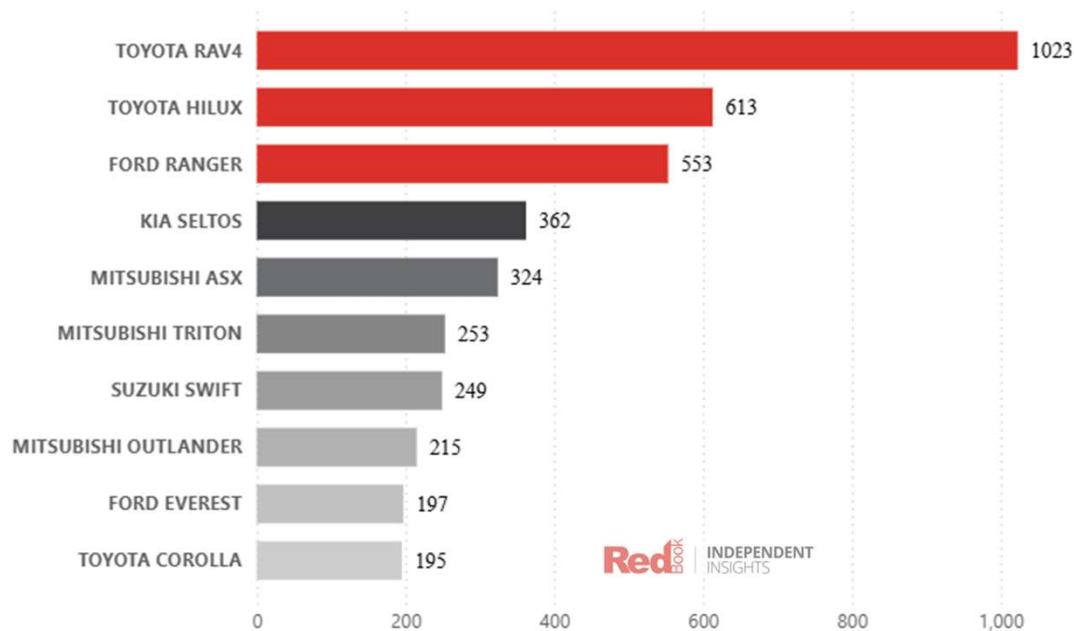


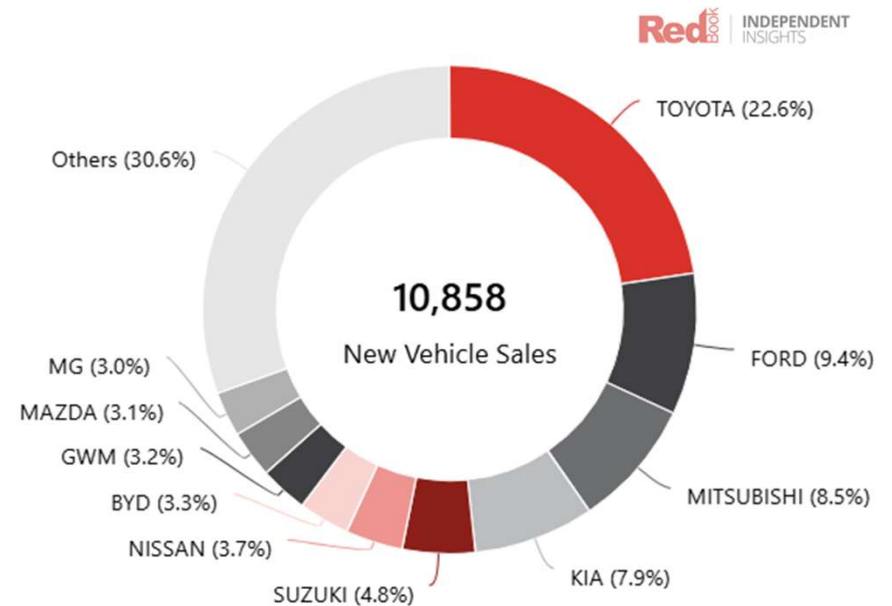
Jan 25

Top Sellers & Market Share

Top 10 Sellers - Jan 2025



Market Share by Brand (Top 10) - Jan 2025



Top Sellers

1. Toyota RAV4 Leads: The Toyota RAV4 tops the chart with 1,023 units sold, leading the market.

2. Toyota Hilux and Ford Ranger Follow: Toyota Hilux (613 units) and Ford Ranger (553 units) remain strong contenders.

Market Share

1. Toyota Dominates: Toyota continues to hold the largest market share at 22.6%.

2. Ford and Mitsubishi Compete: Ford holds No.2 position with 9.4%, Mitsubishi follows with 8.5%.

Jan 25

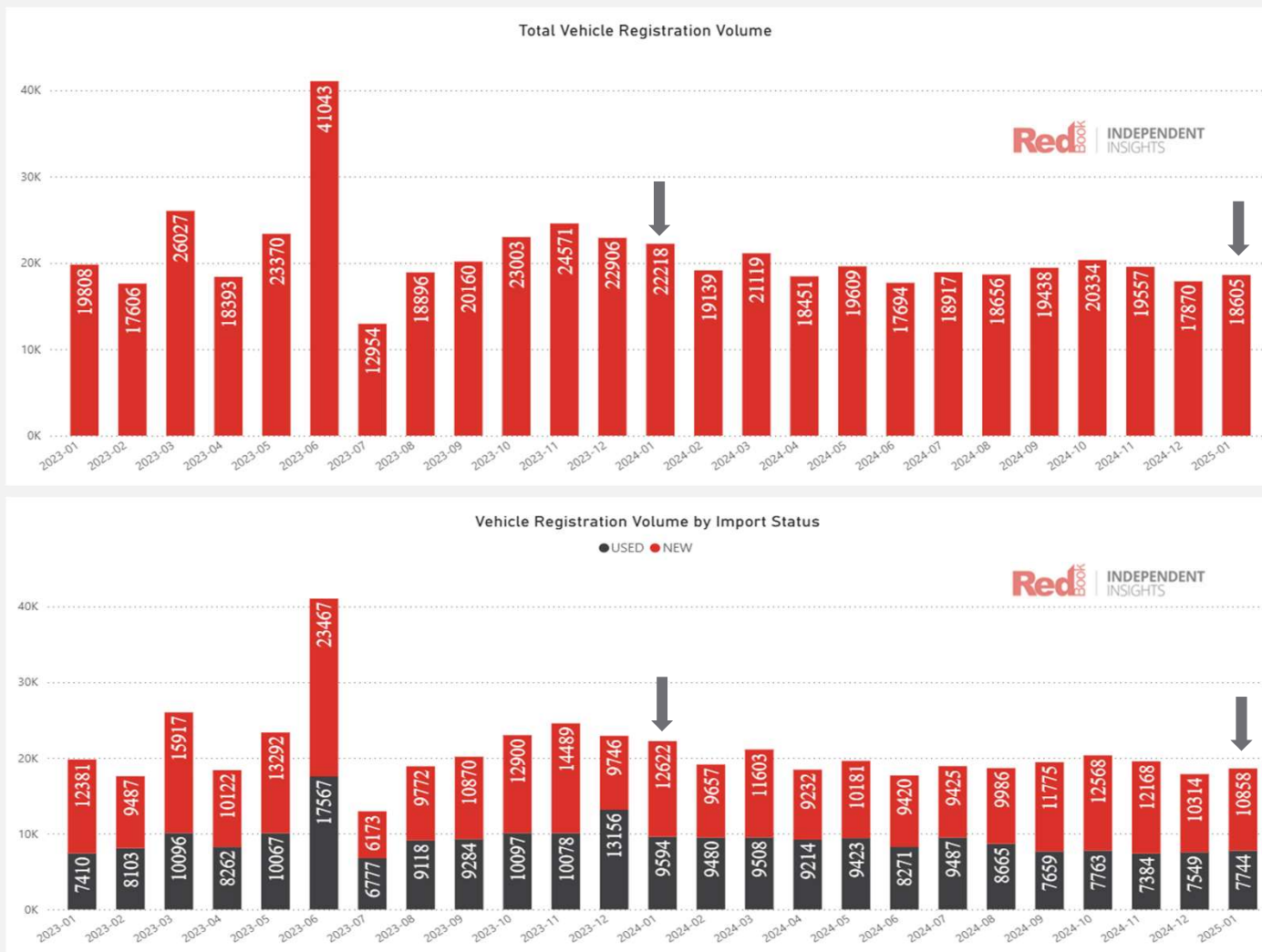
NZ New Car Sales Trend

Market Trend

1. Slightly up – Compared to December 2024, new registrations rose by 5%, and used registrations increased by 3%.

2. New registrations down 14% – Compared to the same month last year, new registrations decreased by 14%.

3. Used Registrations Down 19% – Compared to the same month last year, used registrations dropped by 19%.

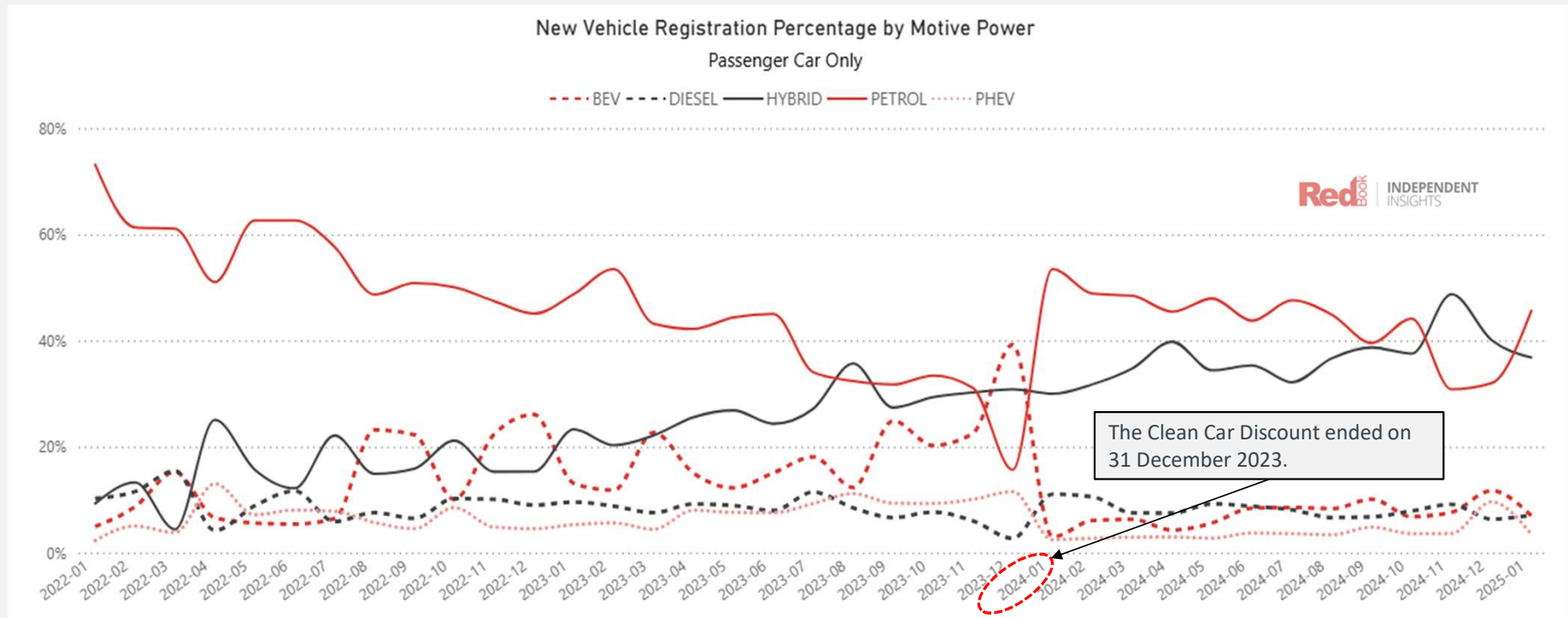


Jan 25

New Car Sales Trend by Motive Power

RedBook

INDEPENDENT
INSIGHTS



Insights

1. Hybrid Declines, While Petrol Sees a Rebound: In January 2025, the proportion of hybrid registrations decreased significantly, while petrol registrations rebounded to levels similar to those seen in Q3 2024.

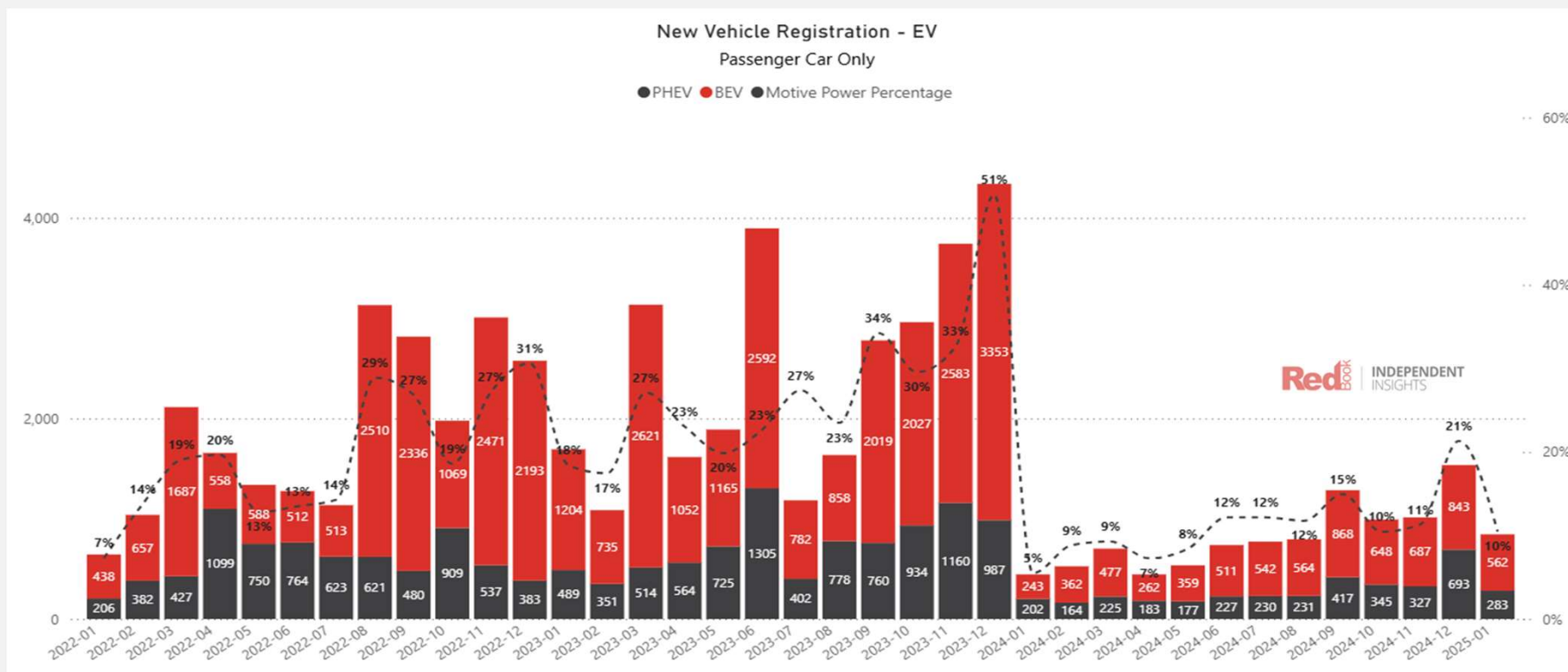
2. EV Registrations See a Dip: Both BEV and PHEV registrations decreased compared to the previous month. However, they are still showing an overall upward trend compared to the significant drop at the beginning of 2024 caused by the termination of the CCD.

Jan 25

EV New Car Sales Percentage

RedBook

INDEPENDENT
INSIGHTS



Insights

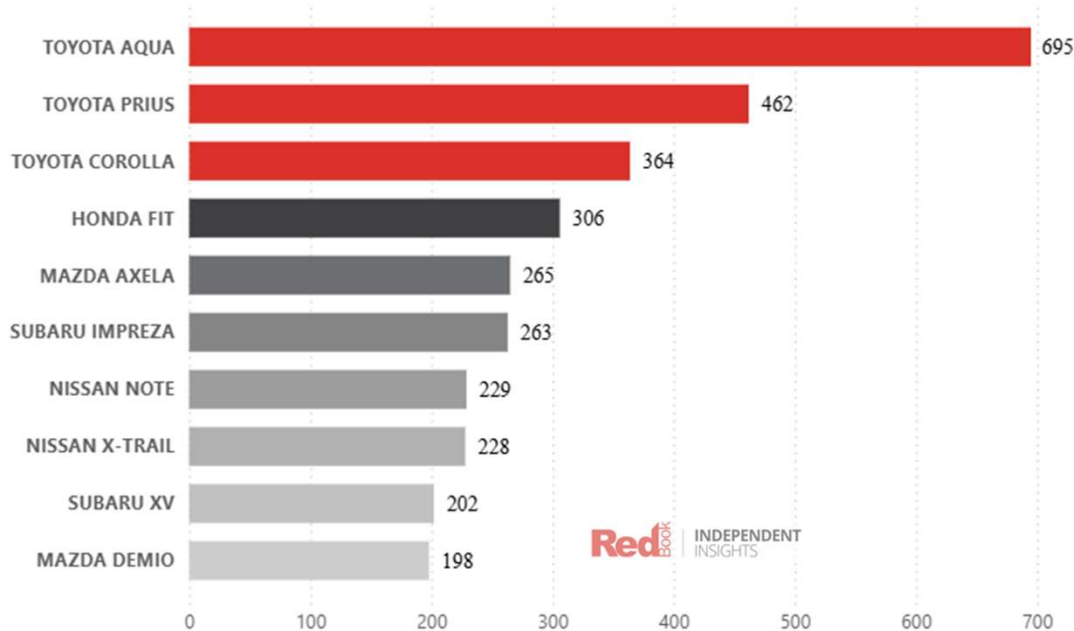
1. EV's fight back continues : Even though both BEV and PHEV registrations decreased compared to the previous month, they are still showing an overall upward trend compared to the same period last year. The top-selling models in January 2025 included the BYD Atto 3, GWM Ora, Nissan Leaf, KGM Torres EVX, and Polestar 2.

Jan 25

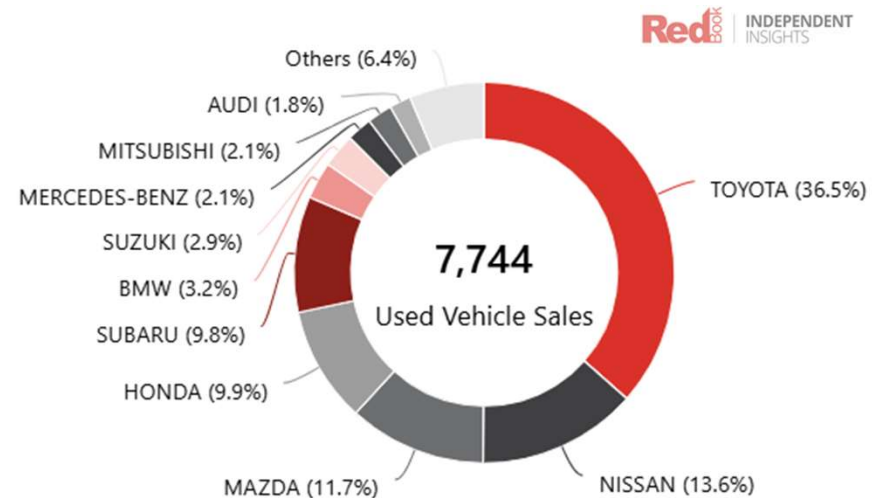
Used Car Top Sellers & Market Share

RedBook | INDEPENDENT
INSIGHTS

Top 10 Sellers - Jan 2025



Market Share by Brand (Top 10) - Jan 2025



Top Sellers

- 1. Toyota's Prominence:** Toyota models, including the Aqua, Prius and Corolla, are among the most registered.
- 2. Hybrids Dominance:** Nearly half of the list above is made up of hybrids or low petrol usage vehicles.

Market Share

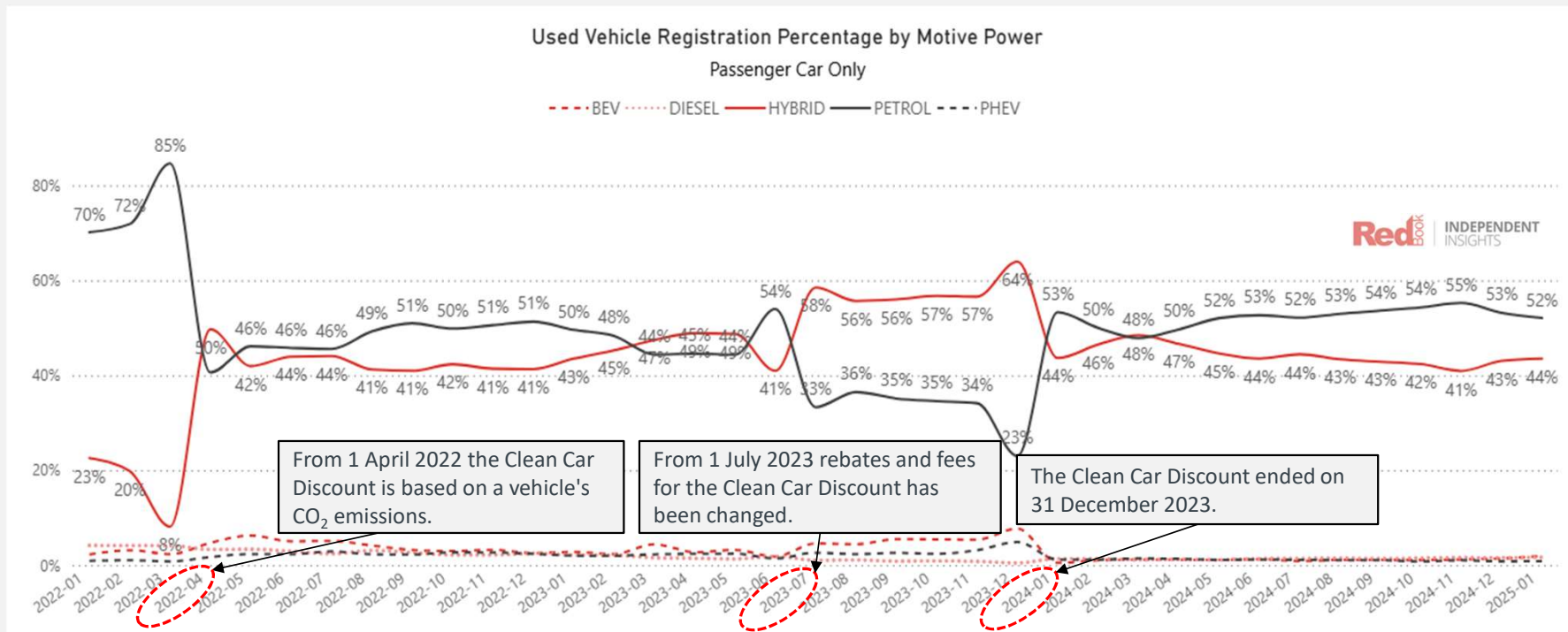
- 1. Hybrids Keep Ahead:** Toyota has a commanding lead over used car registrations due to their hybrid range of vehicles.
- 2. Leaders remain:** Not a lot of change in the mix of cars coming in, just less of them.

Jan 25

Used Car Sales Trend by Motive Power

Red Book

INDEPENDENT
INSIGHTS



Insights

- 1. Petrol holds above 52%:** Petrol vehicles remain above 52%, though slightly down from previous months.
- 2. Hybrid vehicles increase slightly to 44%:** Despite no incentives under the rebate scheme, the proportion of hybrid registrations has been consistently falling. However, the last two months have seen a slight recovery.
- 3. BEV and PHEV Remain Marginal:** BEV and PHEV registrations continue to make up a small fraction of the total.

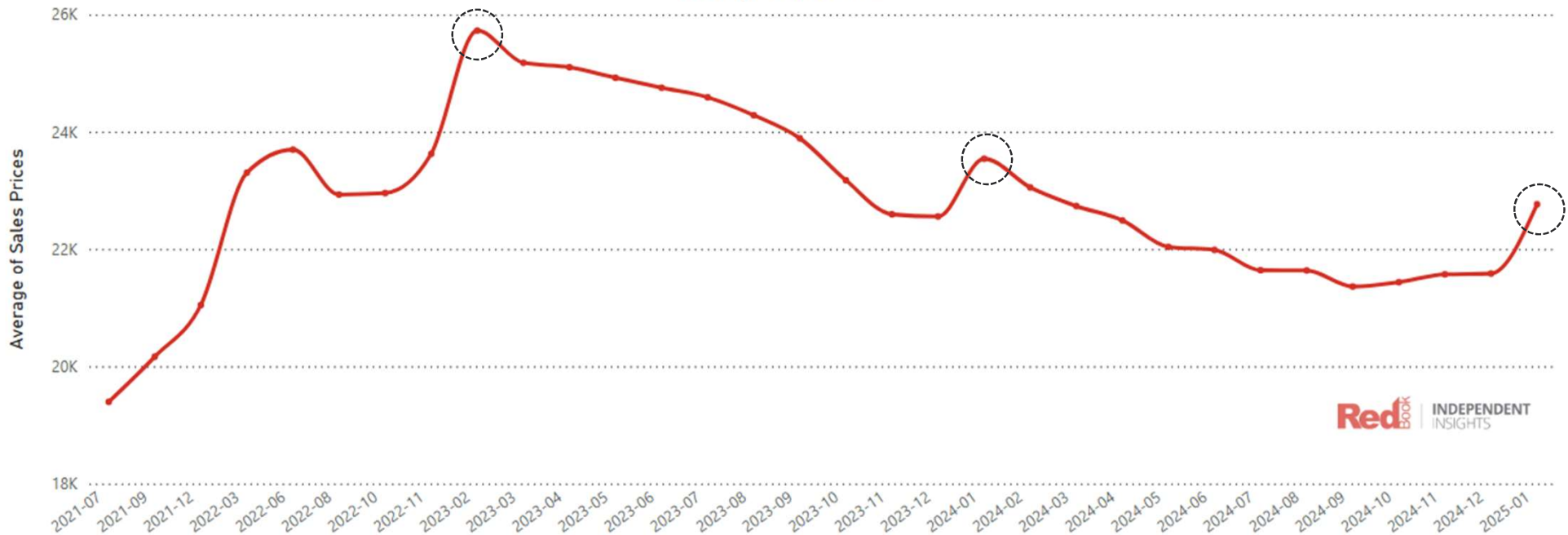
Jan 25

Used Vehicle Price Index

RedBook

INDEPENDENT
INSIGHTS

Average Sales Price



RedBook | INDEPENDENT
INSIGHTS

Price Index

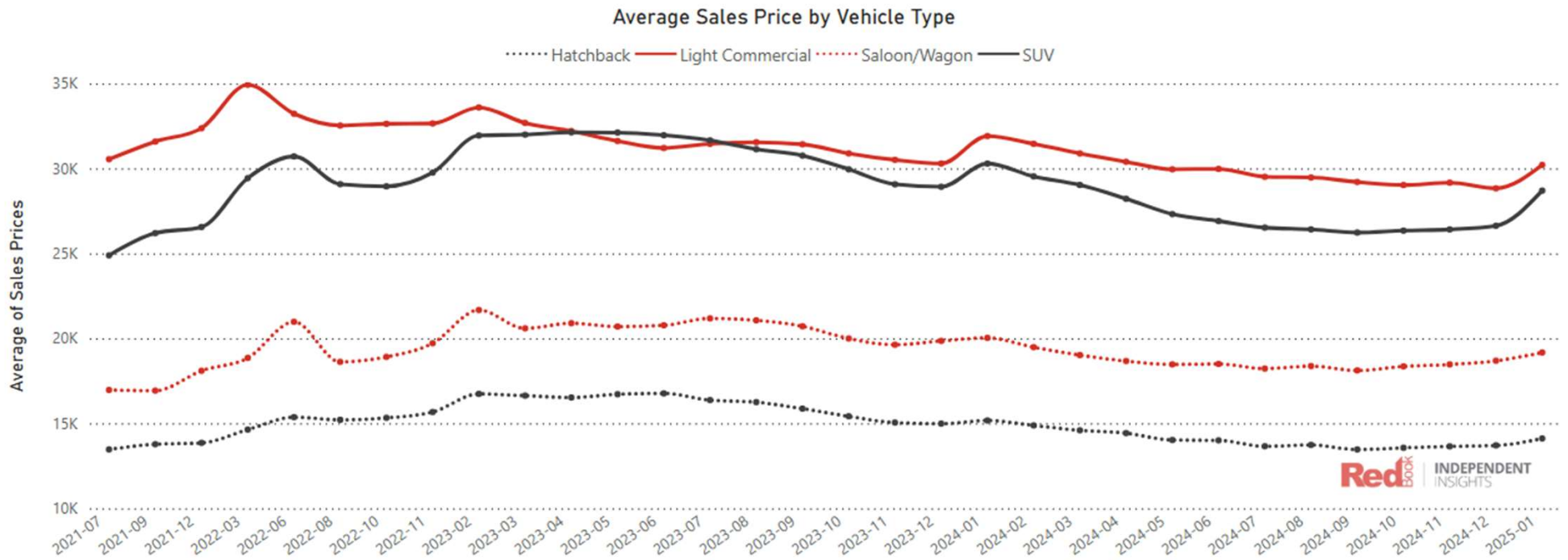
- Sales Prices Up:** January 2025 showed higher used car prices, mainly reflecting lower post-holiday business supply and New Year buyers' demand. While current prices show recovery from 2024's softer market, they remain significantly below the peaks of 2023 and 2024. The trend may stabilize as more inventory enters the market in coming months.

Jan 25

Used Vehicle Price Index by Type

RedBook

INDEPENDENT
INSIGHTS



RedBook INDEPENDENT
INSIGHTS

Price Index

1. In January 2025, all vehicle types saw a price increase compared to previous months, especially light commercial vehicles and SUVs.