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THE DRIVER'S SEAT

DECEMBER 2024

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:

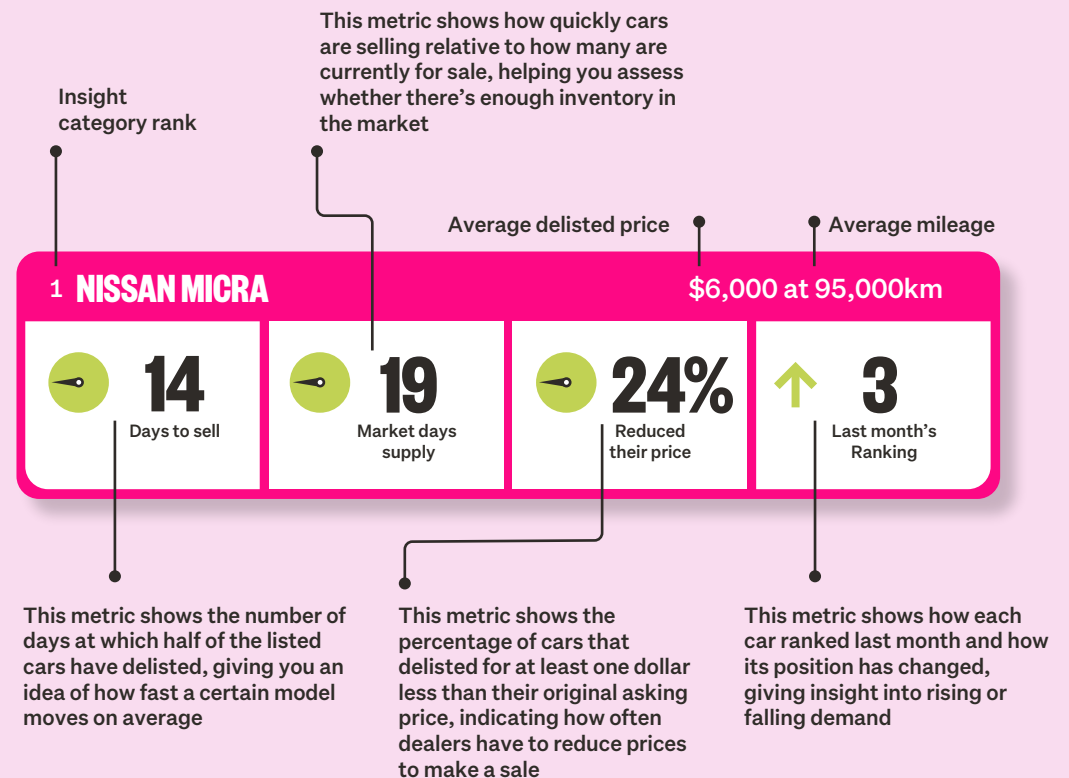
- Used vehicles advertised with greater than 1000kms
- Both Dealer and Private listings for a full market overview
- Excluded commercial vehicles (Trucks, Buses)
- Reports include vehicles newer than 2009
- All data is sourced from the AutoGrab Platform

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

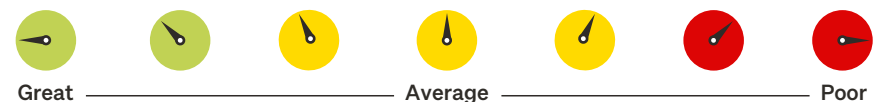
December 2024

WHAT THE NUMBERS TELL US

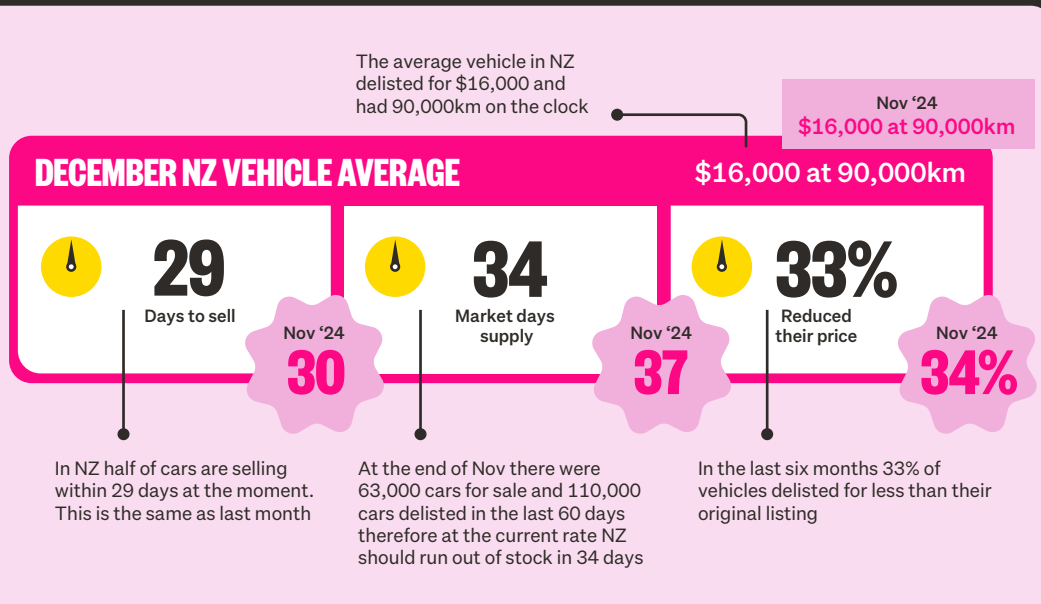
EXAMPLE INSIGHT



THE INDICATORS



DECEMBER SUMMARY



MAKE AND MODEL

Lower priced vehicles dominate the top 5, however a lot of movement from last month. Time to sell continues to increase for the bottom 5 with heavy levels of discounts. Ensure you have met the market and audited your listings to make yours stand out.

BODY TYPE

Time to sell remains consistent across all styles however there are gaps showing in the market days supply as vehicles start to move and inventory is dropping - There are opportunities to diversify with different stock than you might normally hold and a great benchmark of time to sell to check your current stock against.

FUEL TYPE

Diesel vehicles take a step up to top spot with Days Supply dropping by 4 days showing a need for more inventory in the market, also shows that for both Petrol and Diesel vehicles buyers can't afford to delay their decision.

DOES AGE MATTER?

2020-2022 Vehicles continue to outperform the rest, Market days supply has reduced giving the opportunity for additional stock in this age band. Consider your stock mix and take advantage of the gaps.

HOT PICKS

Some big movement up the rankings in December, clearly some gaps in the market with very limited days supply, an opportunity to search for these to diversify your stock with fast moving, low supply stock.

STANDARD ISSUE

Petrol Hybrids continue to dominate the Most Listed Vehicles however many have high days supply and time to sell, reflected in the number discounted before sale. Don't get caught out with pricing as the market shifts. While they may seem popular online, they aren't shifting as easily as other vehicles.


MAKE & MODEL


BEST AND WORST PERFORMING CAR MODELS

DECEMBER NZ VEHICLE AVERAGE

\$16,000 at 90,000km

 **29** Days to sell

 **34** Market days supply

 **33%** Reduced their price


ENSURE YOU HAVE MET THE MARKET AND AUDITED YOUR LISTINGS TO MAKE YOURS STAND OUT.

Top five

1 NISSAN MICRA \$5,000 at 95,000km

 **14**
Days to sell

 **16**
Market days supply

 **19%**
Reduced their price

 **2**
Last month's Ranking

2 HOLDEN SPARK \$9,500 at 50,000km

 **16**
Days to sell

 **8**
Market days supply

 **25%**
Reduced their price

 **12**
Last month's ranking

3 BYD ATTO3 \$38,500 at 15,000km

 **16**
Days to sell

 **10**
Market days supply

 **28%**
Reduced their price

 **30**
Last month's ranking

4 MITSUBISHI L300 \$9,000 at 180,000km

 **14**
Days to sell

 **16**
Market days supply

 **27%**
Reduced their price

 **8**
Last month's ranking

5 HYUNDAI ACCENT \$10,000 at 110,000km

 **19**
Days to sell

 **21**
Market days supply

 **22%**
Reduced their price


 **1**
Last month's ranking

Bottom five

331 AUDI SQ7 \$85,000 at 75,000km

 **47**
Days to sell

 **57**
Market days supply

 **41%**
Reduced their price

 **321**
Last month's ranking

332 BMW X3 \$20,000 at 85,000km

 **47**
Days to sell

 **59**
Market days supply


 **43%**
Reduced their price

 **331**
Last month's ranking

333 LAND ROVER DISCOVERY SPORT \$34,000 at 70,000km

 **51**
Days to sell

 **58**
Market days supply


 **46%**
Reduced their price

 **326**
Last month's ranking

334 JAGUAR XF \$14,000 at 90,000km

 **53**
Days to sell

 **69**
Market days supply


 **44%**
Reduced their price

 **334**
Last month's ranking

335 AUDI A7 \$23,000 at 95,000km

 **65**
Days to sell

 **57**
Market days supply

 **51%**
Reduced their price

 **335**
Last month's ranking

BODY TYPE


DEMAND BY SHAPE AND SIZE

DECEMBER NZ VEHICLE AVERAGE

\$16,000 at 90,000km

 **29** Days to sell

 **34** Market days supply

 **33%** Reduced their price

CONSISTENT DEMAND ACROSS BODY TYPES, BUT SHRINKING INVENTORY CREATES OPPORTUNITIES TO DIVERSIFY STOCK.

1 UTILITY

\$30,000 at 110,000km

 **27**
Days to sell

 **26**
Market days supply

 **33%**
Reduced their price


= 1
Last month's ranking

2 WAGON

\$20,000 at 85,000km

 **28**
Days to sell

 **33**
Market days supply

 **32%**
Reduced their price


= 2
Last month's ranking

3 HATCHBACK

\$11,000 at 85,000km

 **28**
Days to sell

 **34**
Market days supply

 **33%**
Reduced their price


= 3
Last month's ranking

4 CONVERTIBLE

\$18,000 at 70,000km

 **29**
Days to sell

 **39**
Market days supply

 **32%**
Reduced their price


= 4
Last month's ranking

5 SUV

\$20,000 at 80,000km

 **34**
Days to sell

 **37**
Market days supply

 **33%**
Reduced their price


 **6**
Last month's ranking

6 VAN

\$17,500 at 115,000km

 **34**
Days to sell

 **37**
Market days supply

 **33%**
Reduced their price

 **8**
Last month's ranking

7 SEDAN

\$13,500 at 95,000km

 **33**
Days to sell

 **42**
Market days supply

 **32%**
Reduced their price

 **5**
Last month's ranking

8 COUPE

\$19,500 at 85,000km

 **38**
Days to sell

 **49**
Market days supply

 **30%**
Reduced their price

 **7**
Last month's ranking


FUEL TYPE


DEMAND BY FUEL TYPE

DECEMBER NZ VEHICLE AVERAGE

\$16,000 at 90,000km

 **29** Days to sell

 **34** Market days supply

 **33%** Reduced their price

AS INVENTORY DROPS BUYERS DON'T HAVE THE BENEFIT OF TIME TO MAKE A DECISION, KEEP IT FRONT OF MIND WHEN DEALING WITH ENQUIRIES.

1 DIESEL

\$28,000 at 115,000km

 **28**
Days to sell

 **29**
Market days supply

 **33%**
Reduced their price


 **2**
Last month's ranking

2 PETROL

\$14,000 at 85,000km

 **28**
Days to sell

 **33**
Market days supply

 **32%**
Reduced their price

 **1**
Last month's ranking

3 ELECTRIC

\$27,000 at 40,000km

 **33**
Days to sell

 **40**
Market days supply

 **39%**
Reduced their price


 **4**
Last month's ranking

4 HYBRID PETROL

\$14,500 at 85,000km

 **35**
Days to sell

 **42**
Market days supply

 **35%**
Reduced their price

 **3**
Last month's ranking

5 HYBRID DIESEL

\$87,500 at 10,000km

 **47**
Days to sell

 **63**
Market days supply

 **37%**
Reduced their price

 **5**
Last month's ranking

PETROL TYPE - DAYS TO SELL

28

28

33

35

47

Diesel

Petrol

Electric

Hybrid Petrol

Hybrid Diesel

DOES AGE MATTER?

DEMAND BY YEAR OF VEHICLE


2020-2022 VEHICLES ARE IN HIGH DEMAND. STOCK UP ACCORDINGLY.

DECEMBER NZ VEHICLE AVERAGE

\$16,000 at 90,000km

 **29** Days to sell

 **34** Market days supply


 **33%** Reduced their price

2 2009-2014

\$10,000 at 110,000km

 **27**
Days to sell

 **33**
Market days supply

 **33%**
Reduced their price


 **1**
Last month's ranking

4 2015-2019

\$19,000 at 90,000km

 **32**
Days to sell

 **37**
Market days supply

 **32%**
Reduced their price


 **3**
Last month's ranking

1 2020-2022

\$32,000 at 45,000km

 **28**
Days to sell

 **29**
Market days supply

 **31%**
Reduced their price


 **2**
Last month's ranking

3 2023

\$43,000 at 15,000km

 **30**
Days to sell

 **32**
Market days supply

 **34%**
Reduced their price

 **4**
Last month's ranking

5 2024

\$55,000 at 5,000km

 **46**
Days to sell

 **60**
Market days supply

 **37%**
Reduced their price

 **5**
Last month's ranking

YEAR/AGE - DAYS TO SELL

27

2009-2014

32

2015-2019

28

2020-2022

30

2023

46

2024

HOT PICKS

TOP 10 BEST SELLING CARS OVERALL


CAPITALISE ON THESE FAST-SELLING, LOW-SUPPLY VEHICLES.

DECEMBER NZ VEHICLE AVERAGE

\$16,000 at 90,000km

 **29** Days to sell

 **34** Market days supply


 **33%** Reduced their price

1 HOLDEN SPARK 2018 PETROL

\$9,500 at 35,000km

 **16**
Days to sell

 **3**
Market days supply

 **16%**
Reduced their price

 **33**
Last month's ranking

2 NISSAN TIIDA 2011 PETROL

\$5,000 at 145,000km

 **10**
Days to sell

 **14**
Market days supply

 **20%**
Reduced their price

 **6**
Last month's ranking

3 NISSAN DUALIS 2009 PETROL

\$6,000 at 155,000km

 **13**
Days to sell

 **12**
Market days supply

 **23%**
Reduced their price

 **8**
Last month's ranking

4 FORD EVEREST 2022 DIESEL

\$60,000 at 30,000km

 **15**
Days to sell

 **13**
Market days supply

 **24%**
Reduced their price

 **17**
Last month's ranking

5 MITSUBISHI OUTLANDER 2022 PETROL

\$32,000 at 45,000km

 **19**
Days to sell

 **13**
Market days supply

 **19%**
Reduced their price

 **1**
Last month's ranking

6 MITSUBISHI OUTLANDER 2021 PETROL

\$26,000 at 55,000km

 **18**
Days to sell

 **15**
Market days supply

 **23%**
Reduced their price

 **9**
Last month's ranking

7 TOYOTA YARIS CROSS 2022 PETROL

\$25,000 at 40,000km

 **21**
Days to sell

 **9**
Market days supply

 **18%**
Reduced their price

 **30**
Last month's ranking

8 SUZUKI SWIFT 2010 PETROL

\$6,000 at 135,000km

 **11**
Days to sell

 **14**
Market days supply

 **26%**
Reduced their price

 **5**
Last month's ranking

9 TOYOTA RAV4 2023 PETROL

\$37,000 at 20,000km

 **15**
Days to sell

 **10**
Market days supply

 **27%**
Reduced their price

 **4**
Last month's ranking

10 BMW 320I 2009 PETROL

\$5,500 at 115,000km

 **12**
Days to sell

 **13**
Market days supply

 **27%**
Reduced their price

 **51**
Last month's ranking

STANDARD ISSUE


MOST-LISTED VEHICLES: LAST 6 MONTHS

DECEMBER NZ VEHICLE AVERAGE

\$16,000 at 90,000km

 **29** Days to sell

 **34** Market days supply

 **33%** Reduced their price

A LOT OF PETROL HYBRIDS ARE SLOWING DOWN. DON'T GET CAUGHT OUT WITH PRICING AS THE MARKET SHIFTS.

1 FORD RANGER 2019 DIESEL

\$36,000 at 105,000km

 **29**
Days to sell

 **26**
Market days supply

 **30%**
Reduced their price


 **2**
Last month's ranking

2 TOYOTA AQUA 2012 HYBRID-PETROL

\$8,000 at 105,000km

 **25**
Days to sell

 **31**
Market days supply

 **31%**
Reduced their price


 **1**
Last month's ranking

3 FORD RANGER 2021 DIESEL

\$42,000 at 65,000km

 **27**
Days to sell

 **27**
Market days supply

 **35%**
Reduced their price

 **4**
Last month's ranking

4 TOYOTA AQUA 2013 HYBRID-PETROL

\$8,500 at 100,000km

 **25**
Days to sell

 **31**
Market days supply

 **39%**
Reduced their price

 **3**
Last month's ranking

5 TOYOTA C-HR 2017 HYBRID-PETROL

\$24,000 at 70,000km

 **41**
Days to sell

 **49**
Market days supply

 **28%**
Reduced their price


 **5**
Last month's ranking

6 TOYOTA PRIUS 2013 HYBRID-PETROL

\$10,500 at 105,000km

 **30**
Days to sell

 **45**
Market days supply

 **35%**
Reduced their price

 **6**
Last month's ranking

7 TOYOTA AQUA 2017 HYBRID-PETROL

\$12,000 at 95,000km

 **32**
Days to sell

 **36**
Market days supply

 **37%**
Reduced their price


 **9**
Last month's ranking

8 TOYOTA AQUA 2014 HYBRID-PETROL

\$9,500 at 100,000km

 **34**
Days to sell

 **48**
Market days supply

 **35%**
Reduced their price

 **8**
Last month's ranking

9 TOYOTA AQUA 2015 HYBRID-PETROL

\$11,000 at 95,000km

 **38**
Days to sell

 **45**
Market days supply

 **37%**
Reduced their price


 **7**
Last month's ranking

10 TOYOTA PRIUS 2019 HYBRID-PETROL

\$20,000 at 95,000km

 **59**
Days to sell

 **75**
Market days supply

 **39%**
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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