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THE DRIVER'S SEAT

MAY 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 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.

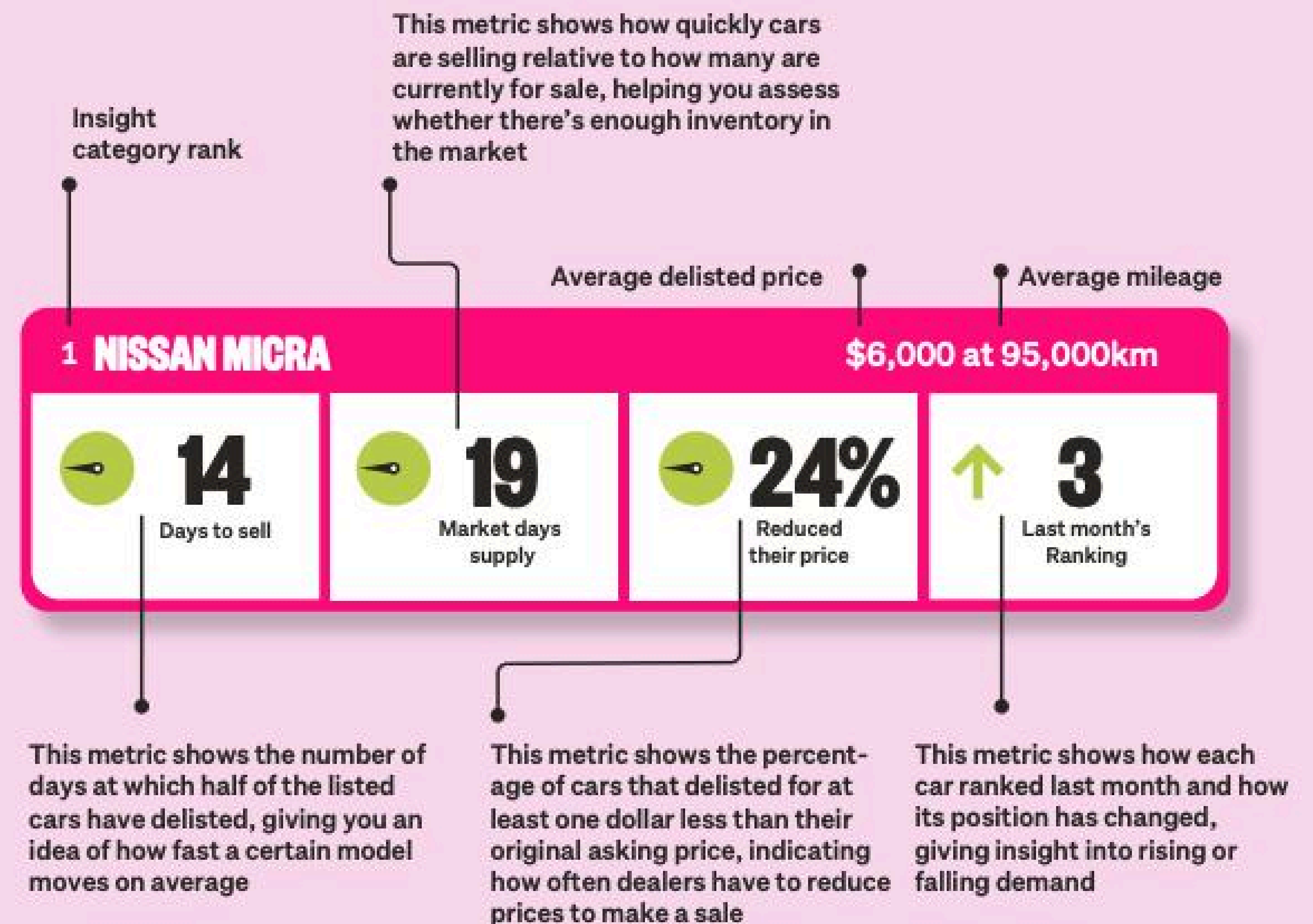
To ensure this report gives you relevant insights into the used car market in NZ we have included the following:

- 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.

WHAT THE NUMBERS TELL US

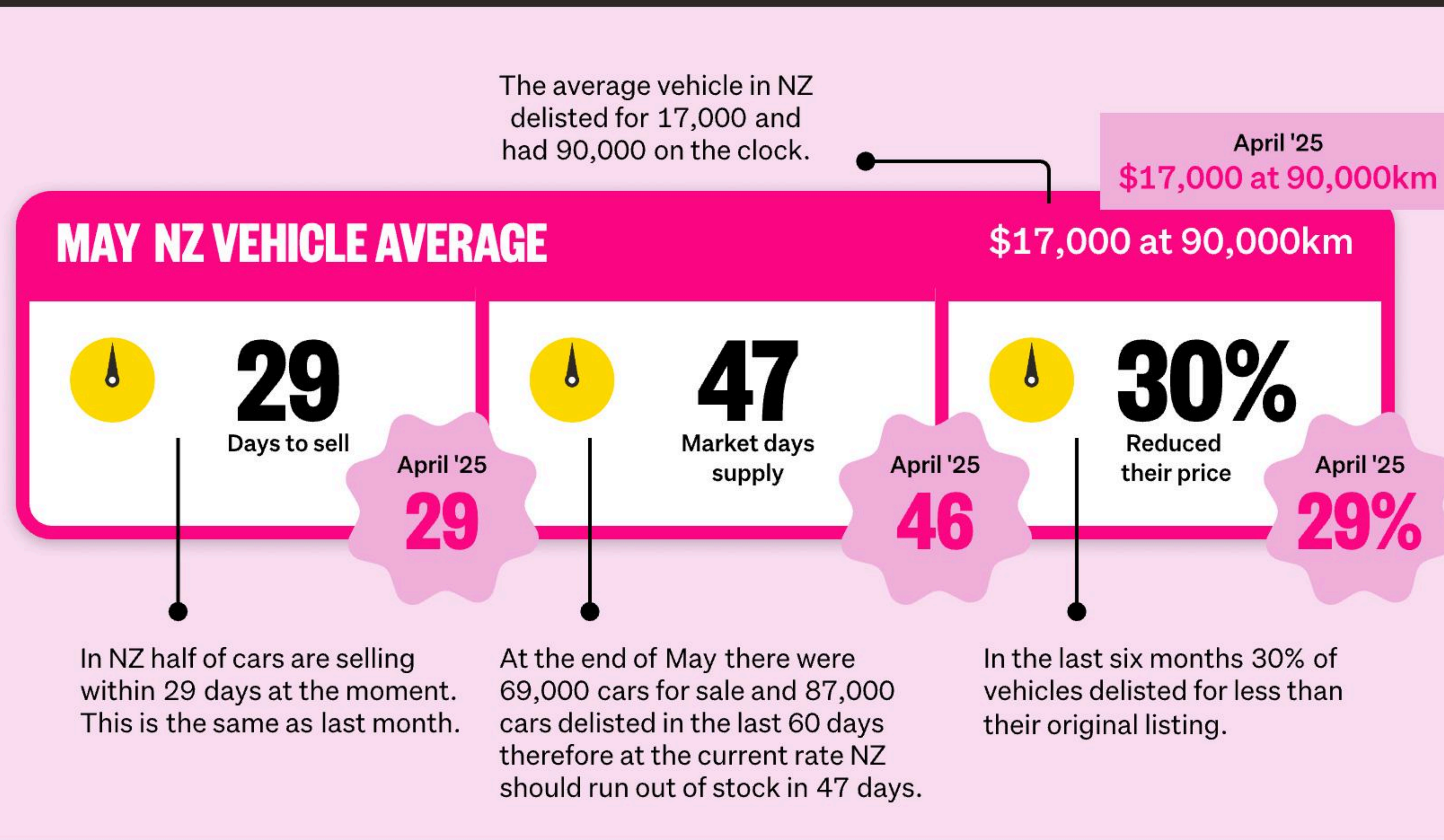
EXAMPLE INSIGHT



THE INDICATORS



MAY SUMMARY



MAKE AND MODEL

The BYD Atto 3 has firmly held its top position for three months running, consistently selling in just 8–9 days with minimal discounting. The Mercedes-Benz Sprinter also held second spot with steady performance. The Holden Spark climbed the ranks in May (ranked #3 from #8 in April). In contrast, luxury European models like the BMW 2 Series and Audi SQ5 remained at the bottom, with high days to sell (50+), oversupply, and over 40% requiring price reductions.

BODY TYPE

Utility vehicles (utes) stayed consistently dominant at the top, holding their #1 position with 24 days to sell across all three months. SUVs, on the other hand, still have high days to sell and market days supply. Body types like convertibles and coupes remained the slowest-moving categories, stuck at over 30+ days to sell and 60+ days of market supply.

FUEL TYPE

Diesel continues to lead fuel types with the fastest average days to sell and relatively low market days supply (41). Electric vehicles (EVs) maintained their average time to sell of just 27 days but supply has increased. Hybrid diesel is consistently the worst performer—taking 48 days to sell in May, up from 43 in April and March—combined with the highest price reductions (38% in May).

DOES AGE MATTER?

Vehicles from 2021–2023 continue to be the sweet spot, with only 26 days to sell in May, consistent with March and April, and the lowest discounting (28%). Almost all year ranges grew in market days supply signalling additional stock arriving on the market.

HOT PICKS




Toyota continues to dominate—RAV4 variants alone held 3 of the top 10 spots in May. The Toyota Corolla appears across multiple years, highlighting strong, ongoing appeal. Budget-friendly picks like the Honda Fit 2010 and Ford Focus 2013 surged into the top 5 in May. May also saw newer variants like Kia Stonic 2024 enter the list with strong turnover (21 days to sell, 17 MDS).

STANDARD ISSUE

The Toyota Aqua series (2012–2016) continues to flood listings, with five variants in May's top 10 most-listed vehicles. However, these models are seeing high market days supply (up to 58) and require price cuts around 30% to sell. Ford Ranger 2021 Diesel remains the best of the bunch with 26 days to sell and relatively low discounting.





















MAKE & MODEL

BEST & WORST PERFORMING CAR MODELS





















MAY NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 47 Market days	 30% Reduced their price	

COMPACT AND COMMERCIAL MODELS LEAD IN SPEED, WHILE LUXURY STOCK LINGERS UNDER HEAVY DISCOUNTING.

Top five




1 BYD ATTO 3 \$37,000 at 25,000km			
 8 Days to sell	 18 Market days supply	 16% Reduced their price	 1 Last month's ranking
2 MERCEDES-BENZ SPRINTER \$60,000 at 95,000km			
 12 Days to sell	 24 Market days supply	 16% Reduced their price	 2 Last month's ranking
3 HOLDEN SPARK \$9,000 at 70,000km			
 14 Days to sell	 17 Market days supply	 24% Reduced their price	 8 Last month's ranking
4 KIA SELTOS \$26,000 at 35,000km			
 17 Days to sell	 30 Market days supply	 21% Reduced their price	 4 Last month's ranking
5 HYUNDAI IONIQ \$22,000 at 30,000km			
 17 Days to sell	 28 Market days supply	 24% Reduced their price	 3 Last month's ranking

Bottom five

























331 MERCEDES-BENZ GLE-CLASS \$73,000 at 60,000km			
 51 Days to sell	 77 Market days supply	 41% Reduced their price	 328 Last month's ranking
332 BMW 2 SERIES \$21,000 at 70,000km			
 55 Days to sell	 72 Market days supply	 45% Reduced their price	 335 Last month's ranking
333 JAGUAR XE \$22,000 at 75,000km			
 65 Days to sell	 86 Market days supply	 38% Reduced their price	 311 Last month's ranking
334 AUDI SQ5 \$33,000 at 90,000km			
 46 Days to sell	 94 Market days supply	 46% Reduced their price	 332 Last month's ranking
335 SKODA KAROQ \$26,000 at 55,000km			
 55 Days to sell	 127 Market days supply	 39% Reduced their price	 323 Last month's ranking

BODY TYPE

DEMAND BY SHAPE AND SIZE




MAY NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 47 Market days	 30% Reduced their price	

UTES STAY IN POLE POSITION, BUT SUVs ARE STALLING UNDER RISING SUPPLY PRESSURE.





















<div><div>1</div><div>UTILITY</div><div>\$32,000 at 110,000km</div></div> <div><div> 24 Days to sell</div><div> 40 Market days supply</div><div> 28% Reduced their price</div><div><div>=</div><div>1 Last month's ranking</div></div></div>	<div><div>5</div><div>SEDAN</div><div>\$14,500 at 95,000km</div></div> <div><div> 34 Days to sell</div><div> 51 Market days supply</div><div> 31% Reduced their price</div><div><div>=</div><div>5 Last month's ranking</div></div></div>
<div><div>2</div><div>HATCHBACK</div><div>\$11,000 at 85,000km</div></div> <div><div> 28 Days to sell</div><div> 47 Market days supply</div><div> 30% Reduced their price</div><div><div>↑</div><div>3 Last month's ranking</div></div></div>	<div><div>6</div><div>SUV</div><div>\$24,000 at 80,000km</div></div> <div><div> 36 Days to sell</div><div> 54 Market days supply</div><div> 30% Reduced their price</div><div><div>=</div><div>6 Last month's ranking</div></div></div>
<div><div>3</div><div>WAGON</div><div>\$21,000 at 85,000km</div></div> <div><div> 29 Days to sell</div><div> 48 Market days supply</div><div> 29% Reduced their price</div><div><div>↓</div><div>2 Last month's ranking</div></div></div>	<div><div>7</div><div>CONVERTIBLE</div><div>\$14,000 at 85,000km</div></div> <div><div> 33 Days to sell</div><div> 61 Market days supply</div><div> 30% Reduced their price</div><div><div>=</div><div>7 Last month's ranking</div></div></div>
<div><div>4</div><div>VAN</div><div>\$18,000 at 110,000km</div></div> <div><div> 31 Days to sell</div><div> 46 Market days supply</div><div> 30% Reduced their price</div><div><div>=</div><div>4 Last month's ranking</div></div></div>	<div><div>8</div><div>COUPE</div><div>\$21,000 at 80,000km</div></div> <div><div> 43 Days to sell</div><div> 61 Market days supply</div><div> 33% Reduced their price</div><div><div>=</div><div>8 Last month's ranking</div></div></div>

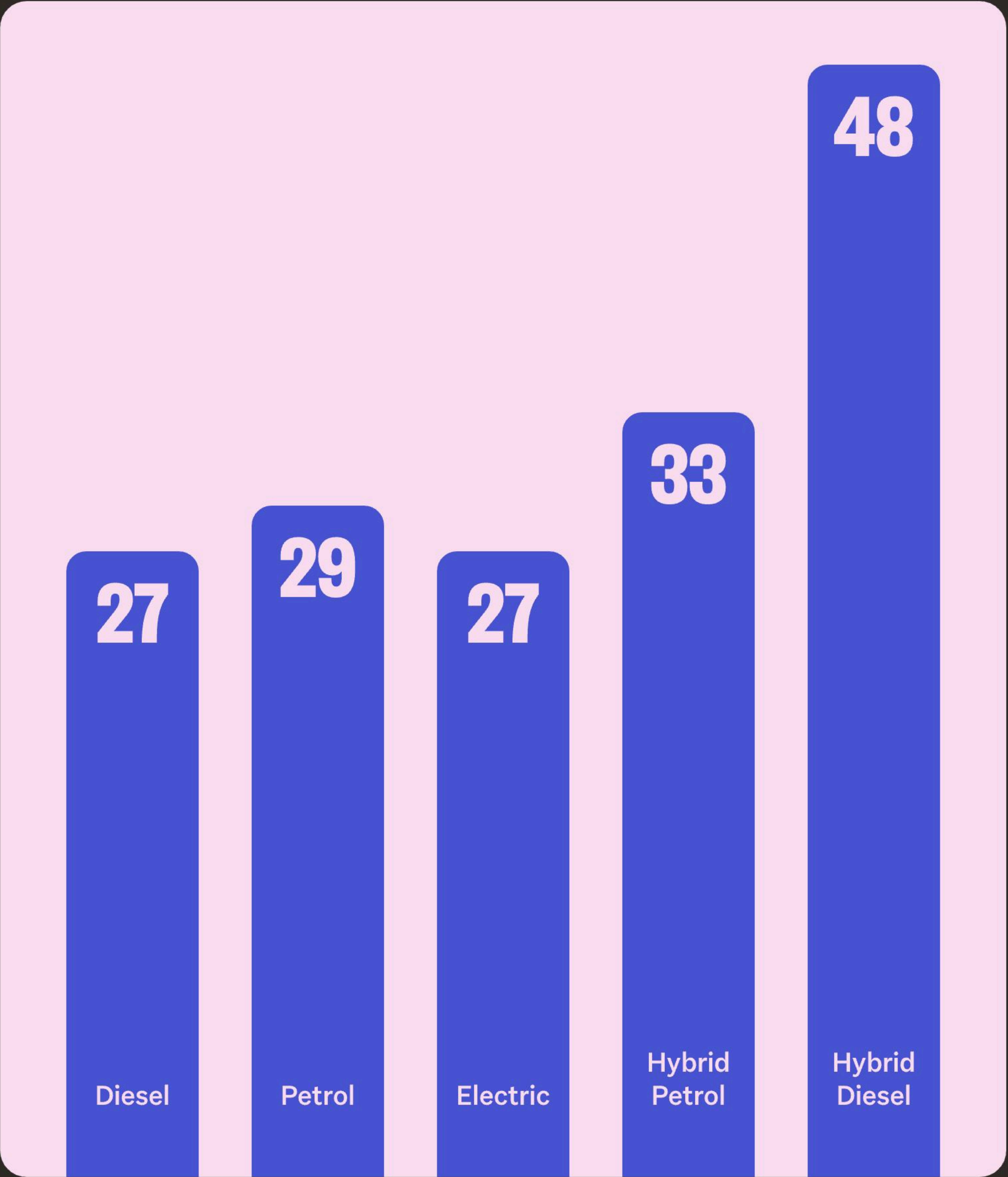
FUEL TYPE

DEMAND BY FUEL TYPE

MAY NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29	Days to sell	 47	Market days
 30%	Reduced their price		

DIESEL DELIVERS FASTEST SALES—HYBRID DIESELS LAG WITH SLOW TURNS AND STEEP DISCOUNTS.

1 DIESEL	\$29,000 at 115,000km		
 27	Days to sell	 41	Market days supply
 30%	Reduced their price	 =	1 Last month's ranking
2 PETROL	\$15,000 at 85,000km		
 29	Days to sell	 47	Market days supply
 30%	Reduced their price	 =	2 Last month's ranking
3 ELECTRIC	\$25,500 at 45,000km		
 27	Days to sell	 42	Market days supply
 31%	Reduced their price	 =	3 Last month's ranking
4 HYBRID-PETROL	\$15,000 at 85,000km		
 33	Days to sell	 54	Market days supply
 30%	Reduced their price	 =	4 Last month's ranking
5 HYBRID-DIESEL	\$69,000 at 15,000km		
 48	Days to sell	 74	Market days supply
 38%	Reduced their price	 =	5 Last month's ranking





DOES AGE MATTER?


DEMAND BY YEAR OF VEHICLE

MAY NZ VEHICLE AVERAGE





















\$17,000 at 90,000km

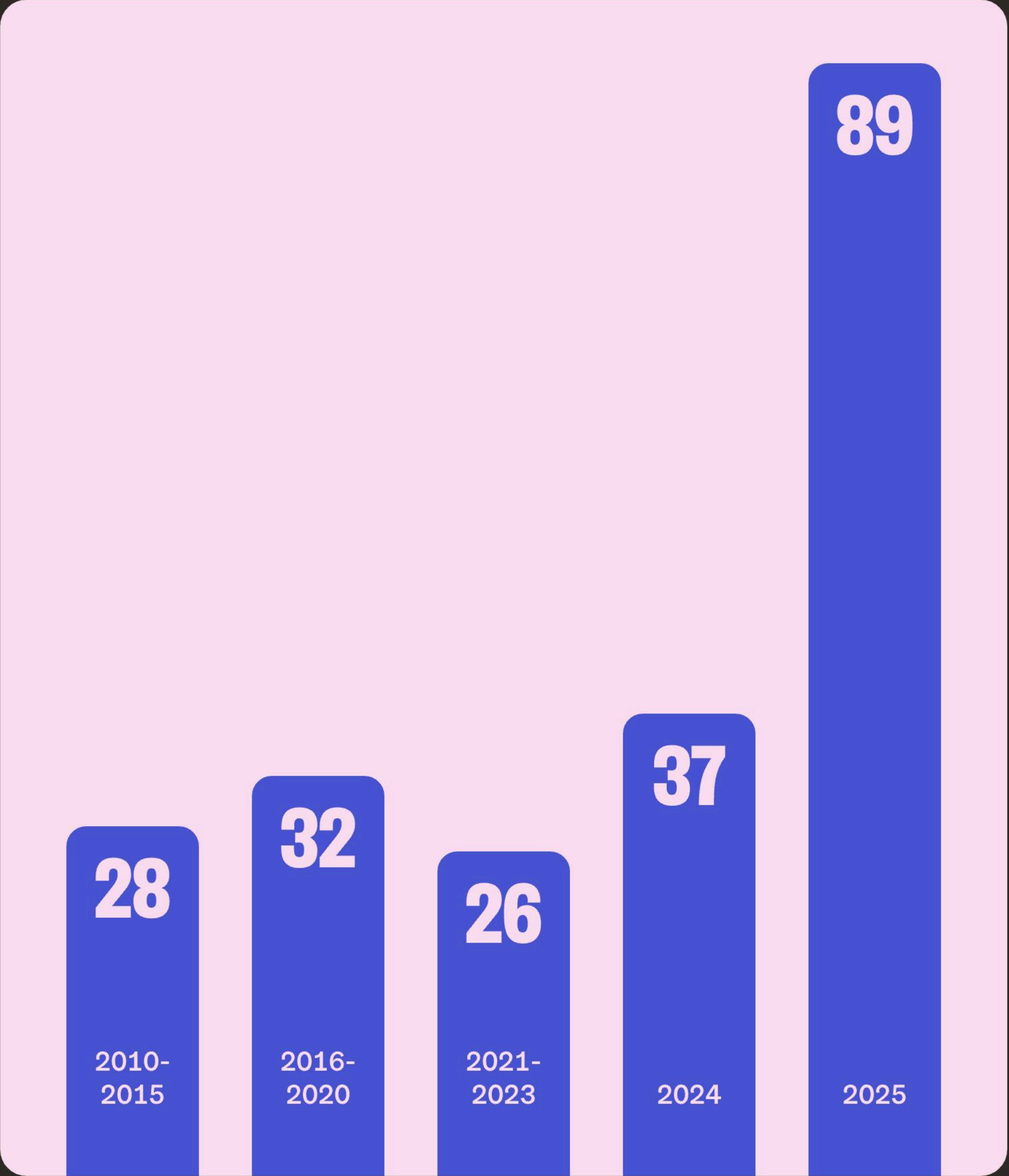
 29 Days to sell

 47 Market days

 30% Reduced their price




LATE MODEL (2021-23) CARS REMAIN THE QUICKEST TO SELL—2025S SIT IDLE DESPITE THEIR SHINE.

2	2010-2015	\$11,000 at 110,000km	<div> 28 Days to sell</div>	<div> 45 Market days supply</div>	<div> 31% Reduced their price</div>	<div> 2 Last month's ranking</div>
3	2016-2020	\$22,000 at 85,000km	<div> 32 Days to sell</div>	<div> 51 Market days supply</div>	<div> 29% Reduced their price</div>	<div> 3 Last month's ranking</div>
1	2021-2023	\$36,000 at 40,000km	<div> 26 Days to sell</div>	<div> 43 Market days supply</div>	<div> 28% Reduced their price</div>	<div> 1 Last month's ranking</div>
4	2024	\$52,000 at 10,000km	<div> 37 Days to sell</div>	<div> 55 Market days supply</div>	<div> 31% Reduced their price</div>	<div> 4 Last month's ranking</div>
5	2025	\$58,000 at 1,000km	<div> 89 Days to sell</div>	<div> 104 Market days supply</div>	<div> 34% Reduced their price</div>	<div> 5 Last month's ranking</div>











































HOT PICKS

TOP 10 BEST SELLING CARS OVERALL




MAY NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29	Days to sell	 47	Market days
 30%	Reduced their price		

TOYOTA REIGNS SUPREME—HOT SELLERS BLEND AFFORDABILITY WITH BRAND TRUST.









































<div>1</div> <div>TOYOTA RAV4 2019 PETROL</div> <div>\$29,000 at 80,000km</div> <div> 12</div> <div>Days to sell</div> <div> 20</div> <div>Market days supply</div> <div> 17%</div> <div>Reduced their price</div> <div> 1</div> <div>Last month's ranking</div>	<div>6</div> <div>TOYOTA RAV4 2018 PETROL</div> <div>\$22,000 at 125,000km</div> <div> 16</div> <div>Days to sell</div> <div> 25</div> <div>Market days supply</div> <div> 18%</div> <div>Reduced their price</div> <div> 4</div> <div>Last month's ranking</div>
<div>2</div> <div>HONDA FIT 2010 PETROL</div> <div>\$5,500 at 125,000km</div> <div> 12</div> <div>Days to sell</div> <div> 23</div> <div>Market days supply</div> <div> 19%</div> <div>Reduced their price</div> <div> 2</div> <div>Last month's ranking</div>	<div>7</div> <div>TOYOTA RAV4 2023 PETROL</div> <div>\$36,000 at 25,000km</div> <div> 15</div> <div>Days to sell</div> <div> 23</div> <div>Market days supply</div> <div> 22%</div> <div>Reduced their price</div> <div> 3</div> <div>Last month's ranking</div>
<div>3</div> <div>TOYOTA COROLLA 2021 PETROL</div> <div>\$23,500 at 45,000km</div> <div> 17</div> <div>Days to sell</div> <div> 22</div> <div>Market days supply</div> <div> 13%</div> <div>Reduced their price</div> <div> 8</div> <div>Last month's ranking</div>	<div>8</div> <div>TOYOTA HILUX 2020 DIESEL</div> <div>\$42,500 at 90,000km</div> <div> 18</div> <div>Days to sell</div> <div> 23</div> <div>Market days supply</div> <div> 22%</div> <div>Reduced their price</div> <div> 24</div> <div>Last month's ranking</div>
<div>4</div> <div>HYUNDAI IX35 2015 PETROL</div> <div>\$13,500 at 115,000km</div> <div> 17</div> <div>Days to sell</div> <div> 20</div> <div>Market days supply</div> <div> 18%</div> <div>Reduced their price</div> <div> 14</div> <div>Last month's ranking</div>	<div>9</div> <div>TOYOTA COROLLA 2022 PETROL</div> <div>\$24,000 at 45,000km</div> <div> 15</div> <div>Days to sell</div> <div> 29</div> <div>Market days supply</div> <div> 16%</div> <div>Reduced their price</div> <div> 15</div> <div>Last month's ranking</div>
<div>5</div> <div>FORD FOCUS 2013 PETROL</div> <div>\$8,000 at 120,000km</div> <div> 13</div> <div>Days to sell</div> <div> 21</div> <div>Market days supply</div> <div> 22%</div> <div>Reduced their price</div> <div> 40</div> <div>Last month's ranking</div>	<div>10</div> <div>KIA STONIC 2024 PETROL</div> <div>\$24,500 at 20,000km</div> <div> 21</div> <div>Days to sell</div> <div> 17</div> <div>Market days supply</div> <div> 16%</div> <div>Reduced their price</div> <div> 13</div> <div>Last month's ranking</div>

STANDARD ISSUE

MOST-LISTED VEHICLES: LAST 6 MONTHS

MAY NZ VEHICLE AVERAGE			\$17,000 at 90,000km
 29 Days to sell	 47 Market days	 30% Reduced their price	

AQUA OVERSUPPLY DEMANDS DEEP CUTS—RANGERS HOLD STEADY IN VOLUME AND PACE.

<div>1 TOYOTA AQUA 2013 HYBRID-PETROL</div> <div>\$8,500 at 105,000km</div> <div> 24 Days to sell</div> <div> 38 Market days supply</div> <div> 30% Reduced their price</div> <div> 3 Last month's ranking</div>	<div>6 TOYOTA AQUA 2016 HYBRID-PETROL</div> <div>\$11,500 at 95,000km</div> <div> 29 Days to sell</div> <div> 58 Market days supply</div> <div> 29% Reduced their price</div> <div> 8 Last month's ranking</div>
<div>2 TOYOTA AQUA 2012 HYBRID-PETROL</div> <div>\$8,000 at 105,000km</div> <div> 23 Days to sell</div> <div> 38 Market days supply</div> <div> 33% Reduced their price</div> <div> 1 Last month's ranking</div>	<div>7 MAZDA AXELA 2014 PETROL</div> <div>\$15,000 at 80,000km</div> <div> 39 Days to sell</div> <div> 64 Market days supply</div> <div> 26% Reduced their price</div> <div> 5 Last month's ranking</div>
<div>3 TOYOTA AQUA 2014 HYBRID-PETROL</div> <div>\$9,500 at 95,000km</div> <div> 30 Days to sell</div> <div> 45 Market days supply</div> <div> 27% Reduced their price</div> <div> 4 Last month's ranking</div>	<div>8 TOYOTA PRIUS 2012 HYBRID-PETROL</div> <div>\$9,500 at 115,000km</div> <div> 28 Days to sell</div> <div> 44 Market days supply</div> <div> 37% Reduced their price</div> <div> 9 Last month's ranking</div>
<div>4 FORD RANGER 2021 DIESEL</div> <div>\$40,000 at 75,000km</div> <div> 26 Days to sell</div> <div> 45 Market days supply</div> <div> 31% Reduced their price</div> <div> 2 Last month's ranking</div>	<div>9 TOYOTA COROLLA 2019 HYBRID-PETROL</div> <div>\$20,000 at 85,000km</div> <div> 41 Days to sell</div> <div> 51 Market days supply</div> <div> 33% Reduced their price</div> <div> NA Last month's ranking</div>
<div>5 TOYOTA AQUA 2015 HYBRID-PETROL</div> <div>\$11,000 at 100,000km</div> <div> 30 Days to sell</div> <div> 47 Market days supply</div> <div> 29% Reduced their price</div> <div> 7 Last month's ranking</div>	<div>10 TOYOTA C-HR 2017 HYBRID-PETROL</div> <div>\$24,000 at 75,000km</div> <div> 55 Days to sell</div> <div> 77 Market days supply</div> <div> 32% Reduced their price</div> <div> 10 Last month's ranking</div>

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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