25', '2017-07-26', '2017-07-27', '2017-07-28', '2017-07-29', '2017-07-30', '2017-07-31', '2017-08-01', '2017-08-02', '2017-08-03', '2017-08-04', '2017-08-05', '2017-08-06', '2017-08-07', '2017-08-08', '2017-08-09', '2017-08-10', '2017-08-11', '2017-08-12', '2017-08-13', '2017-08-14', '2017-08-15', '2017-08-16', '2017-08-17', '2017-08-18', '2017-08-19', '2017-08-20', '2017-08-21', '2017-08-22', '2017-08-23', '2017-08-24', '2017-08-25', '2017-08-26', '2017-08-27', '2017-08-28', '2017-08-29', '2017-08-30', '2017-08-31', '2017-09-01', '2017-09-02', '2017-09-03', '2017-09-04', '2017-09-05', '2017-09-06', '2017-09-07', '2017-09-08', '2017-09-09', '2017-09-10', '2017-09-11', '2017-09-12', '2017-09-13', '2017-09-14', '2017-09-15', '2017-09-16', '2017-09-17', '2017-09-18', '2017-09-19', '2017-09-20', '2017-09-21', '2017-09-22', '2017-09-23', '2017-09-24', '2017-09-25', '2017-09-26', '2017-09-27', '2017-09-28', '2017-09-29', '2017-09-30', '2017-10-01', '2017-10-02', '2017-10-03', '2017-10-04', '2017-10-05', '2017-10-06', '2017-10-07', '2017-10-08', '2017-10-09', '2017-10-10', '2017-10-11', '2017-10-12', '2017-10-13', '2017-10-14', '2017-10-15', '2017-10-16', '2017-10-17', '2017-10-18', '2017-10-19', '2017-10-20', '2017-10-21', '2017-10-22', '2017-10-23', '2017-10-24', '2017-10-25', '2017-10-26', '2017-10-27', '2017-10-28', '2017-10-29', '2017-10-30', '2017-10-31', '2017-11-01', '2017-11-02', '2017-11-03', '2017-11-04', '2017-11-05', '2017-11-06', '2017-11-07', '2017-11-08', '2017-11-09', '2017-11-10

FIND THE BEST STOCK BEFORE YOUR COMPETITORS

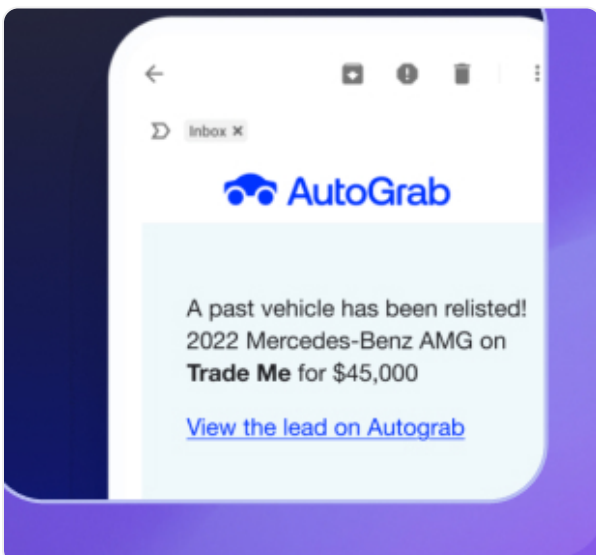
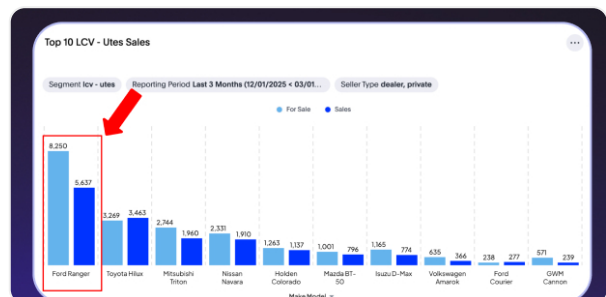
Sourcing

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

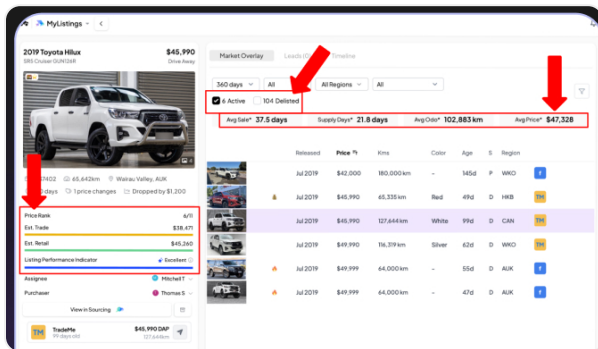
Make data-driven decisions by analysing supply, demand, competition, and average days to sell. Benchmark your performance and find profitable gaps in the market.



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

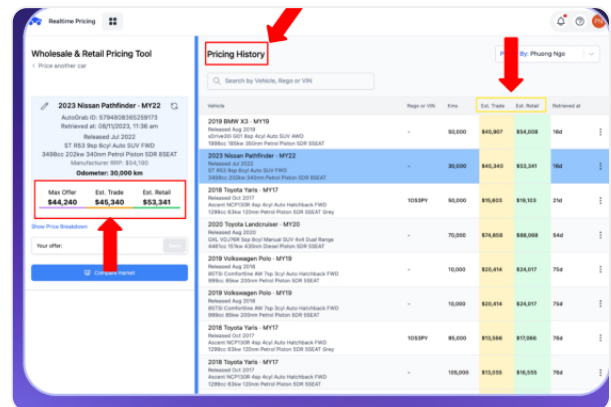
MyListings

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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