Red Book | INDEPENDENT INSIGHTS

DATA & INSIGHTS

OCTOBER 2026

MONTHLY

MARKET UPDATE

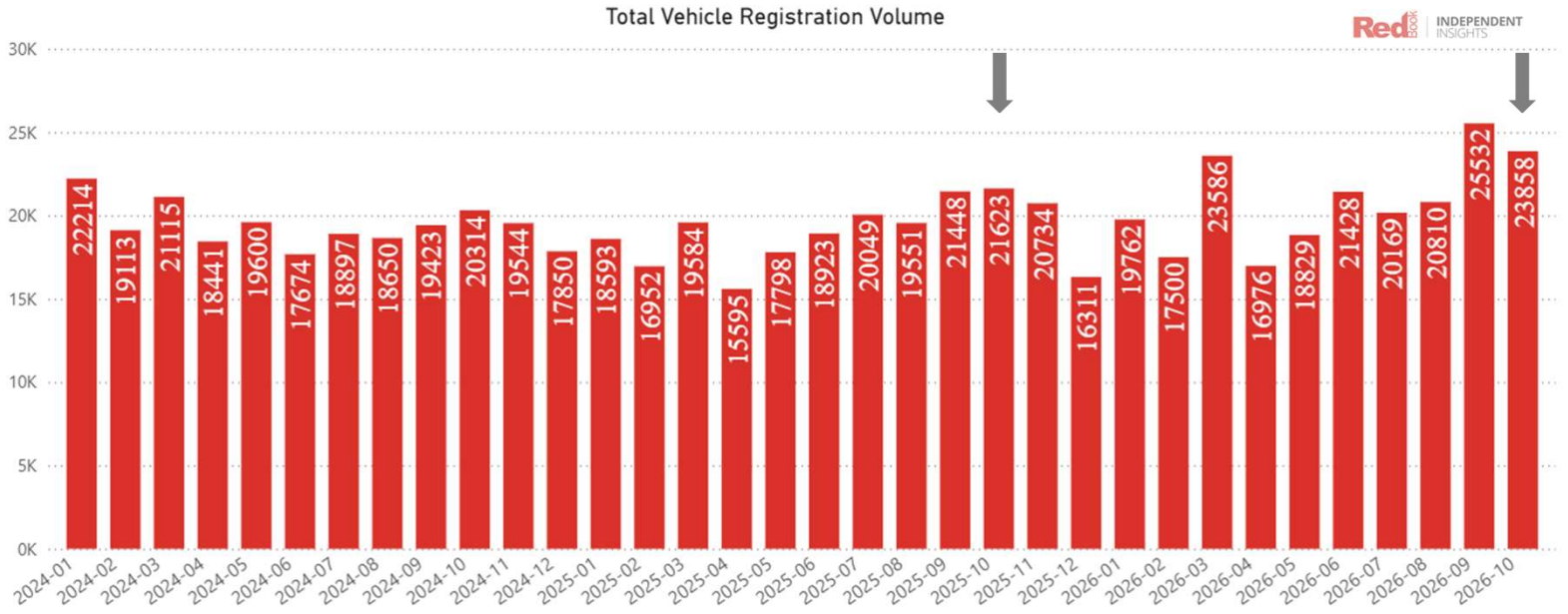
NZ new and used vehicle registrations, electrification, market share and used vehicle price index trends.



IN THIS ISSUE

- NZ Market Overview
- Electrification & Motive Power
- Market Share Trends
- Used Vehicle Price Index

NZ Overall Car Registrations Trend



KEY INSIGHTS

October Eases

Total registrations eased 6.6% MoM to 23,858, following September's peak.

YoY Growth Continues

Registrations were 10.3% above October 2025, with both new and used markets higher.

Source: RedBook Insights

Red Book | INDEPENDENT INSIGHTS

DATA & INSIGHTS

OCTOBER 2026

CHAPTER 1

NEW MARKET

New registrations eased in October after September's peak, while rental demand remained strong at over 5,000 vehicles. RAV4 led monthly sales and Toyota retained its brand lead. Haval H6 and BYD ATTO 2 featured in the monthly top 10.



-11% MoM
New regs down MoM.

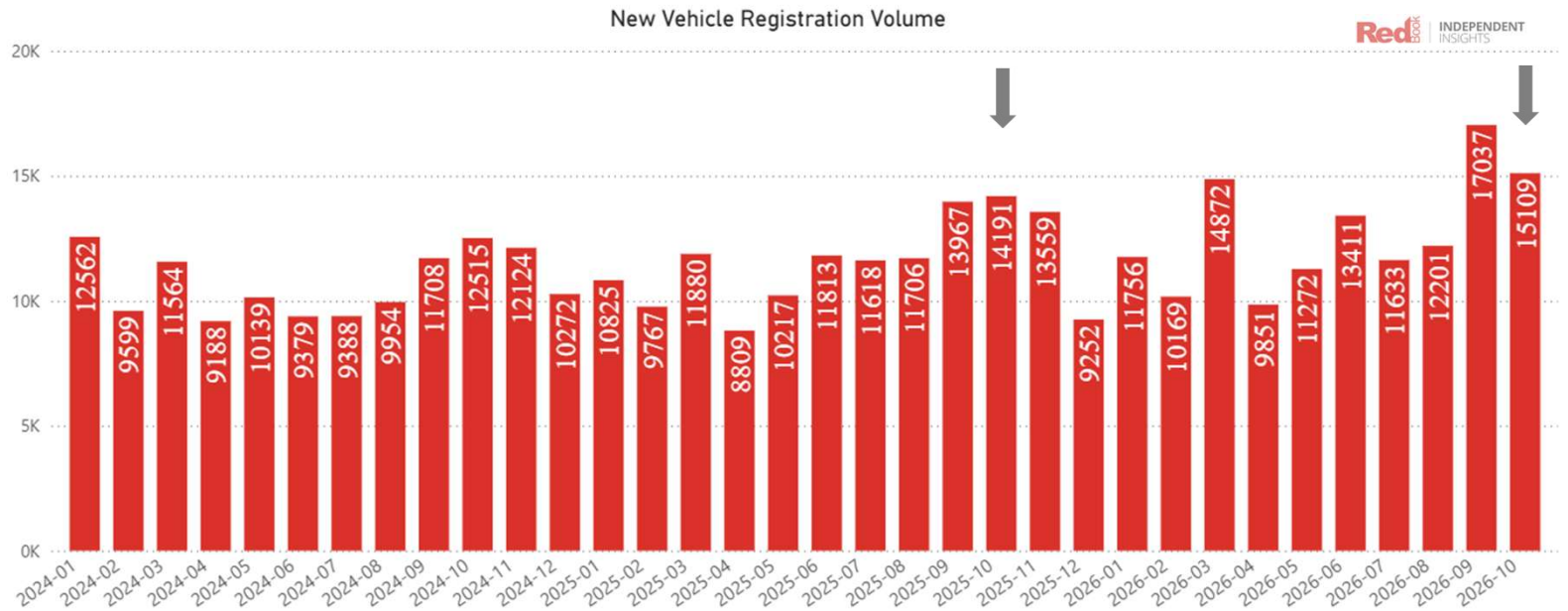
+6.5% YoY
New market higher YoY.

1,174
RAV4 led October model sales.

NEW MARKET

OCTOBER 2026

NZ New Car Sales Trend



KEY INSIGHTS

October Pullback

New registrations fell 11.3% MoM to 15,109 after September's peak.

Above Last Year

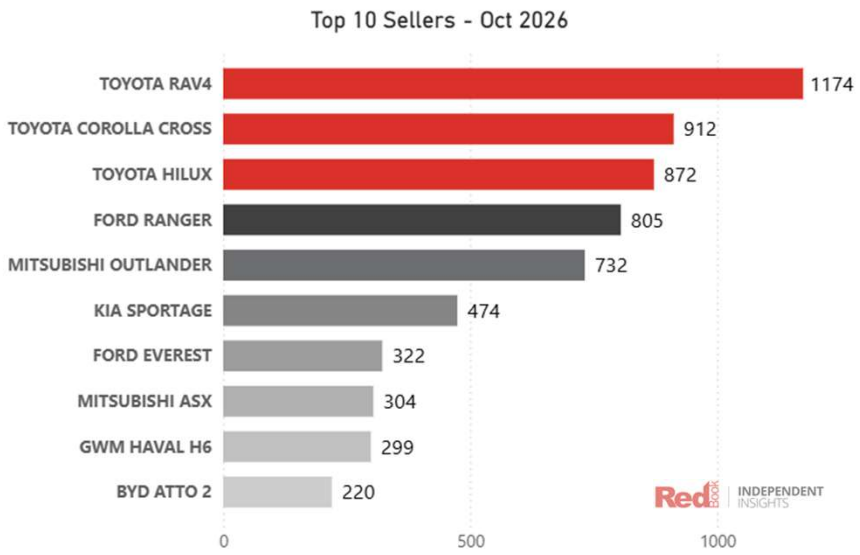
October registrations were 6.5% above the same month last year.

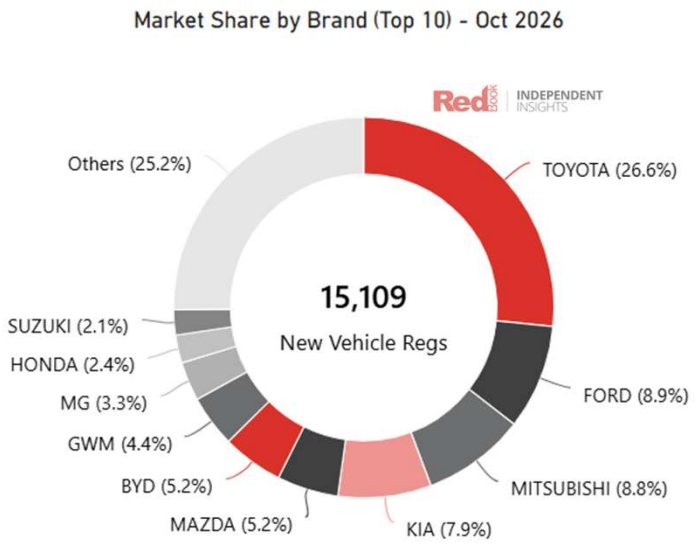
Rental Market Support

Over 5,000 rentals included in October 2026.

Source: RedBook Insights

Top Sellers & Market Share — Monthly





KEY INSIGHTS

RAV4 Leads

RAV4 led with 1,174 sales. Toyota held 26.6% of monthly brand share.

Toyota Rental Support

Rentals included 609 Corolla Cross and 540 RAV4 registrations.

Outlander Rentals

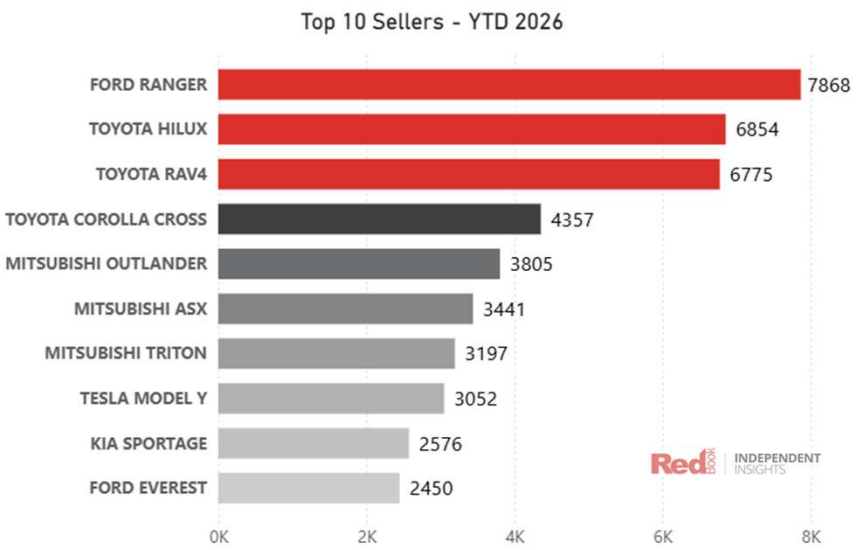
Rentals accounted for 609 of Outlander's 732 registrations in October.

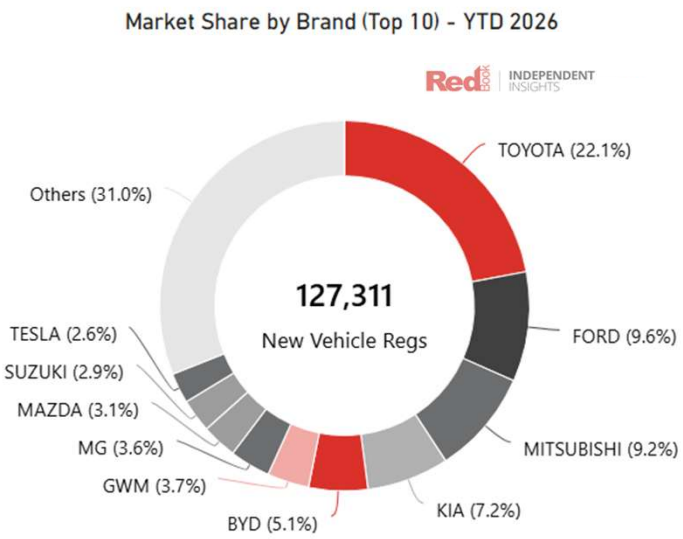
H6 & ATTO 2 in Top 10

With 136 rental registrations, Haval H6 ranked ninth with 299 sales. BYD ATTO 2 was tenth with 220, with 80 rentals registered.

Source: RedBook Insights

Top Sellers & Market Share — YTD





KEY INSIGHTS

Ranger Holds No.1

Ford Ranger leads YTD with 7,868 registrations, ahead of Hilux at 6,854.

Toyota Leads YTD

Toyota leads YTD brand share at 22.1%, followed by Ford at 9.6%.

Model Y in Top 10

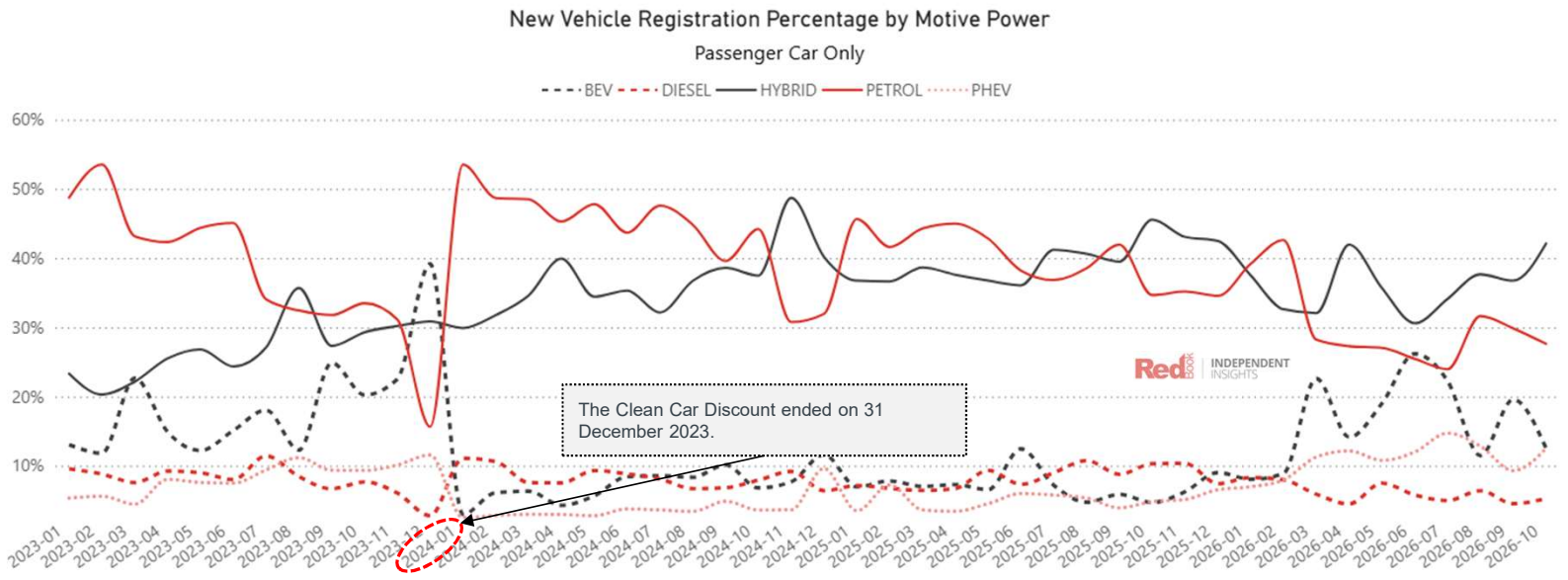
Tesla Model Y ranks eighth YTD with 3,052 registrations.

Mitsubishi Third

Mitsubishi holds 9.2%, with Outlander, ASX and Triton in the top 10.

Source: RedBook Insights

New Car Sales Trend by Motive Power



KEY INSIGHTS

Hybrid Share Rises

Hybrid rose to around 42% of new passenger registrations in October.

Petrol Share Eases

Petrol eased to around 28%, widening the gap with hybrid.

BEV Share Pulls Back

BEV share fell to around 13%, while PHEV recovered to about 13%.

Source: RedBook Insights

INDEPENDENT INSIGHTS

DATA & INSIGHTS
OCTOBER 2026

CHAPTER 2

ELECTRIFICATION

EV share eased to 25% in October as BEV volumes fell, while PHEV registrations increased.
Tesla retained a narrow YTD BEV brand lead over BYD.
China-origin brands held 57% of YTD BEV registrations.

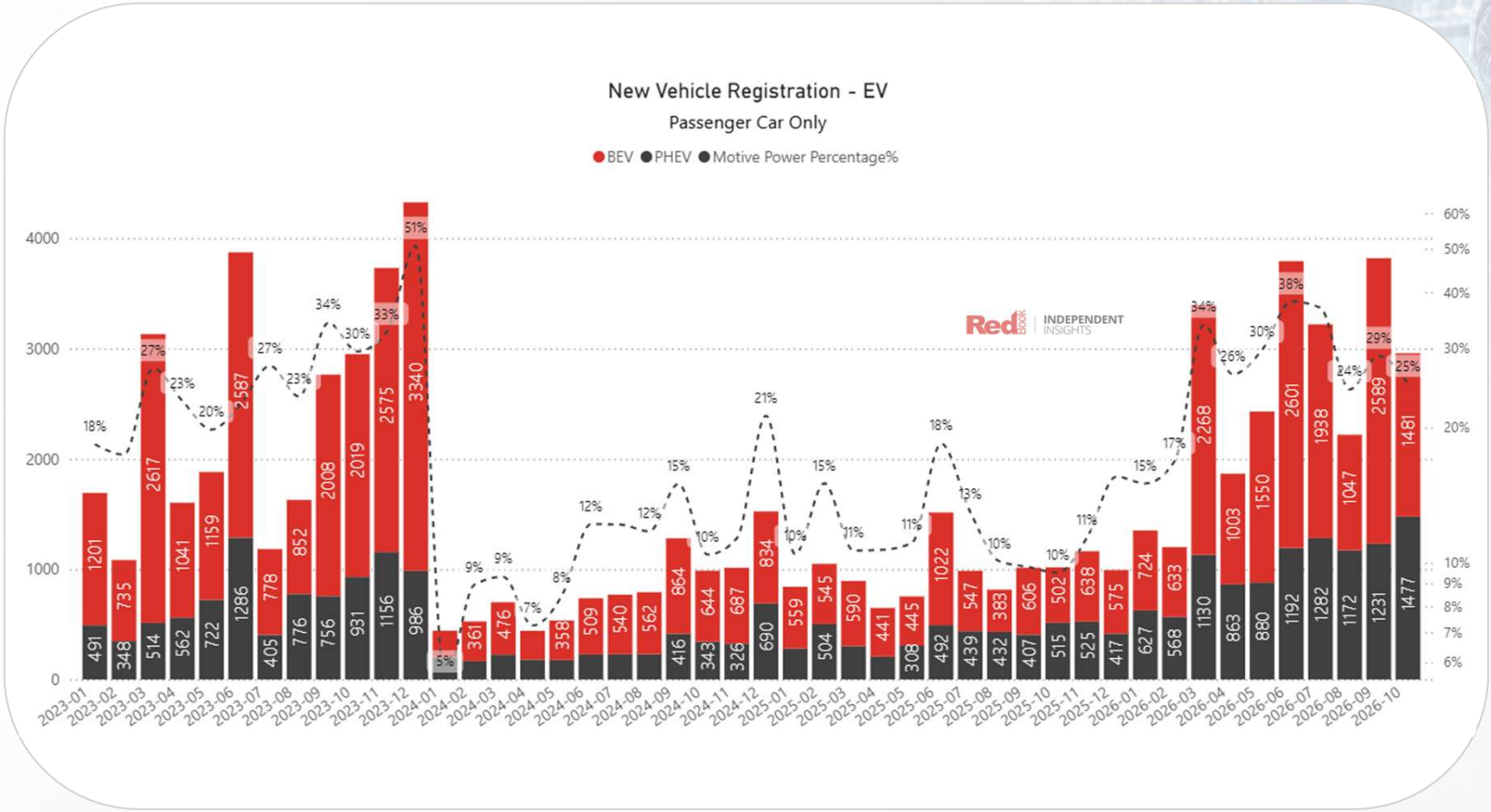


25%
EV share of new passenger registrations in October

21.2%
Tesla BEV market share YTD 2026

57%
China-origin BEV share YTD 2026

EV New Car Sales Percentage



KEY INSIGHTS

EV Share Eases

Combined BEV and PHEV share eased to 25% in October, from 29% in September.

BEV Volume Falls

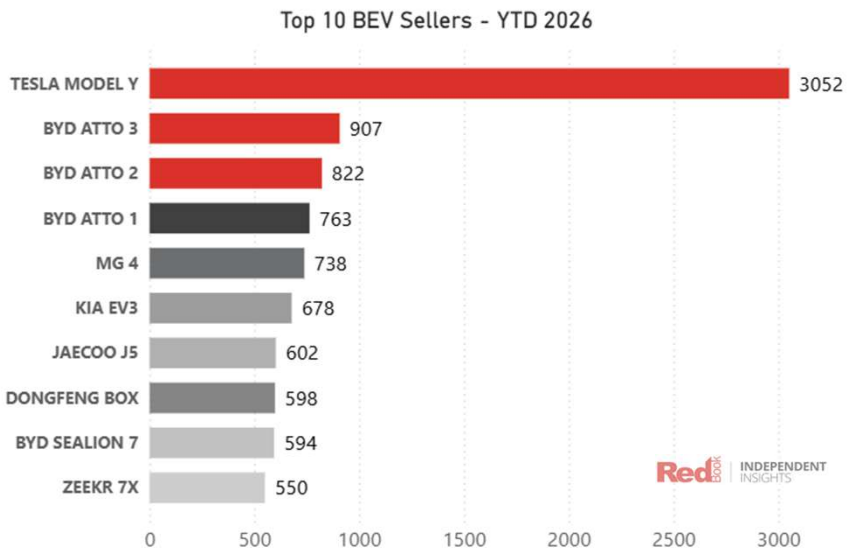
BEV registrations fell to 1,481 in October, from 2,589 in September.

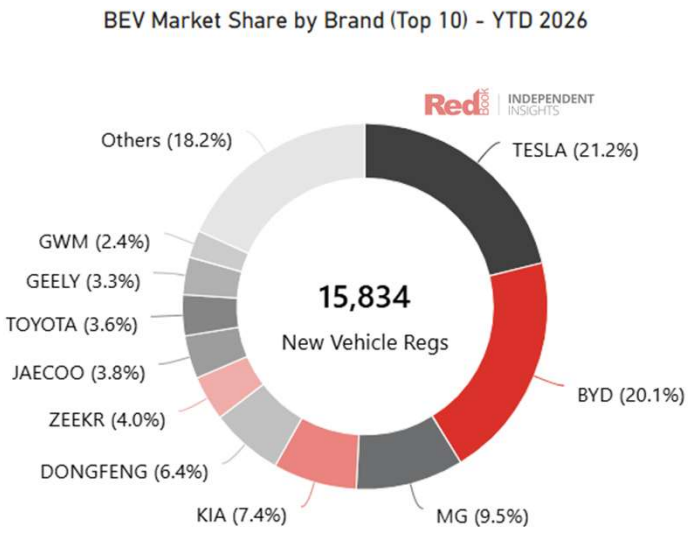
PHEV Volume Rises

PHEV registrations rose to 1,477, almost matching October's BEV volume.

Source: RedBook Insights

BEV Top Sellers & Market Share





KEY INSIGHTS

Model Y Leads Clearly

Tesla Model Y leads BEV sales YTD with 3,052 units, ahead of ATTO 3 at 907.

BYD Shows Depth

Four BYD models feature in the top 10, led by ATTO 3, ATTO 2 and ATTO 1.

Narrow Tesla Lead

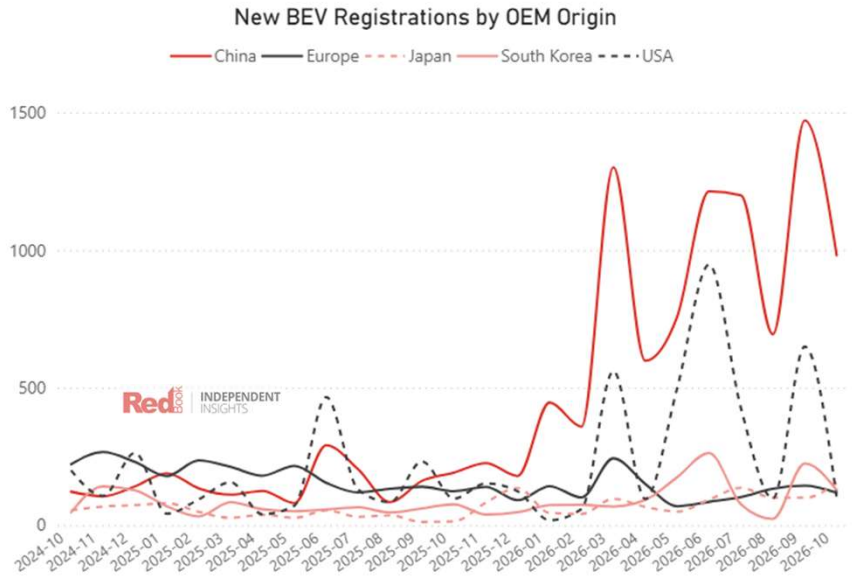
Tesla holds 21.2% of BEV registrations YTD, just ahead of BYD at 20.1%.

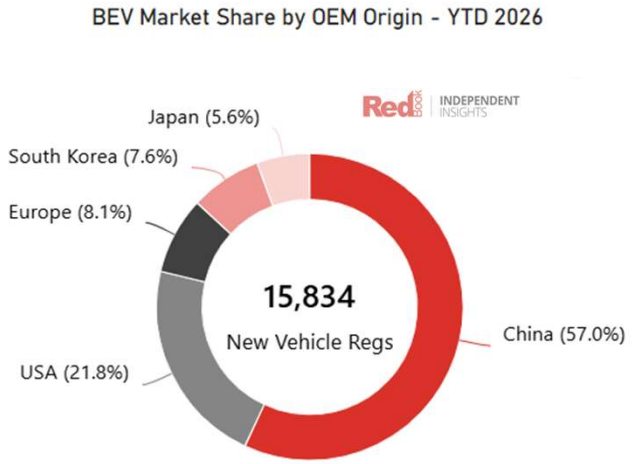
MG & Kia Follow

MG holds 9.5% of BEV registrations YTD, ahead of Kia at 7.4%.

Source: RedBook Insights

BEV Market Trend by OEM Origin





KEY INSIGHTS

China Dominates

China-origin brands lead BEV registrations YTD with a 57.0% share.

U.S. Holds Second

U.S.-origin brands account for 21.8% of BEV registrations YTD.

China Volumes Ease

China-origin BEV volumes eased in October but still led other origins.

U.S. Pulls Back

U.S.-origin BEV volumes fell sharply in October after September's rebound.

Source: RedBook Insights

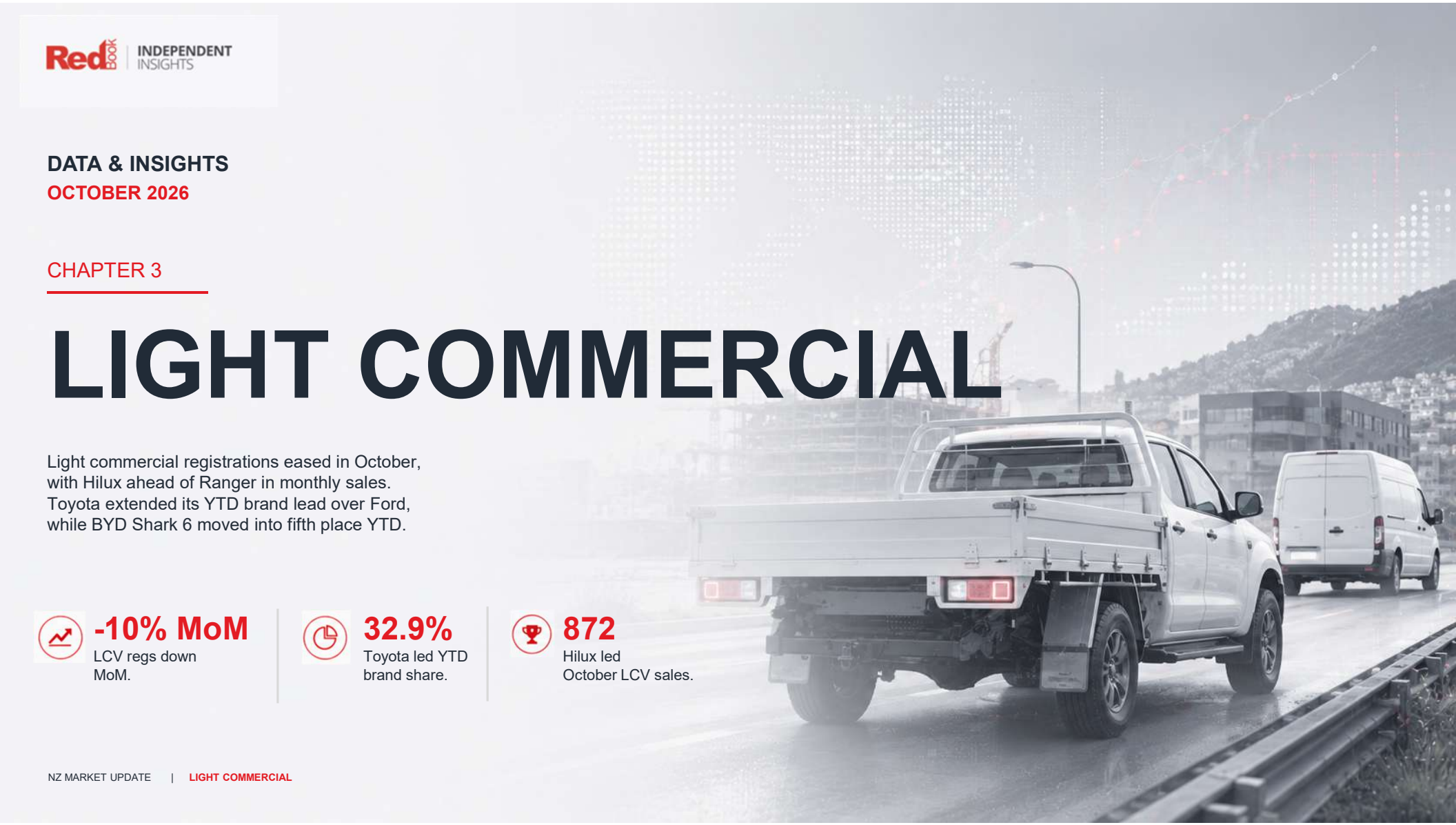
Red Book | INDEPENDENT INSIGHTS

DATA & INSIGHTS
OCTOBER 2026

CHAPTER 3

LIGHT COMMERCIAL

Light commercial registrations eased in October, with Hilux ahead of Ranger in monthly sales. Toyota extended its YTD brand lead over Ford, while BYD Shark 6 moved into fifth place YTD.

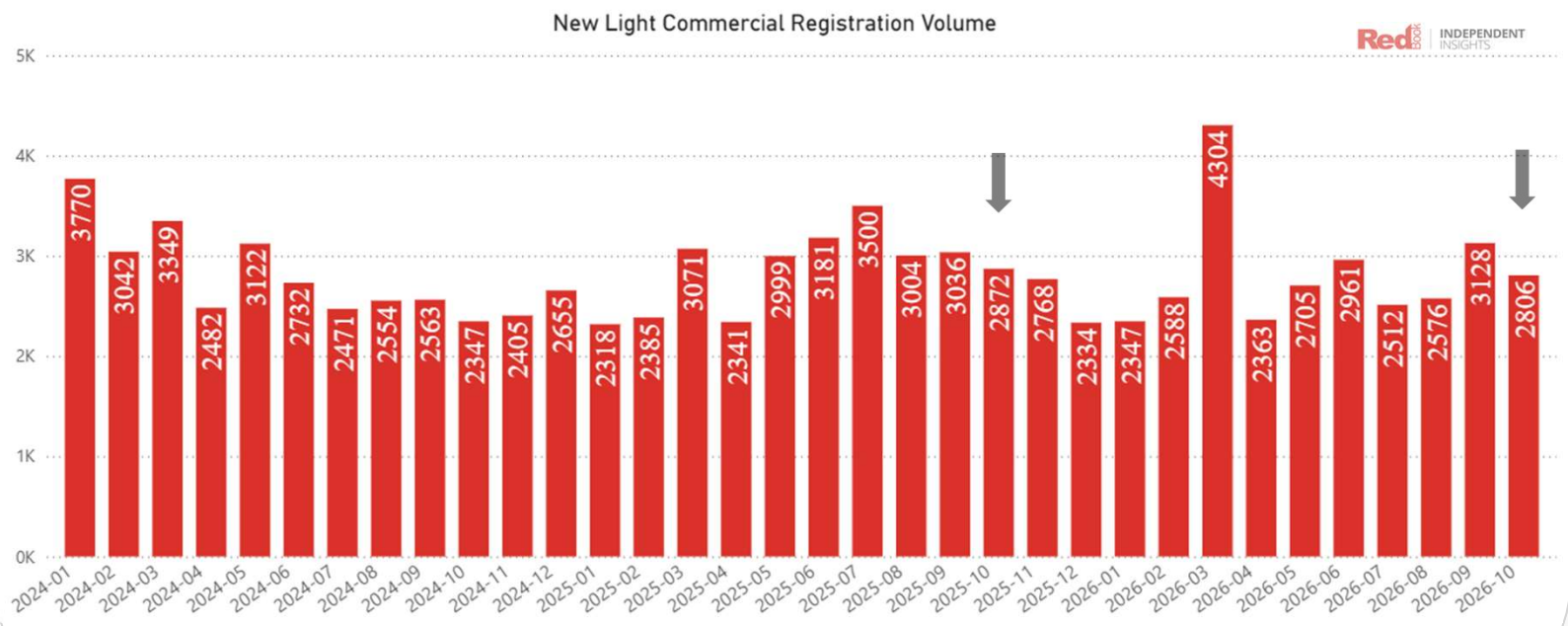


-10% MoM
LCV regs down MoM.

32.9%
Toyota led YTD brand share.

872
Hilux led October LCV sales.

New Light Commercial Registration Volume



KEY INSIGHTS

October Eases

Light commercial registrations fell 10.3% MoM to 2,806 in October.

Slightly Below Last Year

October registrations were 2.3% below the same month in 2025.

Below March Peak

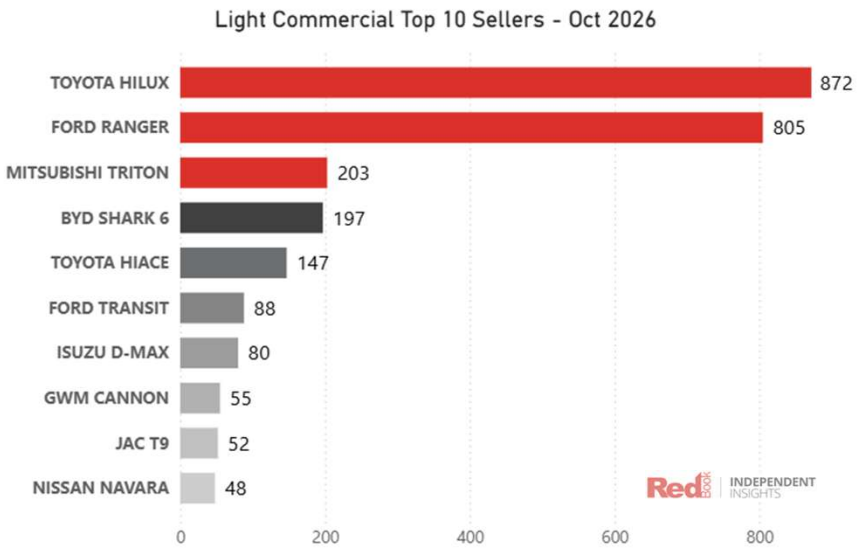
Volumes remained below March's peak of 4,304 registrations.

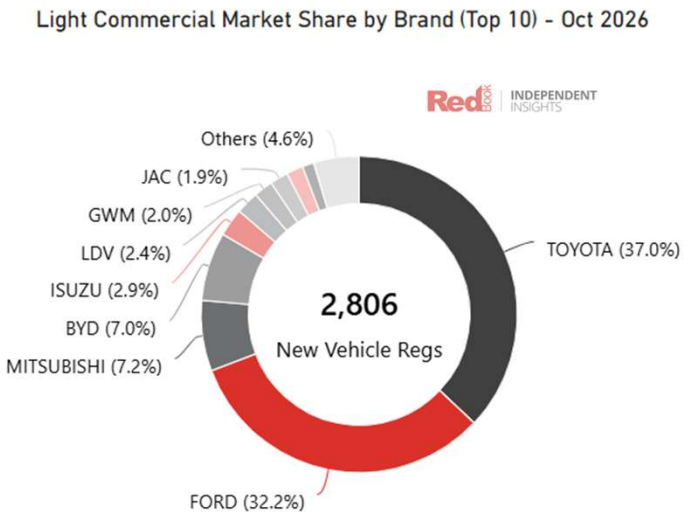
YTD Volume Builds

Light commercial registrations totalled 28,290 for the year to October.

Source: RedBook Insights

Light Commercial Top Sellers & Market Share — Monthly





KEY INSIGHTS

Hilux Leads

Hilux led October with 872 registrations, ahead of Ranger at 805.

Triton No.3

Mitsubishi Triton ranked third with 203 registrations, just ahead of Shark 6.

Toyota Tops Brands

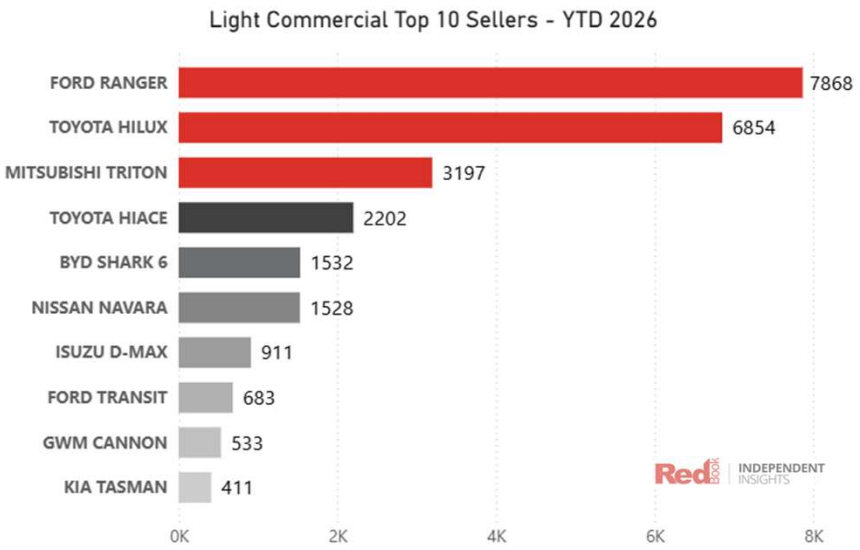
Toyota led monthly brand share at 37.0%, ahead of Ford at 32.2%.

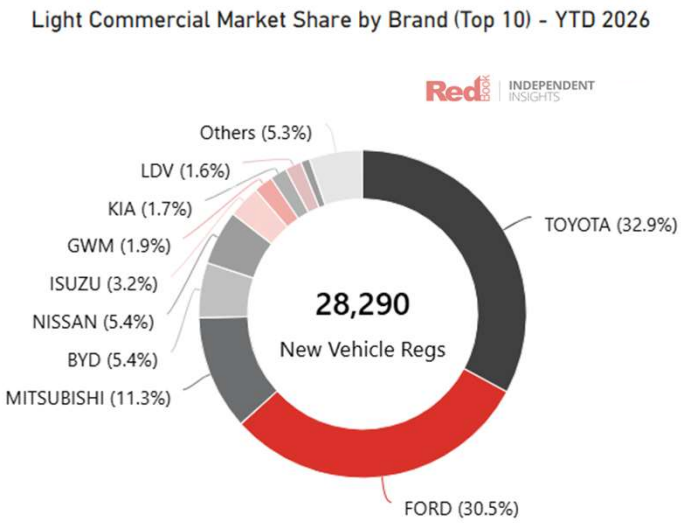
Shark 6 Holds Fourth

BYD Shark 6 recorded 197 registrations, retaining fourth place in October.

Source: RedBook Insights

Light Commercial Top Sellers & Market Share — YTD





KEY INSIGHTS

Ranger Holds No.1

Ford Ranger leads YTD with 7,868 registrations, ahead of Hilux at 6,854.

Toyota Extends Lead

Toyota holds 32.9% YTD brand share, ahead of Ford at 30.5%.

Toyota Depth

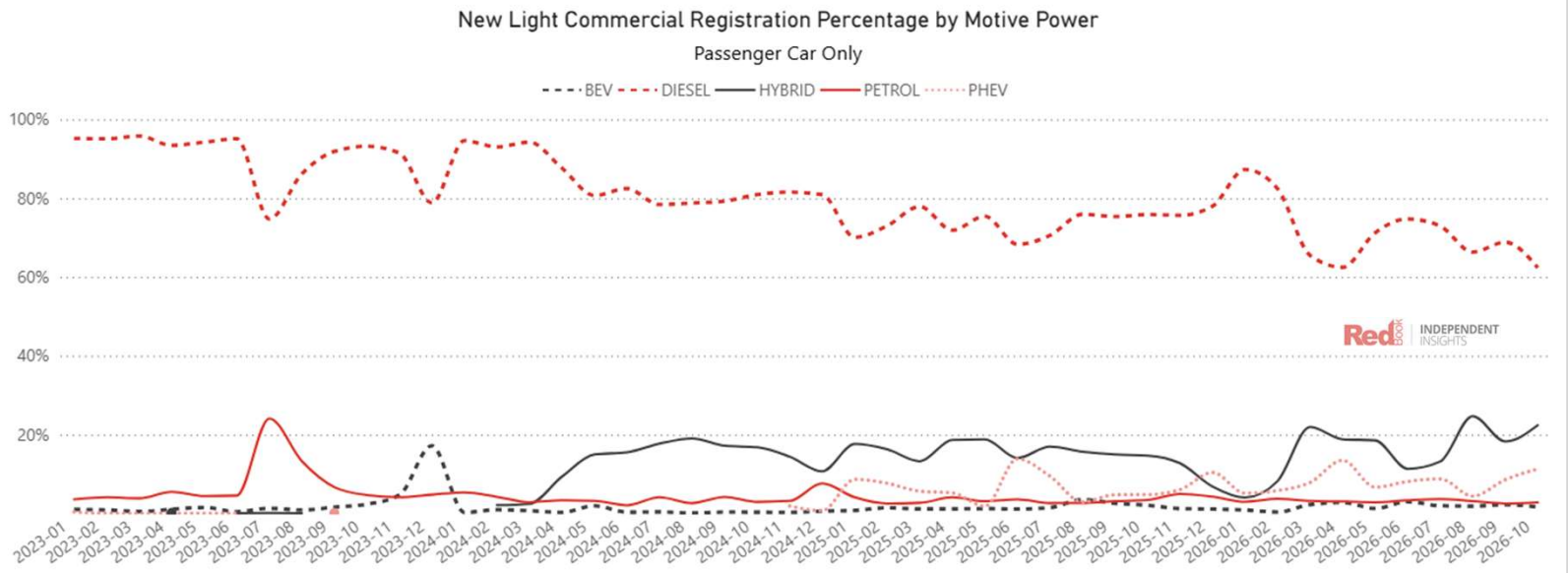
Hilux and Hiace rank second and fourth YTD, supporting Toyota's brand lead.

Shark 6 Moves to Fifth

BYD Shark 6 ranks fifth YTD with 1,532 registrations, just ahead of Navara.

Source: RedBook Insights

Light Commercial Sales Trend by Motive Power



KEY INSIGHTS

Diesel Still Dominates

Diesel share eased to around 62% in October but remained dominant but has dropped slightly as hybrids increase.

Hybrid Share Recovers

Hybrid share recovered to around 22%, following September's decline.

PHEV Share Lifts

PHEV share rose to around 11%, alongside Shark 6's continued presence.

Source: RedBook Insights

Red Book | INDEPENDENT INSIGHTS

DATA & INSIGHTS
OCTOBER 2026

CHAPTER 4

USED MARKET

Used import registrations rose in October to a new high for the year, remaining well above the same month last year. Toyota Aqua retained the model lead, while hybrids continued to extend their lead over petrol.

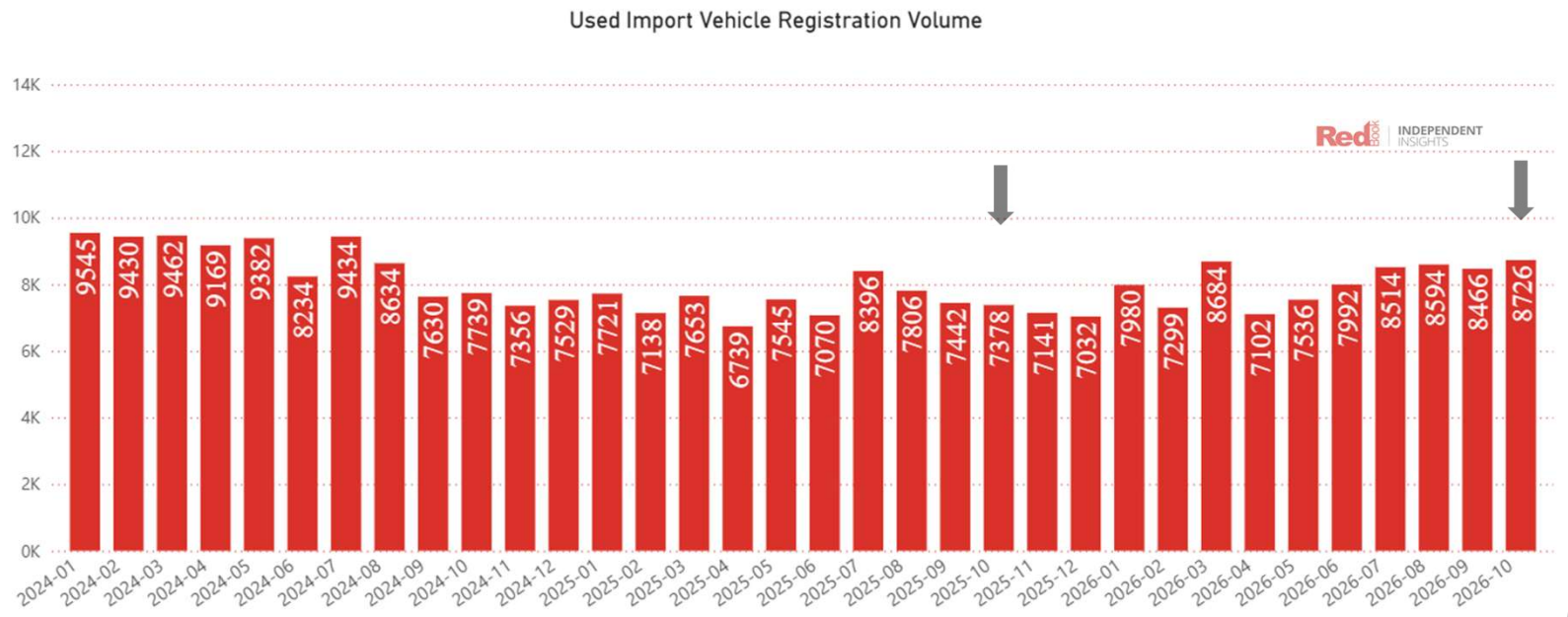
37.2%
Toyota led YTD used import brand share.

900
Toyota Aqua led October used import sales.

54% Hybrid
Hybrid share of used passenger registrations in October.



NZ Used Car Sales Trend



KEY INSIGHTS

Used Market Rises

Used import registrations rose 3.1% MoM to 8,726 in October.

YoY Remains Strong

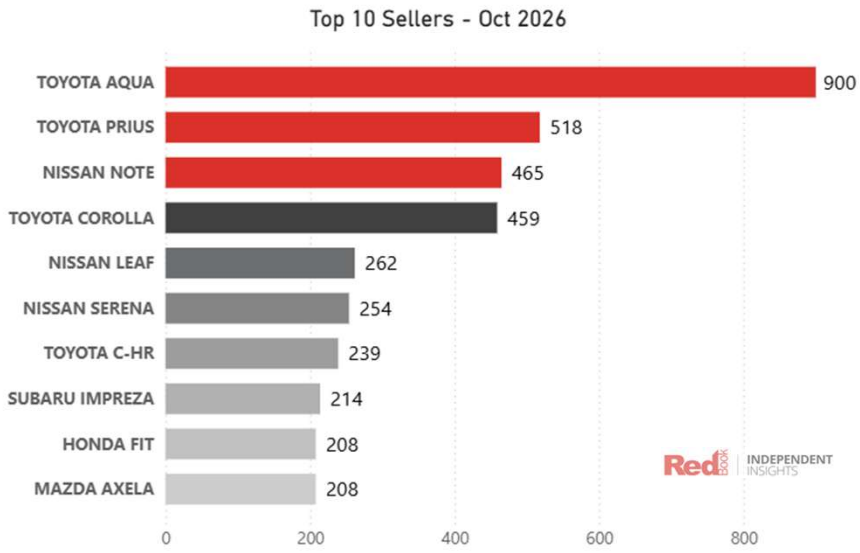
October volume was 18.3% above the same month in 2025.

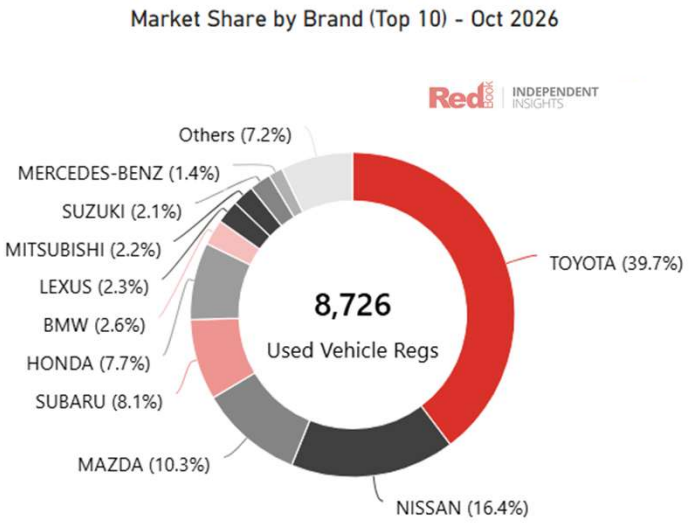
New High for the Year

October recorded the highest used import volume of 2026 so far.

Source: RedBook Insights

Used Car Top Sellers & Market Share — Monthly





KEY INSIGHTS

Aqua Leads

Toyota Aqua led October with 900 registrations, ahead of Prius at 518.

Note Ranks Third

Nissan Note ranked third with 465 registrations, just ahead of Corolla at 459.

Leaf Ranks Fifth

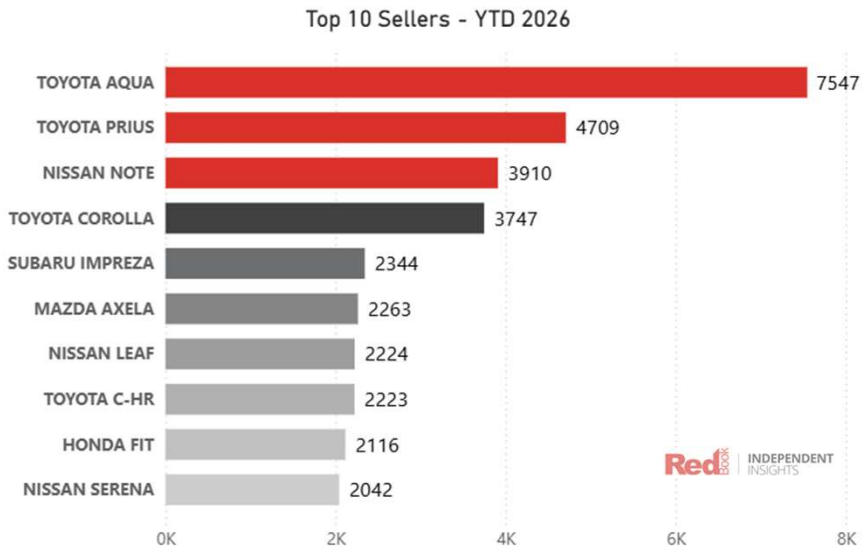
Nissan Leaf ranked fifth with 262 registrations in October.

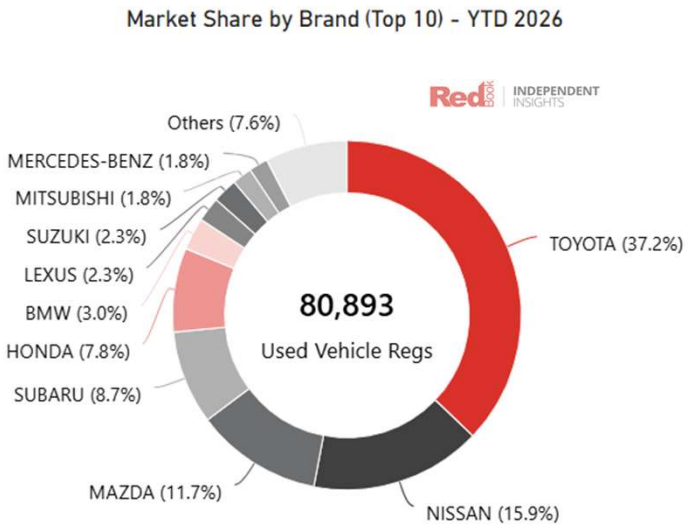
Toyota Dominates

Toyota held 39.7% of monthly used imports, ahead of Nissan at 16.4%.

Source: RedBook Insights

Used Car Top Sellers & Market Share — YTD





KEY INSIGHTS

Toyota Leads Models

Toyota Aqua leads YTD with 7,547 registrations, ahead of Prius at 4,709.

Nissan Note Third

Nissan Note ranks third YTD with 3,910 registrations, ahead of Corolla at 3,747.

Toyota Dominates

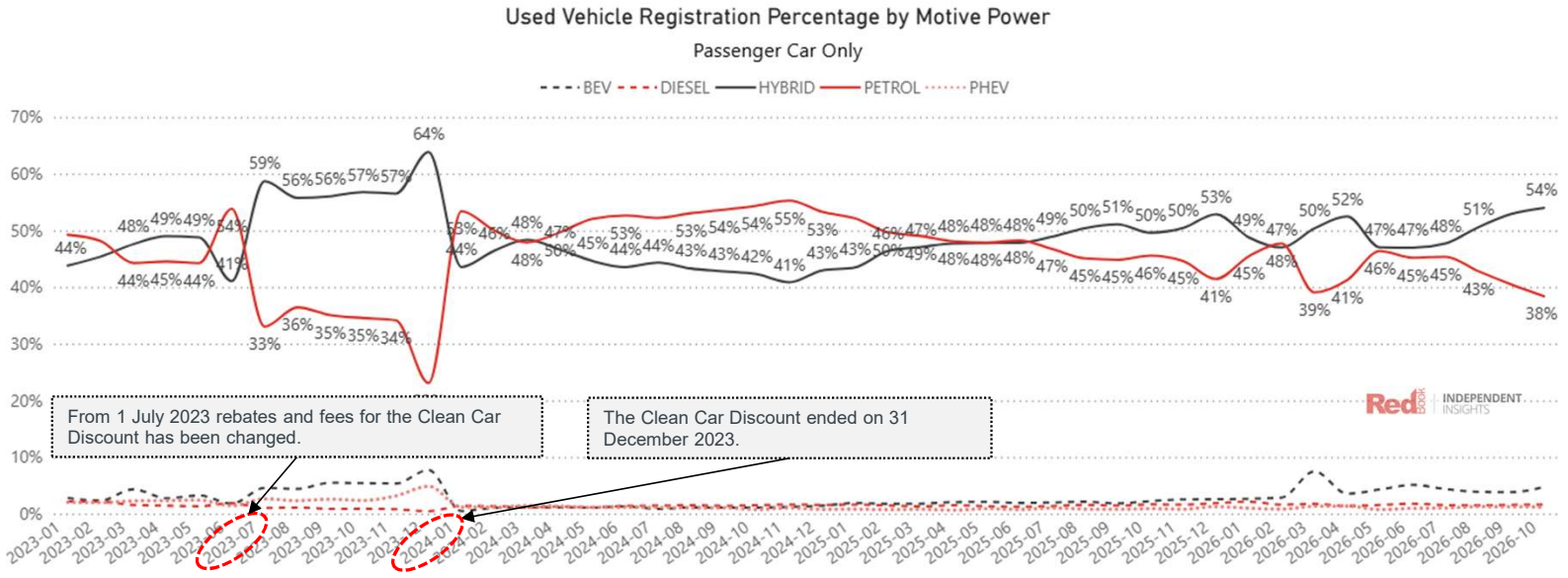
Toyota leads YTD used imports with 37.2% share, followed by Nissan at 15.9%.

Leaf Ranks Seventh

Nissan Leaf ranks seventh YTD with 2,224 registrations, just ahead of Toyota C-HR.

Source: RedBook Insights

Used Car Sales Trend by Motive Power



KEY INSIGHTS

Hybrid Extends Lead

Hybrid share reached 54% of used passenger registrations in October.

Petrol Eases

Petrol fell to 38%, leaving hybrid ahead by 16 percentage points.

BEV Share Firms

BEV share rose to around 5% but remained a small part of used imports.

Source: RedBook Insights

Red Book | INDEPENDENT INSIGHTS

DATA & INSIGHTS
OCTOBER 2026

CHAPTER 5

PRICE INDEX



Used vehicle prices continued to decline in October.
SUVs remained the weakest vehicle type,
while BEV values continued to face downward pressure.
New vehicle RRP extended its recent rebound.

Prices Ease Further

The overall index eased further in October, extending the downtrend.

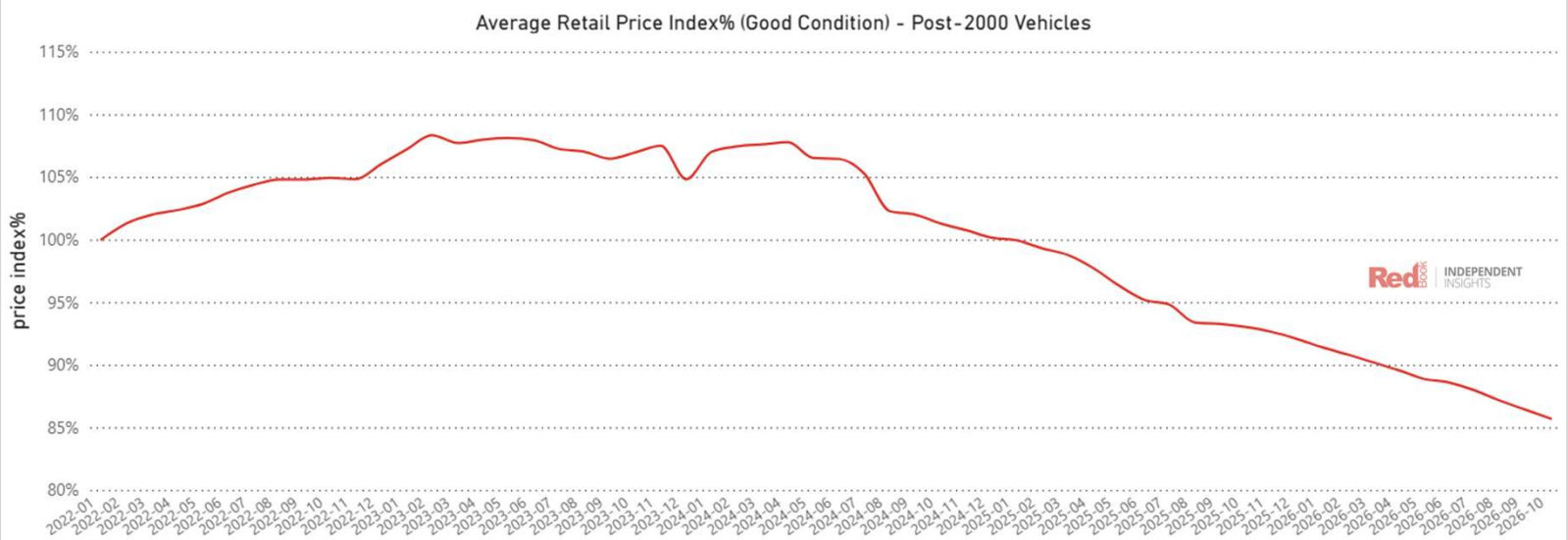
SUVs Under Pressure

SUV values continued to fall and remained below other vehicle types.

BEVs Still Soft

BEV values eased further, with no clear sign of stabilisation.

Used Vehicle Price Index



KEY INSIGHTS

Prices Ease Further

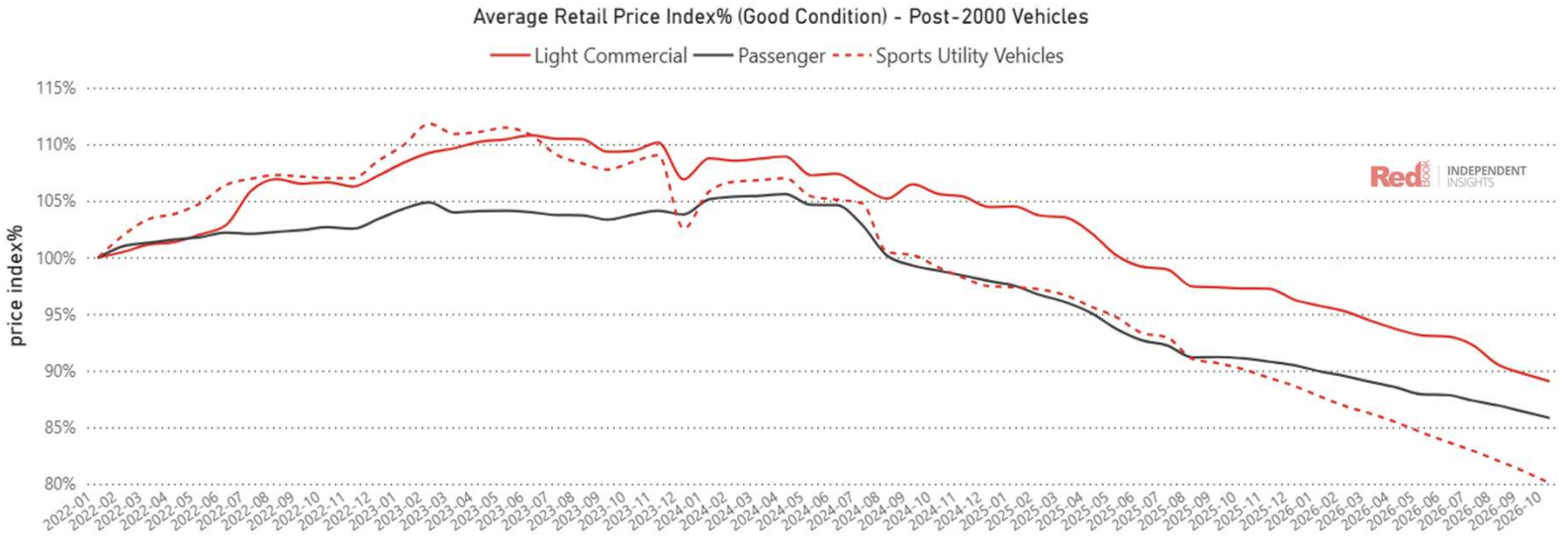
The overall index declined again in October, continuing its gradual downtrend.

Pressure Persists

Values remain below their earlier peak, with the latest movement still pointing lower.

Source: RedBook Insights

Used Vehicle Price Index by Vehicle Type



KEY INSIGHTS

LCVs Relatively Firmer

Light commercial values eased again but remained above other vehicle types.

SUVs Remain Weakest

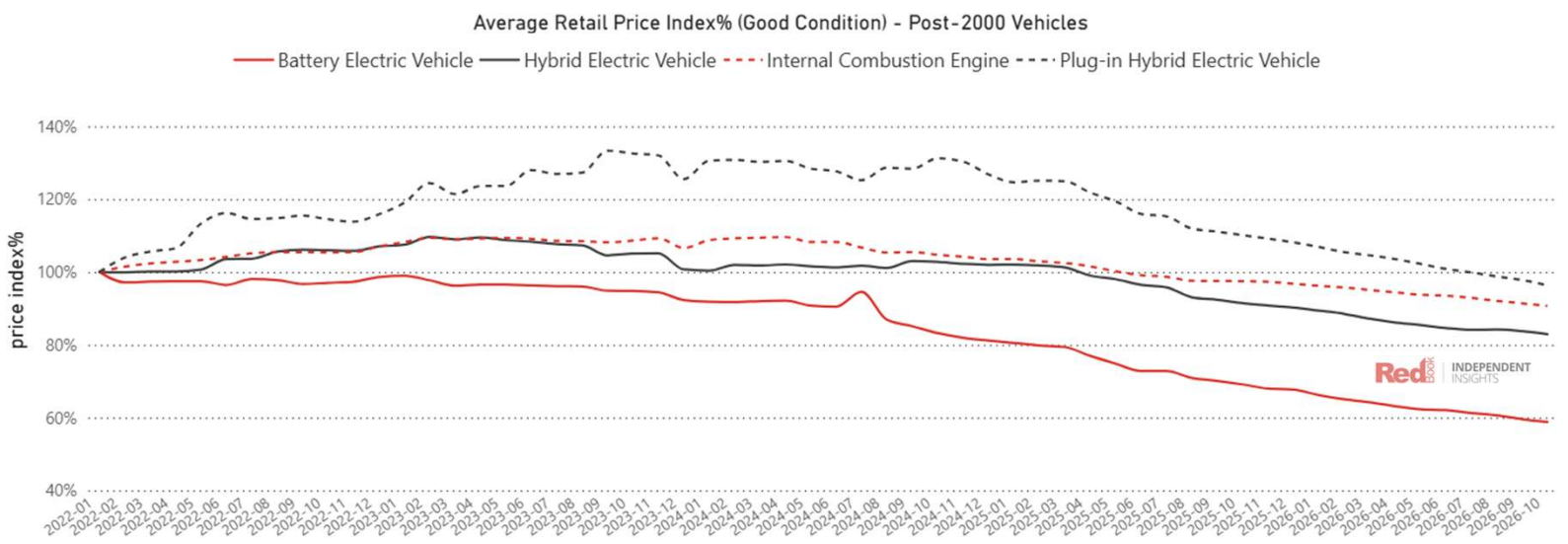
SUV values continued to fall and retained the weakest index among vehicle types.

Passenger Values Ease

Passenger values declined further, continuing the gradual slide of recent months.

Source: RedBook Insights

Used Vehicle Price Index by Motive Power



KEY INSIGHTS

ICE Remains Firmer

ICE values continued to ease but retained a stronger index than hybrids.

PHEVs Still Lead

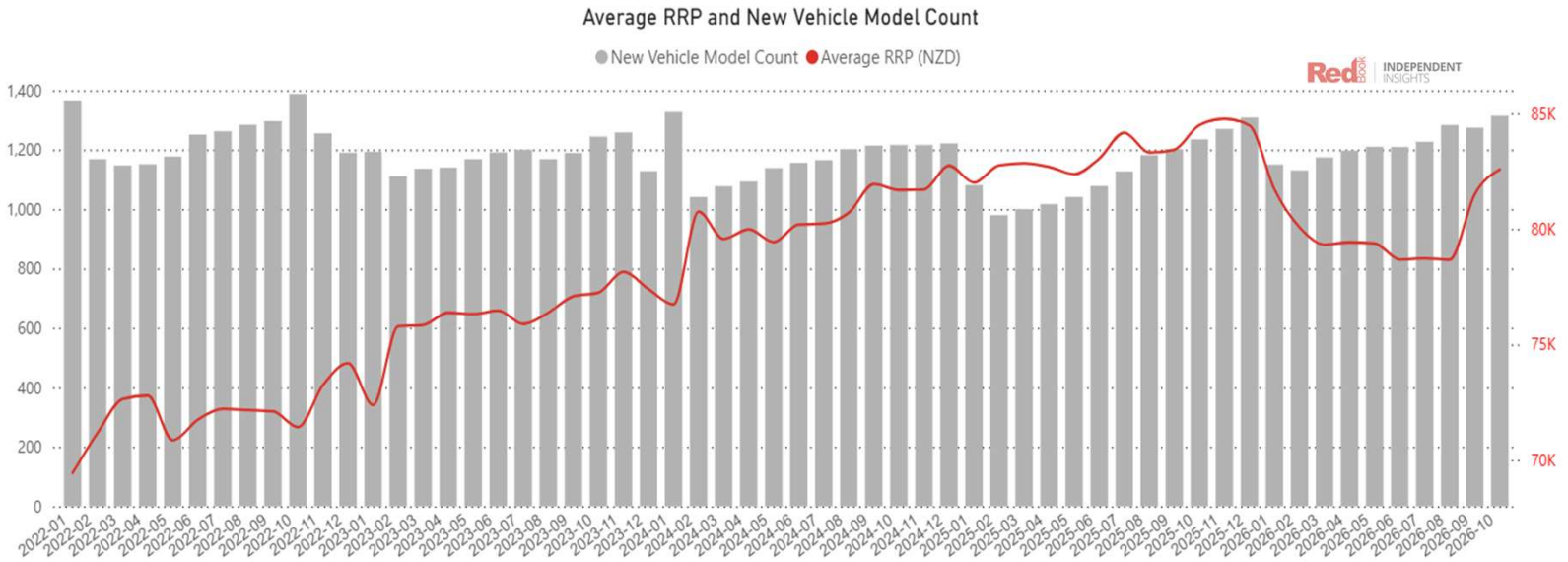
PHEVs retained the strongest index, although the recent downward trend continued.

BEVs Under Pressure

BEV values declined further, with no clear sign of stabilisation.

Source: RedBook Insights

New Vehicle RRP Trend



KEY INSIGHTS

Below the Earlier Peak

Average new vehicle RRP remained below its earlier peak despite the recent rebound.

Rebound Continues

Average RRP rose again in October, extending the recovery seen in September.

NZ Models Reviewed

We have reviewed vehicles currently for sale in the NZ market. Model availability increased.

Source: RedBook Insights