

DATA & INSIGHTS
SEPTEMBER 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



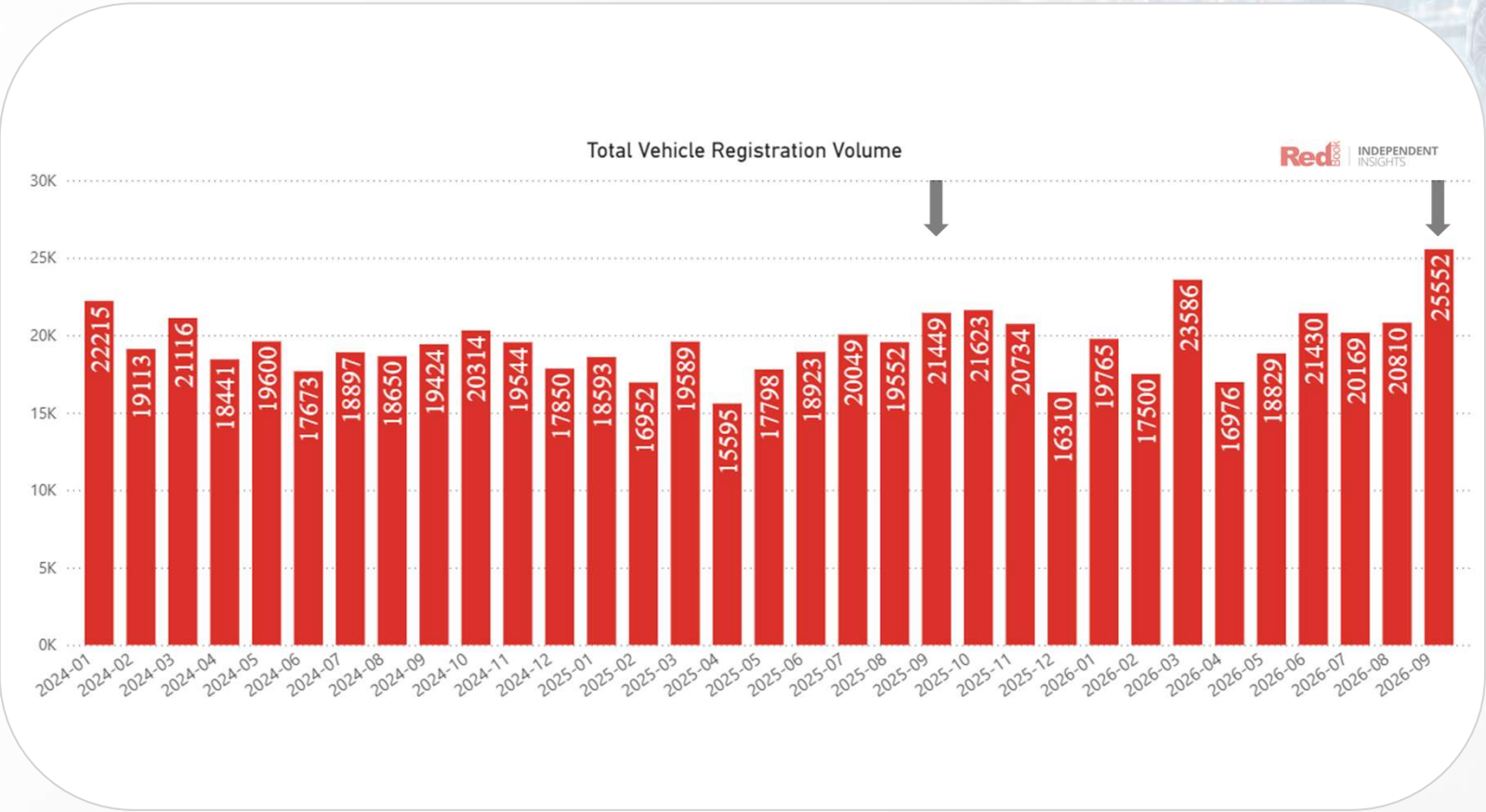
Market Share Trends



Used Vehicle Price Index



NZ Overall Car Registrations Trend



KEY INSIGHTS



September Surge

Total registrations rose 22.8% MoM to 25,552, the highest month of 2026.



Strong YoY Growth

Registrations were 19.1% above September 2025, led by the new market.

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CHAPTER 1

NEW MARKET

New registrations surged in September 2026, supported by over 5,000 new rental vehicles. Corolla Cross led model sales, while Toyota retained its brand lead. SUVs featured strongly among the top sellers.



+40% MoM

New regs up
MoM.



+22% YoY

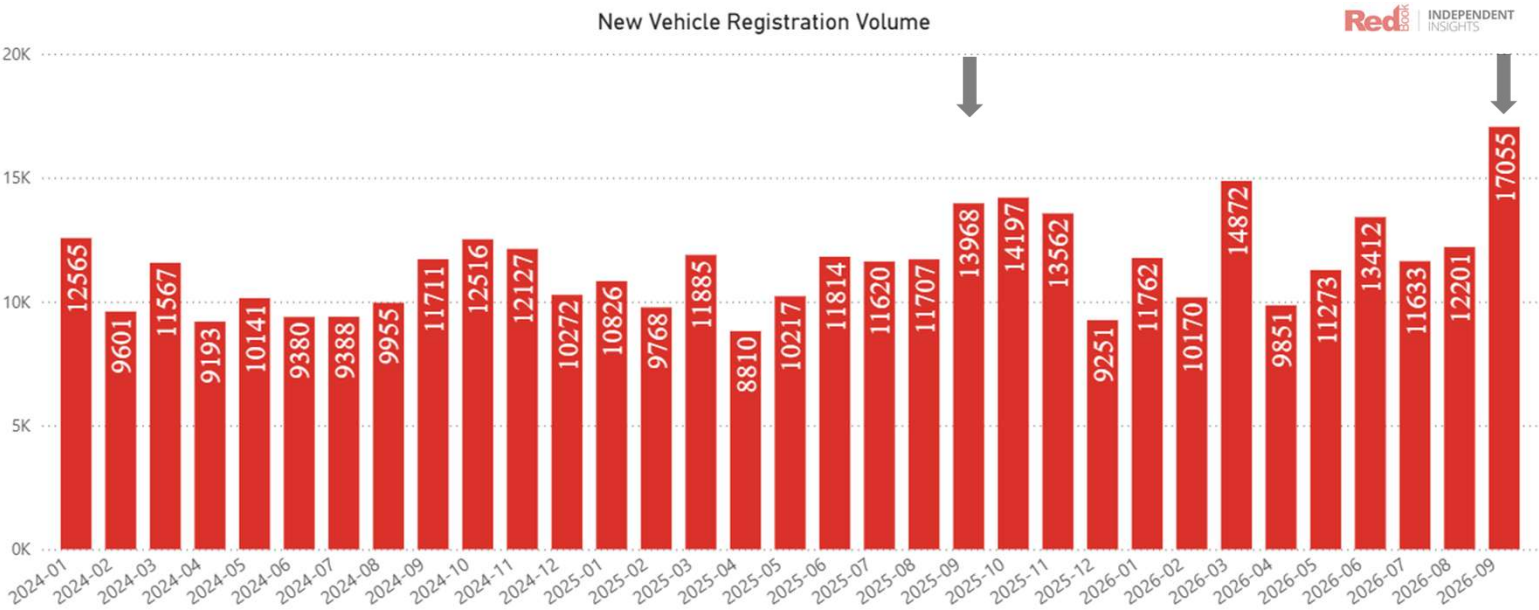
New market higher
YoY.



1,053

Corolla Cross led
September model sales.

NZ New Car Sales Trend

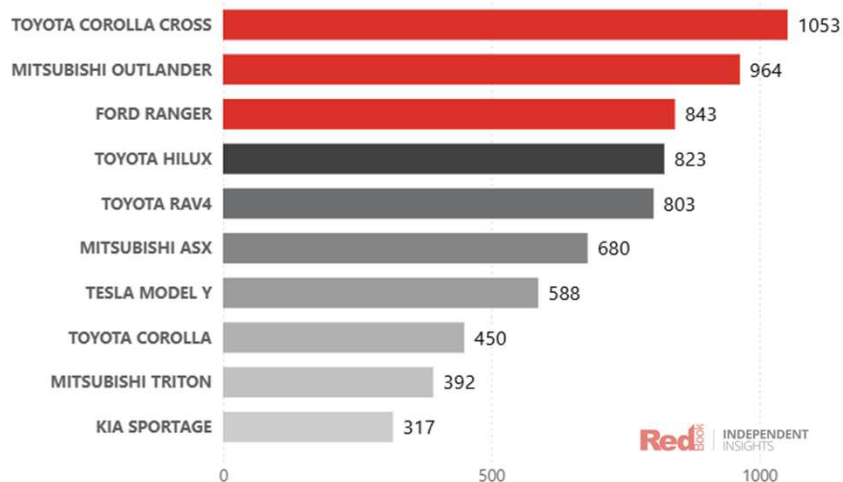


KEY INSIGHTS

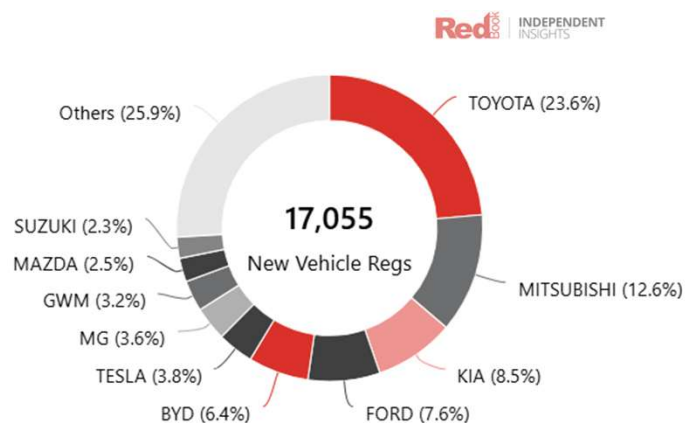
-  **New Market Surges**
New registrations rose 39.8% MoM to 17,055 in September.
-  **Strong YoY Growth**
Registrations were 22.1% above September 2025.
-  **Rental Market Support**
Over 5,000 new rental vehicles supported September's strong registration growth.

Top Sellers & Market Share — Monthly

Top 10 Sellers - Sep 2026



Market Share by Brand (Top 10) - Sep 2026



KEY INSIGHTS



Corolla Cross Leads

Corolla Cross led with 1,053 units, ahead of Outlander at 964.



Rental Market Support

Rentals supported Corolla Cross (709 units) and Outlander (654).



Toyota Retains Lead

Toyota led brand share at 23.6%, with three models in the top five.

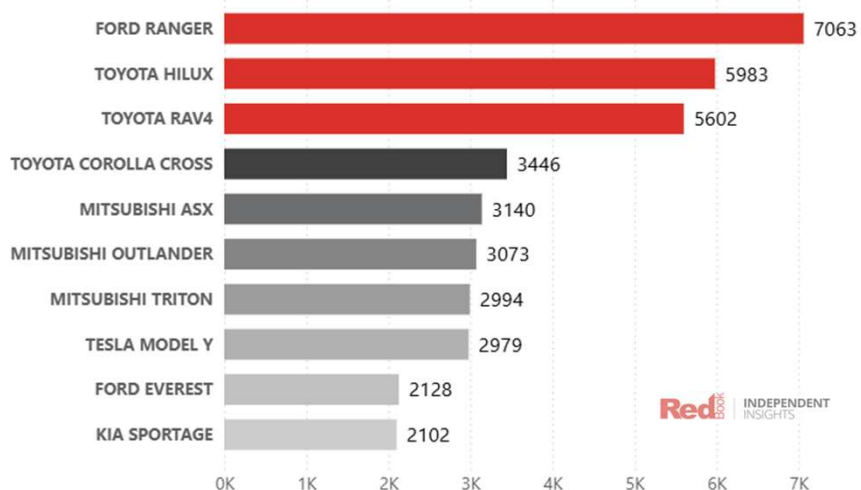


Mitsubishi Strengthens

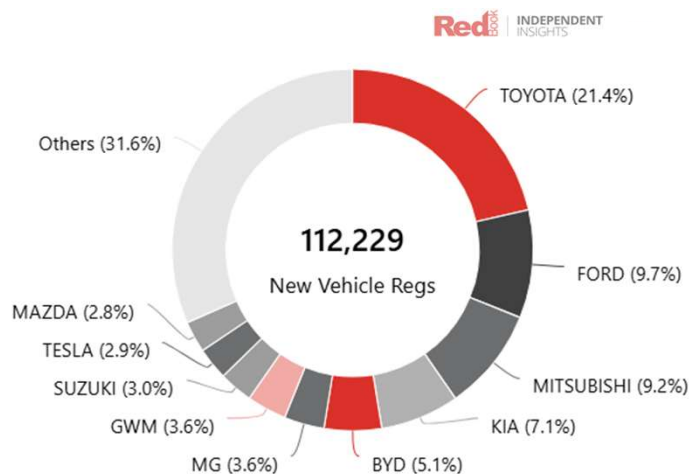
Mitsubishi ranked second at 12.6%, supported by Outlander, ASX and Triton.

Top Sellers & Market Share — YTD

Top 10 Sellers - YTD 2026



Market Share by Brand (Top 10) - YTD 2026



KEY INSIGHTS



Ranger Holds No.1

Ford Ranger leads YTD with 7,063 registrations, ahead of Hilux at 5,983.



Toyota Leads YTD

Toyota leads YTD brand share at 21.4%, followed by Ford at 9.7%.



Model Y in Top 10

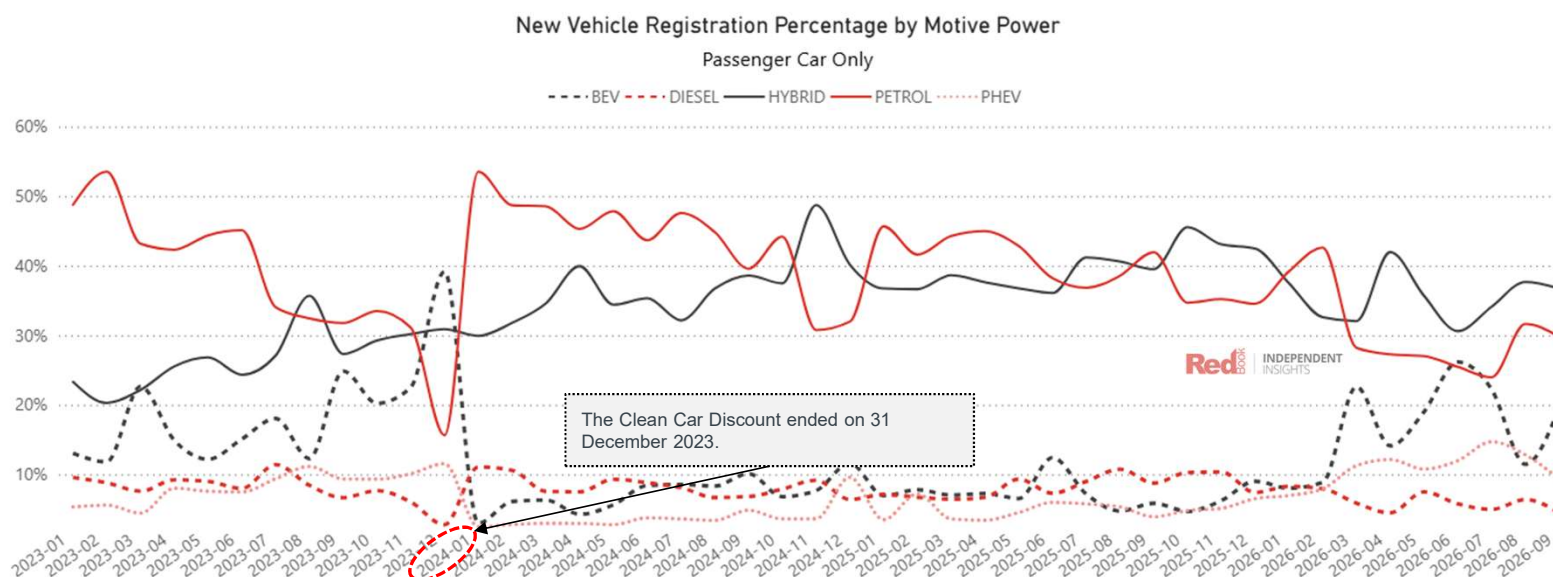
Tesla Model Y ranks eighth YTD with 2,979 registrations.



Mitsubishi Third

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

New Car Sales Trend by Motive Power



KEY INSIGHTS



Hybrid Retains Lead

Hybrid remained the leading passenger powertrain at around 37% in September.



Petrol Share Eases

Petrol eased to around 30%, while hybrid retained a clear lead.



BEV Rebounds

BEV share recovered to around 20%, while PHEV eased to about 10%.

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CHAPTER 2

ELECTRIFICATION

EV share recovered to 29% in September, with BEV registrations rebounding strongly from August. Tesla retained the YTD BEV brand lead, while China-origin brands held 56% of YTD BEV registrations.



29%

EV share of new passenger registrations in September



22.7%

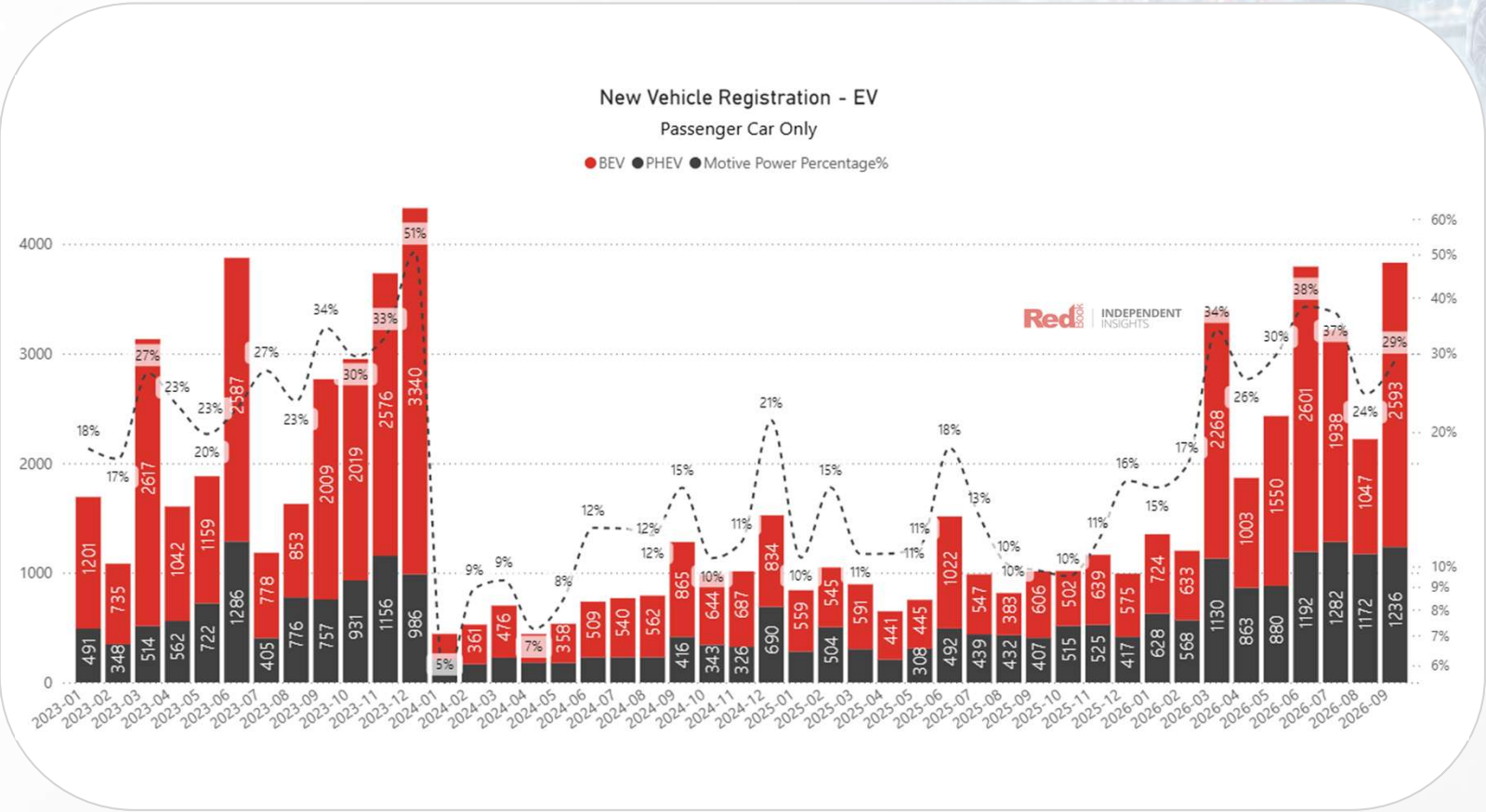
Tesla BEV market share YTD 2026



56%

China-origin BEV share YTD 2026

EV New Car Sales Percentage

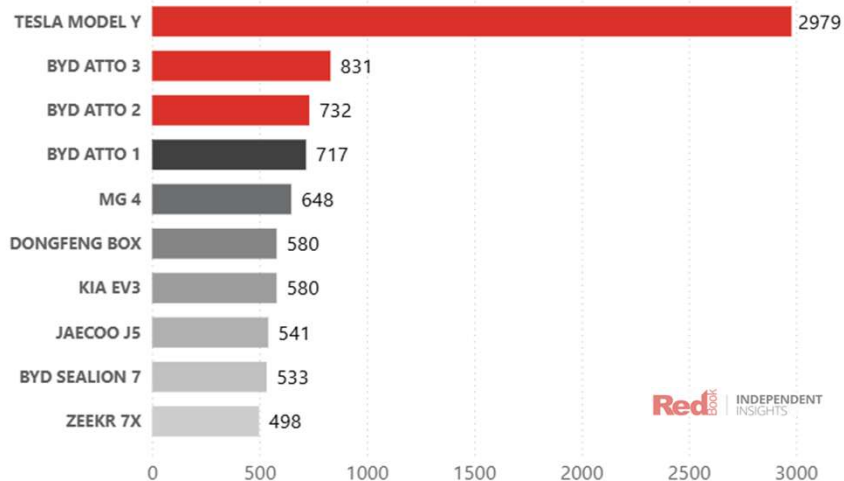


KEY INSIGHTS

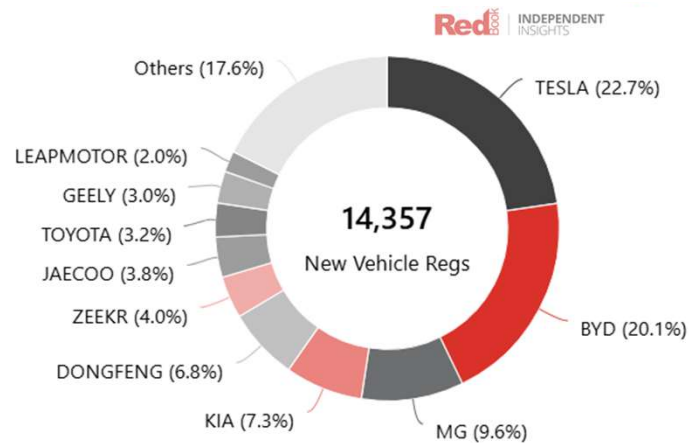
- EV Share Recovers**
Combined BEV and PHEV share rose to 29% in September, from 24% in August.
- BEV Rebounds Strongly**
BEV registrations rose to 2,593, more than double August's 1,047.
- PHEV Volume Firms**
PHEV registrations increased to 1,236, though BEVs led the EV recovery.

BEV Top Sellers & Market Share

Top 10 BEV Sellers - YTD 2026



BEV Market Share by Brand (Top 10) - YTD 2026



KEY INSIGHTS



Model Y Leads Clearly

Tesla Model Y leads BEV sales YTD with 2,979 units, ahead of ATTO 3 at 831.



BYD Shows Depth

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



Tesla Leads by Brand

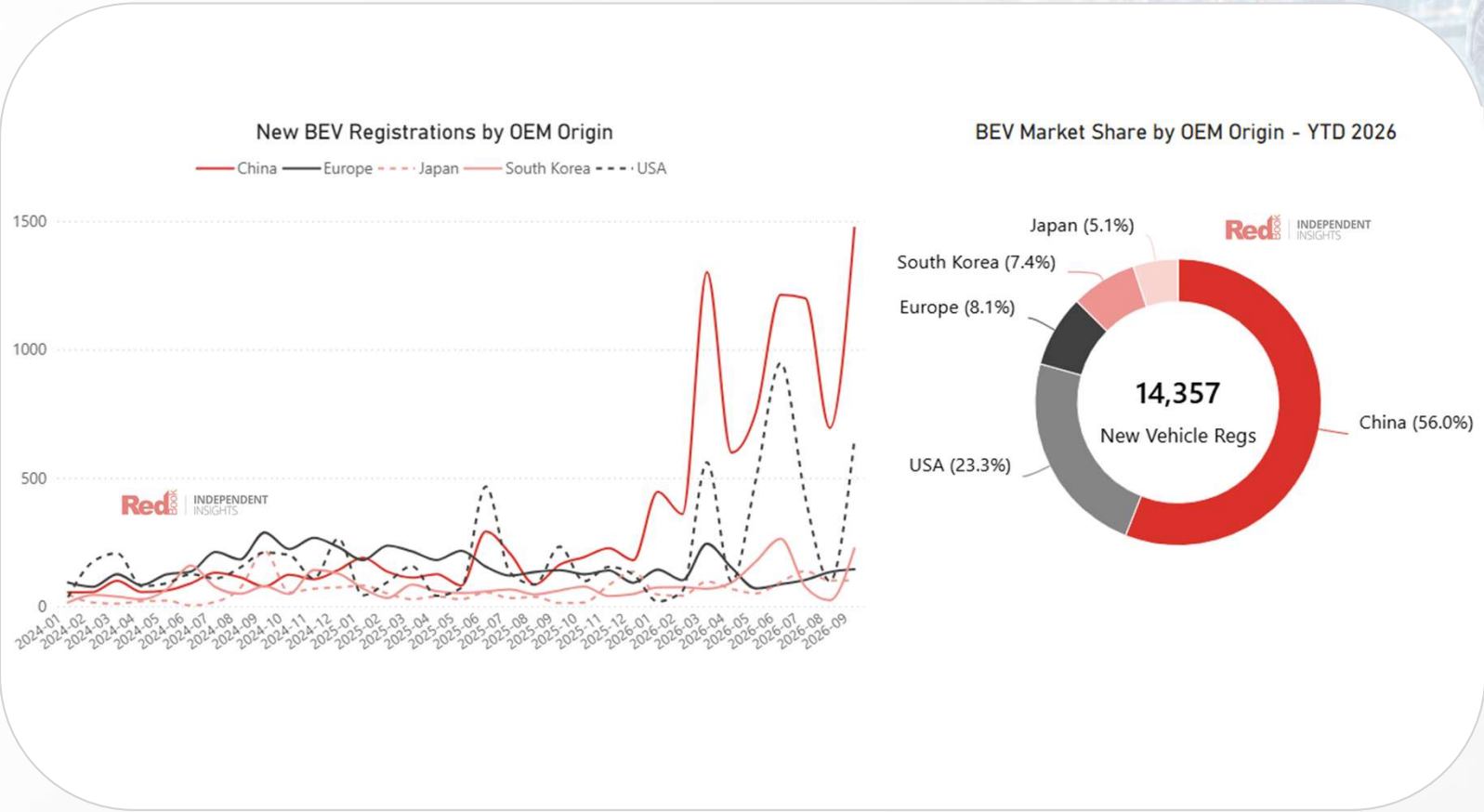
Tesla leads BEV brand share at 22.7%, followed closely by BYD at 20.1%.



MG & Kia Follow

MG holds 9.6% of BEV registrations YTD, ahead of Kia at 7.3%.

BEV Market Trend by OEM Origin



KEY INSIGHTS

- China Dominates**
China-origin brands lead BEV registrations YTD with a 56.0% share.
- U.S. Holds Second**
U.S.-origin brands account for 23.3% of BEV registrations YTD.
- China Rebounds**
China-origin BEV registrations rebounded to around 1,500 in September.
- U.S. Recovers**
U.S.-origin volumes also recovered in September, alongside the Tesla rebound.

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SEPTEMBER 2026

CHAPTER 3

LIGHT COMMERCIAL

Light commercial registrations increased in September 2026, with Ranger narrowly ahead of Hilux in monthly sales. Toyota retained the leading brand share, while BYD Shark 6 climbed to fourth among models.



+22% MoM

LCV regs up
MoM.



32.4%

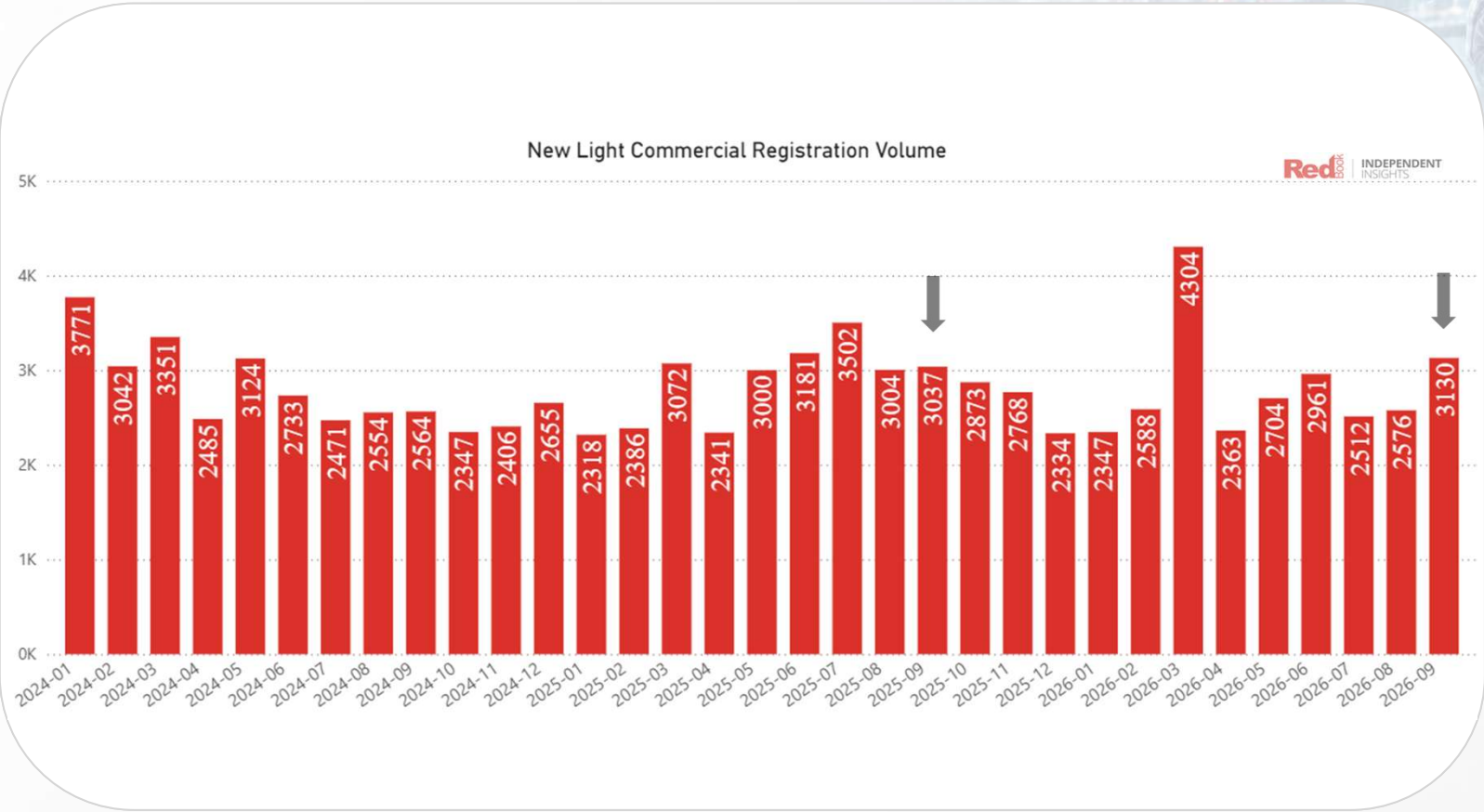
Toyota led YTD
brand share.



843

Ranger led
September LCV sales.

New Light Commercial Registration Volume

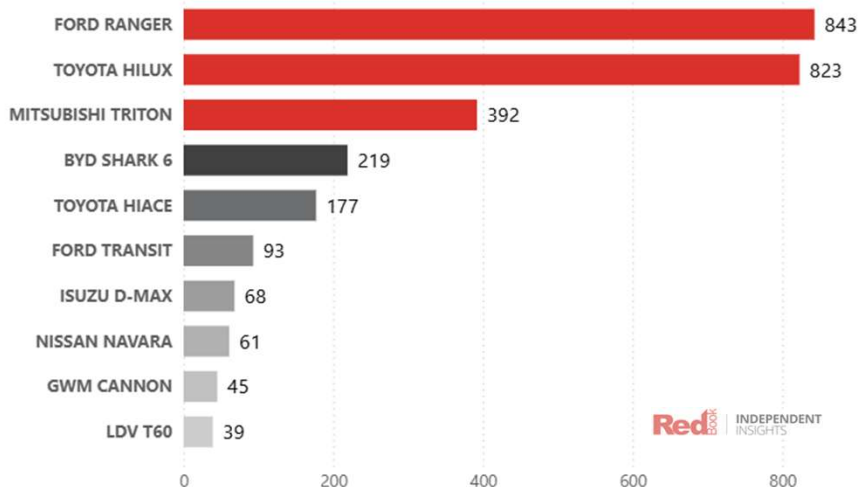


KEY INSIGHTS

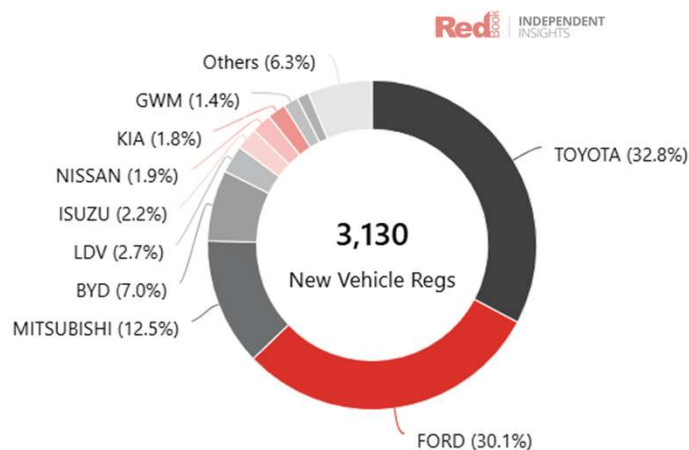
- September Rebound**
Light commercial registrations rose 21.5% MoM to 3,130 in September.
- YoY Growth Returns**
September registrations were 3.1% above September 2025.
- Below March Peak**
September was the second-highest month of 2026, behind March's 4,304.
- YTD Slightly Lower**
YTD registrations total 25,485, 1.4% below the same period in 2025.

Light Commercial Top Sellers & Market Share — Monthly

Light Commercial Top 10 Sellers - Sep 2026



Light Commercial Market Share by Brand (Top 10) - Sep 2026



KEY INSIGHTS



Ranger Leads

Ranger led with 843 registrations, just ahead of Hilux at 823.



Triton No.3

Mitsubishi Triton ranked third with 392 registrations, ahead of Shark 6.



Toyota Tops Brands

Toyota led monthly brand share at 32.8%, narrowly ahead of Ford at 30.1%.

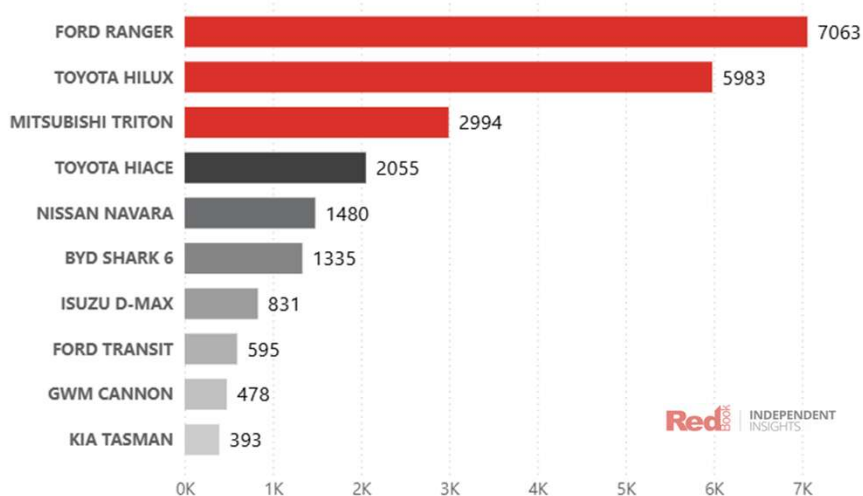


Shark 6 Moves Up

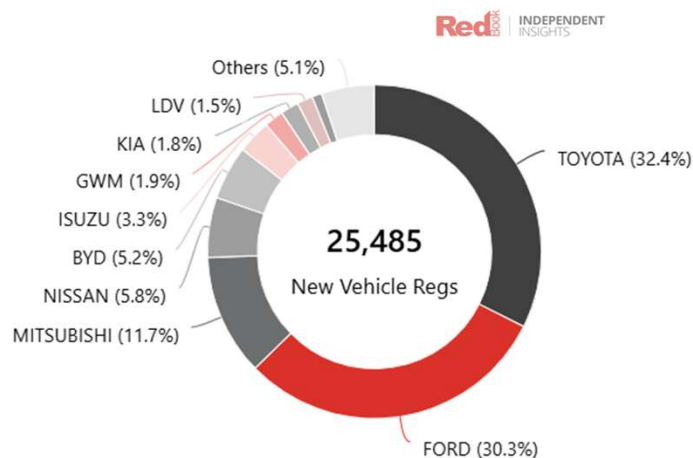
BYD Shark 6 reached 219 registrations, ranking fourth in September.

Light Commercial Top Sellers & Market Share — YTD

Light Commercial Top 10 Sellers - YTD 2026



Light Commercial Market Share by Brand (Top 10) - YTD 2026



KEY INSIGHTS



Ranger Holds No.1

Ford Ranger leads YTD with 7,063 registrations, ahead of Hilux at 5,983.



Toyota Edges Ford

Toyota holds 32.4% YTD brand share, ahead of Ford at 30.3%.



Toyota Depth

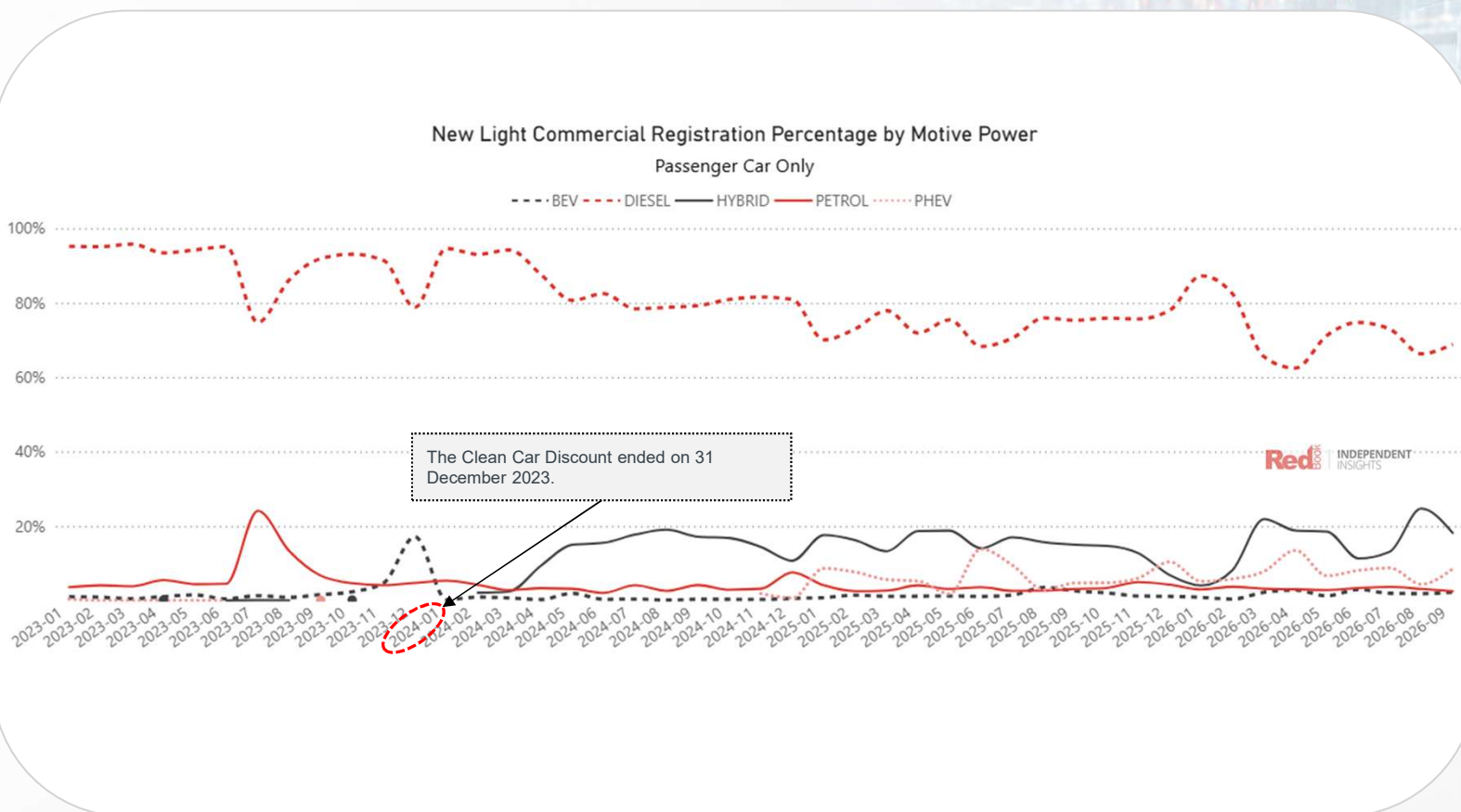
Hilux and Hiace rank second and fourth YTD, supporting Toyota's brand lead.



Shark 6 Holds Sixth

BYD Shark 6 ranks sixth YTD with 1,335 registrations and 5.2% brand share.

Light Commercial Sales Trend by Motive Power



KEY INSIGHTS



Diesel Still Dominates

Diesel share recovered to around 69% in September and remained dominant.



Hybrid Pulls Back

Hybrid share eased to around 18%, after August's sharp rise.



PHEV Share Lifts

PHEV share increased to around 9%, alongside stronger Shark 6 registrations.

USED MARKET

Used import registrations eased slightly in September, but remained well above the same month last year. Toyota Aqua led model sales, while hybrids extended their lead over petrol in passenger registrations.



36.9%

Toyota led YTD used import brand share.



915

Toyota Aqua led September used import sales.



53% Hybrid

Hybrid share of used passenger registrations in September.

NZ Used Car Sales Trend



KEY INSIGHTS



Used Eases Slightly
Used import registrations fell 1.5% MoM to 8,468 in September.



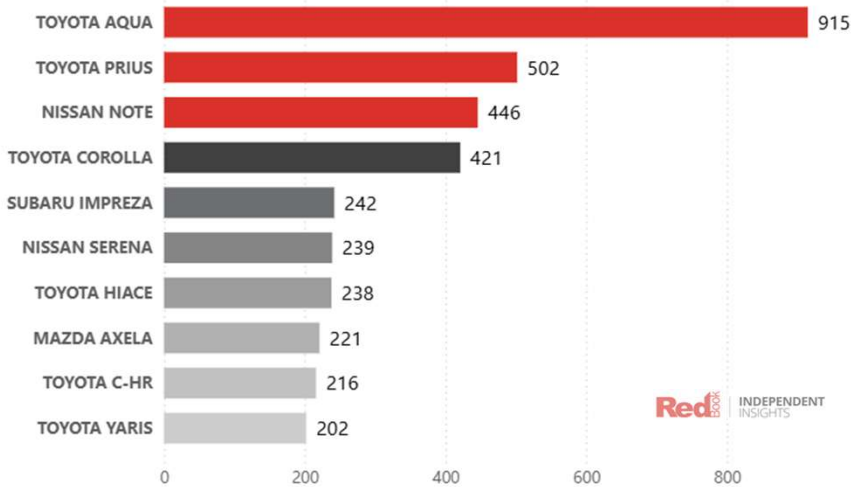
YoY Remains Strong
September volume was 13.8% above September 2025.



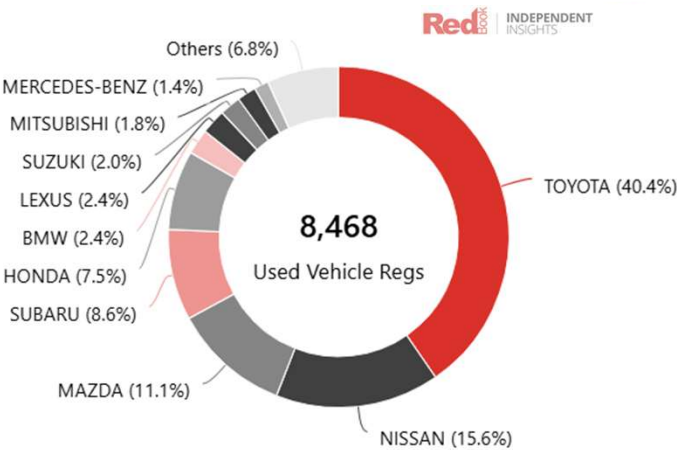
Volumes Still Firm
September remained close to recent highs, despite the small monthly decline.

Used Car Top Sellers & Market Share — Monthly

Top 10 Sellers - Sep 2026



Market Share by Brand (Top 10) - Sep 2026



KEY INSIGHTS



Aqua Leads

Toyota Aqua led September with 915 registrations, ahead of Prius at 502.



Note Ranks Third

Nissan Note ranked third with 446 registrations, ahead of Corolla at 421.



Toyota Model Depth

Six Toyota models featured in September's top 10 used imports.

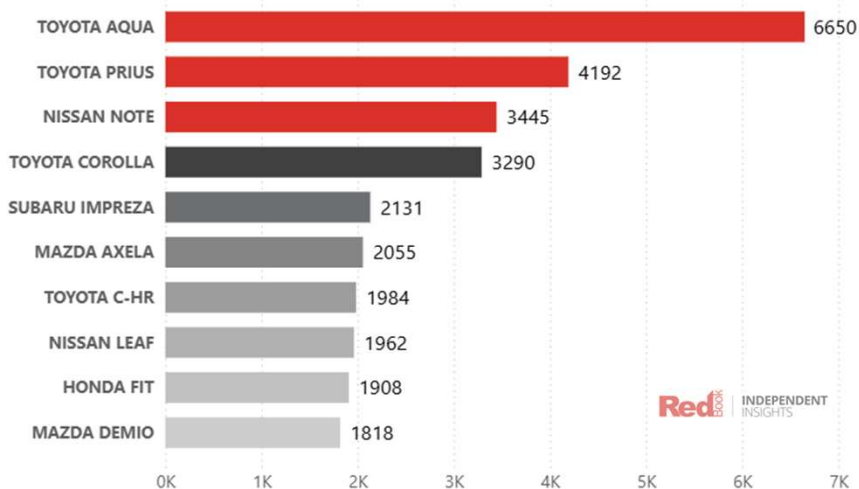


Toyota Dominates

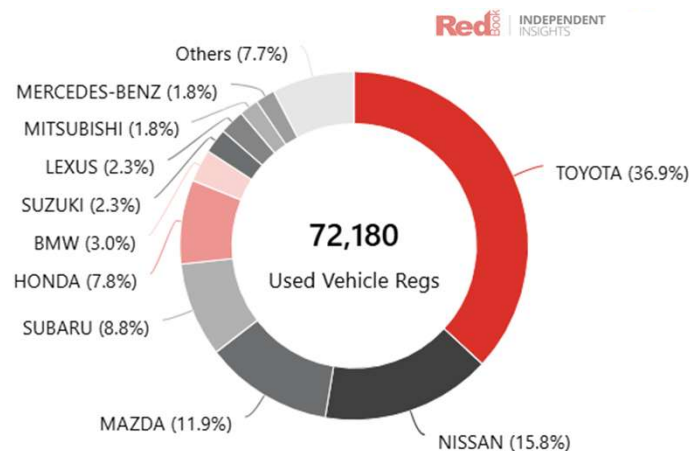
Toyota held 40.4% of monthly used imports, ahead of Nissan at 15.6%.

Used Car Top Sellers & Market Share — YTD

Top 10 Sellers - YTD 2026



Market Share by Brand (Top 10) - YTD 2026



KEY INSIGHTS



Toyota Leads Models

Toyota Aqua leads YTD with 6,650 registrations, ahead of Prius at 4,192.



Nissan Note Third

Nissan Note ranks third YTD with 3,445 registrations, ahead of Corolla.



Toyota Dominates

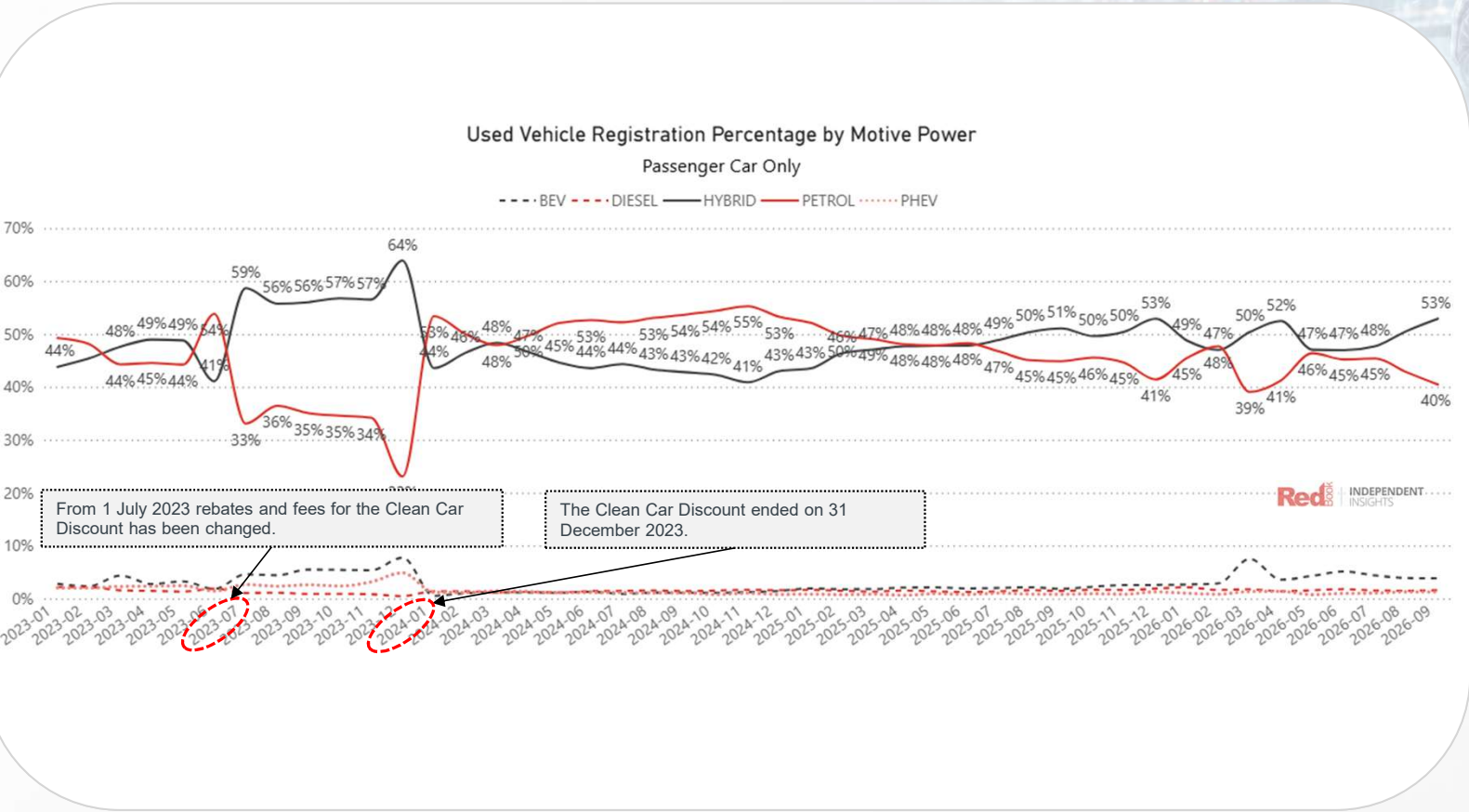
Toyota leads YTD used imports with 36.9% share, followed by Nissan at 15.8%.



Leaf in YTD Top 10

Nissan Leaf ranks eighth YTD with 1,962 registrations, retaining a visible BEV presence.

Used Car Sales Trend by Motive Power



KEY INSIGHTS



Hybrid Extends Lead

Hybrid share reached 53% of used passenger registrations in September.



Petrol Eases

Petrol fell to 40%, widening the gap with hybrid to 13 percentage points.



BEV Share Eases

BEV share eased to around 4%, remaining a small part of used imports.

PRICE INDEX

Used vehicle prices continued to decline in September, with SUVs showing the weakest index among vehicle types. BEV values also eased further, while the new vehicle RRP series rebounded after its earlier decline.



Prices Ease Further

The overall index continued to ease in September, extending the downtrend.



SUVs Under Pressure

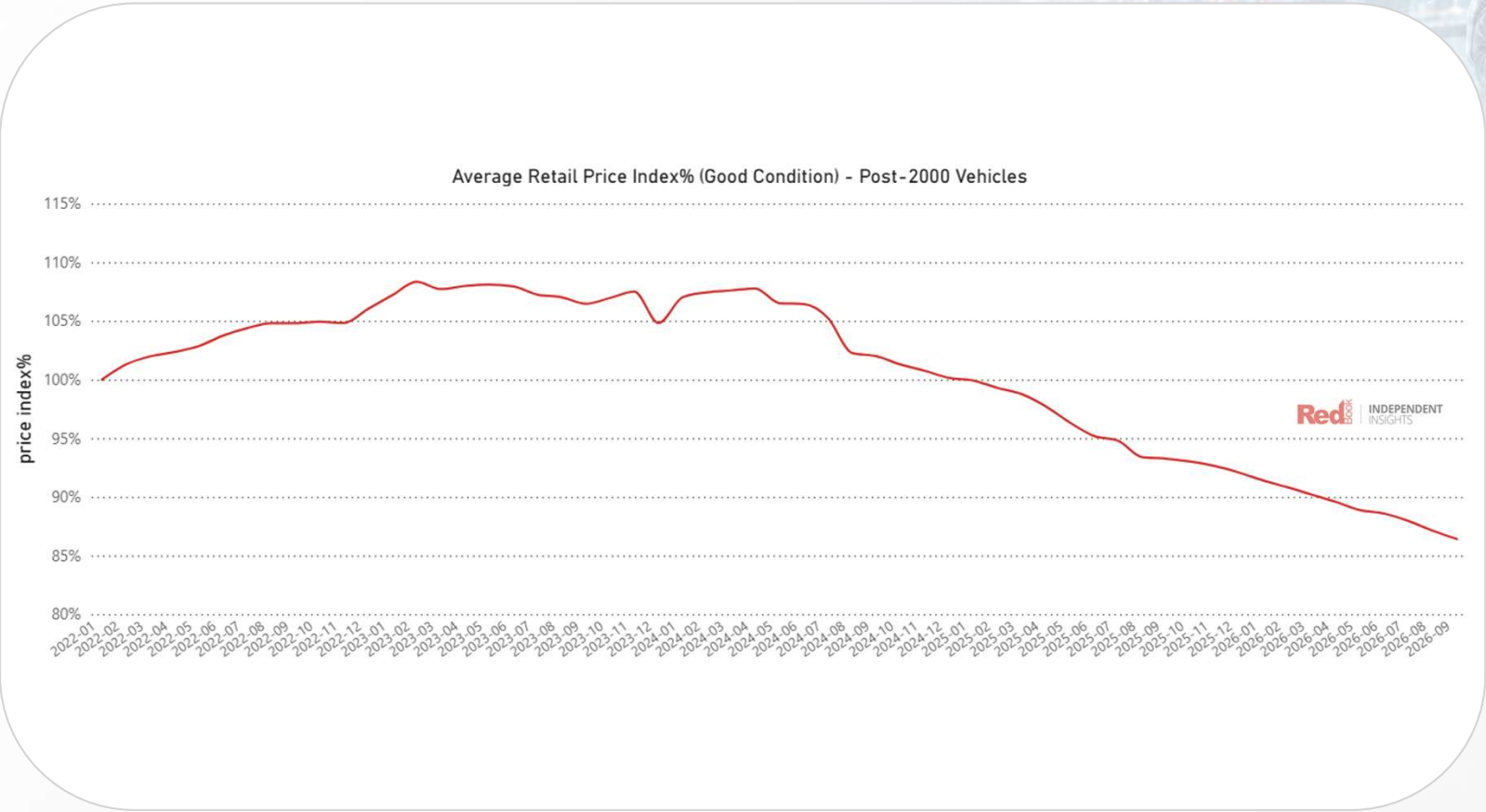
SUVs continued to show the sharpest correction among vehicle types.



BEVs Still Soft

BEV values remained soft, with downward pressure continuing in September.

Used Vehicle Price Index

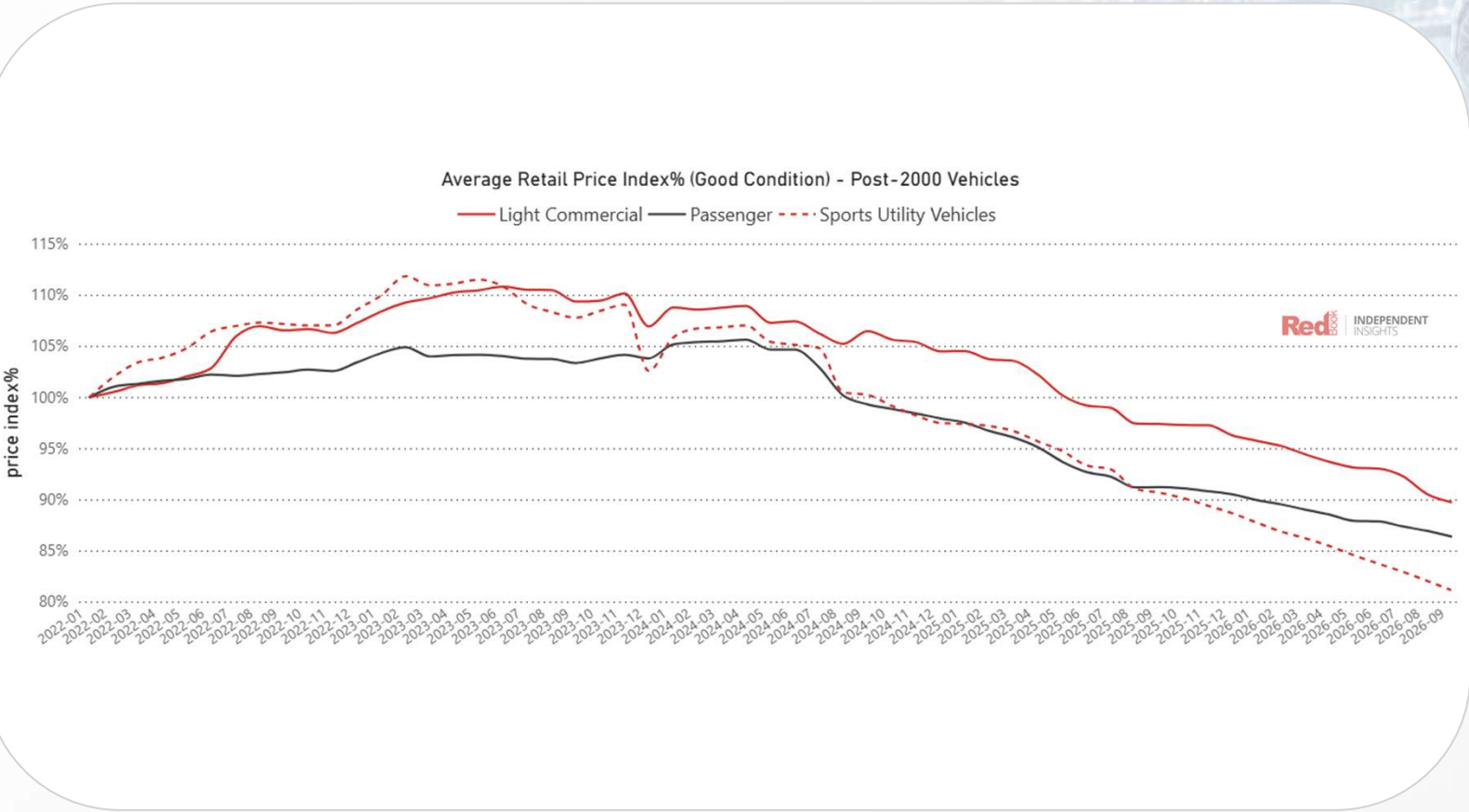


KEY INSIGHTS

Prices Ease Further
The index eased further in September, extending the gradual downtrend.

Downtrend Continues
Used values remain below their earlier peak, with no clear sign of stabilisation.

Used Vehicle Price Index by Vehicle Type



KEY INSIGHTS



Light Commercials Firmer

Light commercials remain relatively more resilient, despite recent declines.



SUVs Correct Most

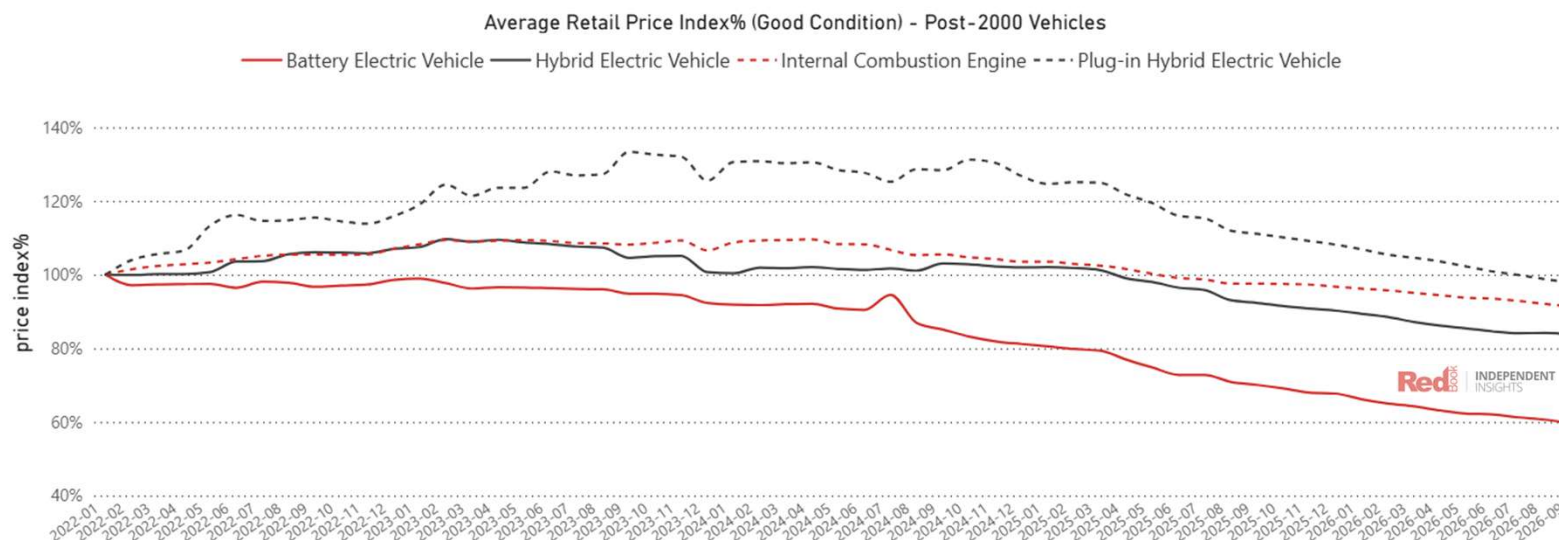
SUVs remain the weakest vehicle type, with values continuing to decline.



Passenger Values Ease

Passenger values eased further, with all major vehicle types trending lower.

Used Vehicle Price Index by Motive Power



KEY INSIGHTS



ICE Outperforms Hybrid

ICE values remain more resilient than hybrids, though both continued to ease.



PHEVs Most Resilient

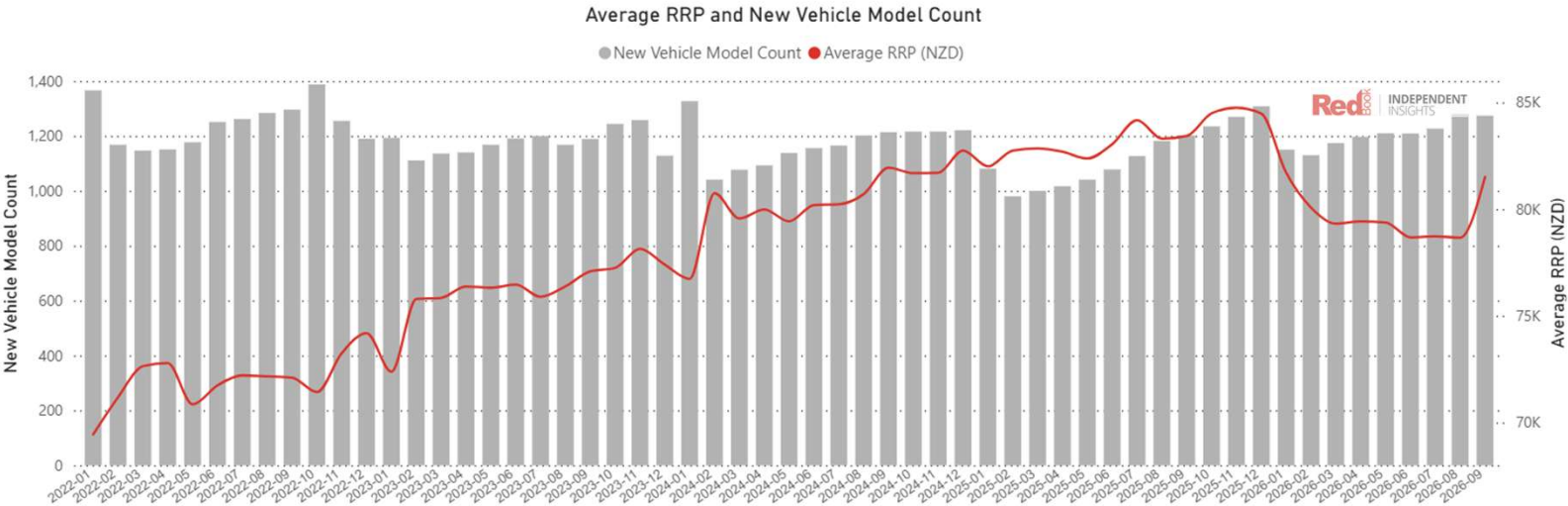
PHEVs retain the strongest index performance, but continue to trend lower.



BEVs Still Declining

BEV values remain soft. Recent declines are smaller than the earlier correction.

New Vehicle RRP Trend



KEY INSIGHTS

Long-Term Rise
Average new vehicle RRP rose over the longer term before easing from its peak.

September Rebound
Average RRP rebounded in September after declining earlier in the year.

NZ Models Reviewed
We have reviewed the vehicles currently for sale in the NZ market. Model count remains broadly stable.