MOTOR INDUSTRY ASSOCIATION
INCORPORATED

MEDIA RELEASE

New Vehicle Registrations Reflect Continued Difficult Market

5 May 2025

New vehicle registrations continued their downward drift last month; from 9,223 in April last year, to 8,839 in the month just gone.

The Motor Industry Association, which represents the country's new vehicle manufacturers and suppliers, compiles registration numbers monthly.

Association chief executive Aimee Wiley says April's results continue an overall declining trend from the beginning of the year, although some categories are showing resilience.

"Registrations to the end of April totalled 41,380 vehicles – a 3.9% drop on the 43,079 registered over same period in 2024. This is likely due to continuing tight economic conditions impacting on spending behaviour."

For cars and SUVs, registrations at 6,092 were slightly down on the 6,111 recorded for April 2024 - a minimal 0.3% reduction; while light commercial (2,367 units) and heavy commercial (380 units) were down on the numbers (2,515 units and 597 units respectively) registered to the end of April 2024.

Toyota remained the top passenger marque with 2,172 units registered for a 24.6% share of the market, but this represented a 8.6% drop on the 2,378 units sold in April 2024.

Ford took second place with 917 registrations, with Mitsubishi in third spot registering 842 units; both down on the 1,264 units and 948 units respectively for April 2024.

In terms of fuel type, battery electric light passenger vehicles (BEV) showed a sharp increase from 262 units in April 2024 to 442 last month, while hybrid (HEV) and plug-in hybrid (PHEV) car sales were relatively steady at 2,310 registrations in April 2025 compared with 2,569 in April 2024. By contrast, internal combustion engine (ICE) light passenger vehicle registrations totalled 3,340, compared with 3,280 in April last year.

In the commercial light vehicle category, the Ford Ranger, with 674 registrations, retained a slight lead over the Toyota Hilux, with 644 units. This represents a considerable narrowing of the gap between the fierce rivals, who recorded 836 and 510 registrations, respectively, in April 2024.

However, year-to-date figures paint a different picture, with the Hilux totalling 2,528 registrations for a 24.9% market share, compared with 2,460 Rangers and a 24.2% market share. This is a significant reversal of the situation in April 2024, when 4,266 of the long-time favourite Ford Rangers were registered for a 33.5% market share, compared with 2,469 Toyota Hilux's and a 19.4% market share.

Key Industry Insights

Industry Registrations

In April 2025, 8,839 new vehicles were registered, representing a 4.3% decrease (399 units) over April 2024 and a 13.1% decrease (1,338 units) compared to April 2023.

Industry Breakdown

Total Industry	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Light Passenger (Incl. SUV)	6,092	68.9%	6,111	66.3%	29,559	71.4%	27,697	64.3%
Light Commercial	2,367	26.8%	2,515	27.3%	10,169	24.6%	12,720	29.5%
Heavy Commercial	380	4.3%	597	6.5%	1,652	4.0%	2,662	6.2%
Total	**8,839**	**100.0%**	**9,223**	**100.0%**	**41,380**	**100.0%**	**43,079**	**100.0%**

Industry by Buyer Type

Buyer Type	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Private Buyer	3,398	38.4%	3,449	37.4%	16,420	39.7%	15,224	35.3%
Business	5,061	57.3%	5,212	56.5%	22,842	55.2%	24,303	56.4%
Government	148	1.7%	220	2.4%	813	2.0%	814	1.9%
Rental	232	2.6%	342	3.7%	1,305	3.2%	2,738	6.4%
Total	**8,839**	**100.0%**	**9,223**	**100.0%**	**41,380**	**100.0%**	**43,079**	**100.0%**

Industry by Motive Power

Motive Power	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Battery Electric	494	5.6%	276	3.0%	2,316	5.6%	1,499	3.5%
Plug-in Hybrid	315	3.6%	182	2.0%	1,938	4.7%	775	1.8%
Hybrid	2,535	28.7%	2,610	28.3%	11,678	28.2%	9,503	22.1%
Petrol/Diesel/LPG (ICE)	5,495	62.2%	6,155	66.7%	25,448	61.5%	31,302	72.7%
Total	**8,839**	**100.0%**	**9,223**	**100.0%**	**41,380**	**100.0%**	**43,079**	**100.0%**

Industry Consumer Trends

	Top 5 VFACTS Segments	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
1	SUV Compact	2,087	23.6%	1,849	20.0%	9,840	23.8%	8,860	20.6%
2	SUV Medium	1,963	22.2%	2,444	26.5%	9,957	24.1%	9,719	22.6%
3	Pick Up/Chassis Cab 4X4	1,642	18.6%	1,697	18.4%	7,067	17.1%	8,217	19.1%
4	SUV Large	770	8.7%	585	6.3%	3,771	9.1%	3,346	7.8%
5	Light	393	4.4%	540	5.9%	2,096	5.1%	1,988	4.6%

Retail Share by Marque and Model

	MARQUE	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
1	Toyota	2,172	24.6%	2,378	25.8%	9,493	22.9%	9,371	21.8%
2	Ford	917	10.4%	1,264	13.7%	3,930	9.5%	6,187	14.4%
3	Mitsubishi	842	9.5%	948	10.3%	4,115	9.9%	4,923	11.4%
4	Kia	548	6.2%	594	6.4%	2,930	7.1%	2,812	6.5%
5	Nissan	399	4.5%	386	4.2%	1,886	4.6%	1,926	4.5%
6	Suzuki	336	3.8%	489	5.3%	1,656	4.0%	1,882	4.4%
7	MG	302	3.4%	208	2.3%	1,458	3.5%	933	2.2%
8	Mazda	273	3.1%	201	2.2%	1,361	3.3%	1,143	2.7%
9	Hyundai	260	2.9%	252	2.7%	1,040	2.5%	1,249	2.9%
10	BYD	244	2.8%	28	0.3%	1,161	2.8%	153	0.4%

Light Passenger Insights (including SUVs)

Light Passenger Registrations

6,092 units registered, a 0.3% decrease (19 units) from April 2024 and a 13.7% decrease (968 units) from April 2023.

Light Passenger by Buyer Type

LPV Buyer Type	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Private Buyer	2,828	46.4%	2,854	46.7%	13,964	47.2%	12,537	45.3%
Business	3,021	49.6%	2,882	47.2%	14,128	47.8%	12,851	46.4%
Government	64	1.1%	131	2.1%	452	1.5%	453	1.6%
Rental	179	2.9%	244	4.0%	1,015	3.4%	1,856	6.7%
Total	**6,092**	**100.0%**	**6,111**	**100.0%**	**29,559**	**100.0%**	**27,697**	**100.0%**

Light Passenger by Motive Power

Light Passenger by Motive Power	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Battery Electric Vehicle (BEVs)	442	7.3%	262	4.3%	2,145	7.3%	1,344	4.9%
Plug in Hybrid Vehicle (PHEVs)	196	3.2%	182	3.0%	1,280	4.3%	775	2.8%
Non-Plug in Hybrid Vehicle (HEVs)	2,114	34.7%	2,387	39.1%	10,089	34.1%	9,152	33.0%
Other - Petrol/Diesel/LPG (ICE)	3,340	54.8%	3,280	53.7%	16,045	54.3%	16,426	59.3%
Total	6,092	100.0%	6,111	100.0%	29,559	100.0%	27,697	100.0%

Light Passenger - Consumer Segmentation Trends

	LPV Top 5 VFACTS Segments	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
1	SUV Compact	2,087	34.3%	1,849	30.3%	9,840	33.3%	8,860	32.0%
2	SUV Medium	1,963	32.2%	2,444	40.0%	9,957	33.7%	9,719	35.1%
3	SUV Large	770	12.6%	585	9.6%	3,771	12.8%	3,346	12.1%
4	Light	393	6.5%	539	8.8%	2,096	7.1%	1,985	7.2%
5	Small	297	4.9%	299	4.9%	1,522	5.1%	1,572	5.7%

Top 10 Light Passenger by Marque and Model

	MARQUE	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
1	Toyota	1,334	21.9%	1,663	27.2%	6,246	21.1%	6,000	21.7%
2	Mitsubishi	693	11.4%	542	8.9%	2,961	10.0%	3,073	11.1%
3	Kia	548	9.0%	594	9.7%	2,930	9.9%	2,812	10.2%
4	Suzuki	332	5.5%	489	8.0%	1,629	5.5%	1,860	6.7%
5	MG	302	5.0%	208	3.4%	1,458	4.9%	933	3.4%
6	Mazda	270	4.4%	181	3.0%	1,331	4.5%	1,058	3.8%
7	Hyundai	240	3.9%	219	3.6%	946	3.2%	1,035	3.7%
8	GWM	186	3.1%	248	4.1%	985	3.3%	1,026	3.7%
9	Nissan	181	3.0%	212	3.5%	952	3.2%	1,067	3.9%
10	Ford	163	2.7%	321	5.3%	1,084	3.7%	1,415	5.1%

Light Passenger Motive Power Insights: Top 5

Battery Electric Vehicles (BEVs):

		Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
	LPV BATTERY ELECTRIC TOTAL	442	100.0%	262	100.0%	2,145	100.0%	1,344	100.0%
1	POLESTAR POLESTAR 2	78	17.6%	11	4.2%	240	11.2%	21	1.6%
2	BYD DOLPHIN	36	8.1%	2	0.8%	111	5.2%	27	2.0%
3	TESLA MODEL Y	34	7.7%	48	18.3%	179	8.3%	292	21.7%
4	BYD ATTO 3	32	7.2%	10	3.8%	187	8.7%	48	3.6%
5	KIA EV5	25	5.7%	-	0.0%	88	4.1%	-	0.0%

Plug-in Hybrid Vehicles (PHEVs):

		Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
	LPV PLUG-IN HYBRID TOTAL	196	100.0%	182	100.0%	1,280	100.0%	775	100.0%
1	BYD SEALION 6	36	18.4%	-	0.0%	143	11.2%	-	0.0%
2	MITSUBISHI OUTLANDER	27	13.8%	38	20.9%	373	29.1%	121	15.6%
3	GWM HAVAL H6	25	12.8%	-	0.0%	63	4.9%	-	0.0%
4	LEXUS NX	11	5.6%	10	5.5%	38	3.0%	30	3.9%
5	BMW X3	9	4.6%	3	1.6%	28	2.2%	20	2.6%

Hybrid Vehicle (HEVs):

		Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
	LPV HYBRID TOTAL	2,114	100.0%	2,387	100.0%	10,089	100.0%	9,152	100.0%
1	TOYOTA RAV4	697	33.0%	1,012	42.4%	3,140	31.1%	2,810	30.7%
2	HYUNDAI TUCSON	98	4.6%	24	1.0%	260	2.6%	176	1.9%
3	TOYOTA COROLLA CROSS	96	4.5%	126	5.3%	528	5.2%	680	7.4%
4	TOYOTA COROLLA	94	4.4%	104	4.4%	512	5.1%	435	4.8%
5	SUZUKI SWIFT	90	4.3%	26	1.1%	392	3.9%	156	1.7%

Light Commercial Vehicle Insights

Registrations

2,367 Light Commercial registrations represent a 5.9% decline (148 units) compared to April 2024 and a 9.8% decline (258 units) compared to April 2023.

Light Commercial - Buyer Type

LCV Buyer Type	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Private Buyer	524	22.1%	547	21.7%	2,286	22.5%	2,493	19.6%
Business	1,795	75.8%	1,891	75.2%	7,670	75.4%	9,595	75.4%
Government	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Rental	48	2.0%	77	3.1%	213	2.1%	632	5.0%
Total	**2,367**	**100.0%**	**2,515**	**100.0%**	**10,169**	**100.0%**	**12,720**	**100.0%**

Light Commercial - Motive Power

LCV Motive Power	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Battery Electric	26	1.1%	6	0.2%	110	1.1%	65	0.5%
Plug-in Hybrid	119	5.0%	-	0.0%	658	6.5%	-	0.0%
Hybrid	421	17.8%	223	8.9%	1,589	15.6%	351	2.8%
Petrol/Diesel/LPG (ICE)	1,801	76.1%	2,286	90.9%	7,812	76.8%	12,304	96.7%
Total	**2,367**	**100.0%**	**2,515**	**100.0%**	**10,169**	**100.0%**	**12,720**	**100.0%**

Light Commercial - Consumer Segmentation Trends

	LCV Top 5 VFACTS Segments	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
1	Pick Up/Chassis Cab 4X4	1,639	69.2%	1,694	67.4%	7,051	69.3%	8,200	64.5%
2	Pick Up/Chassis Cab 4X2	391	16.5%	494	19.6%	1,736	17.1%	2,803	22.0%
3	Vans	242	10.2%	234	9.3%	1,102	10.8%	1,391	10.9%
4	Light Buses	57	2.4%	68	2.7%	199	2.0%	224	1.8%
5	Others	37	1.6%	20	0.8%	58	0.6%	71	0.6%

Top 10 Light Commercial - Marque and Model

	LCV MARQUE & MODEL	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
1	FORD RANGER	674	28.5%	836	33.2%	2,460	24.2%	4,266	33.5%
2	TOYOTA HILUX	644	27.2%	510	20.3%	2,528	24.9%	2,469	19.4%
3	NISSAN NAVARA	218	9.2%	174	6.9%	934	9.2%	859	6.8%
4	TOYOTA HIACE	163	6.9%	162	6.4%	583	5.7%	685	5.4%
5	MITSUBISHI TRITON	149	6.3%	405	16.1%	1,154	11.3%	1,849	14.5%
6	BYD SHARK 6	119	5.0%	-	0.0%	658	6.5%	-	0.0%
7	FORD TRANSIT	70	3.0%	66	2.6%	311	3.1%	365	2.9%
8	LDV T60	45	1.9%	4	0.2%	144	1.4%	39	0.3%
9	RAM 1500	40	1.7%	17	0.7%	73	0.7%	80	0.6%
10	ISUZU D-MAX	32	1.4%	73	2.9%	302	3.0%	506	4.0%

Heavy Commercial Vehicle Insights

Registrations

380 Heavy Commercial registrations represent a 36.3% decline (217 units) compared to April 2024 and a 22.8% decline (112 units) compared to April 2023.

Heavy Commercial - Buyer Type

HCV Buyer Type	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Private Buyer	46	12.1%	48	8.0%	170	10.3%	194	7.3%
Business	311	81.8%	510	85.4%	1,330	80.5%	2,147	80.7%
Government	18	4.7%	18	3.0%	75	4.5%	71	2.7%
Rental	5	1.3%	21	3.5%	77	4.7%	250	9.4%
Total	**380**	100.0%	**597**	100.0%	**1,652**	100.0%	**2,662**	100.0%

Heavy Commercial - Motive Power

HCV Motive Power	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
	Sales	Share	Sales	Share	Sales	Share	Sales	Share
Battery Electric	26	6.8%	8	1.3%	61	3.7%	90	3.4%
Petrol/Diesel/LPG (ICE)	354	93.2%	589	98.7%	1,591	96.3%	2,572	96.6%
Total	**380**	100.0%	**597**	100.0%	**1,652**	100.0%	**2,662**	100.0%

Top 10 Heavy Commercial - Marque and Model

	HCV MARQUE & MODEL	Apr-25		Apr-24		Year to Date 2025		Year to Date 2024	
		Sales	Share	Sales	Share	Sales	Share	Sales	Share
1	LDV DELIVER 9	24	6.3%	35	5.9%	110	6.7%	100	3.8%
2	MERCEDES-BENZ SPRINTER	22	5.8%	24	4.0%	82	5.0%	97	3.6%
3	ISUZU TRUCKS F SERIES	22	5.8%	66	11.1%	79	4.8%	190	7.1%
4	ISUZU TRUCKS N SERIES	22	5.8%	37	6.2%	98	5.9%	184	6.9%
5	HINO 500	17	4.5%	14	2.3%	71	4.3%	68	2.6%
6	IVECO DAILY	17	4.5%	12	2.0%	62	3.8%	112	4.2%
7	VOLVO TRUCK FM	17	4.5%	4	0.7%	36	2.2%	49	1.8%
8	FIAT DUCATO	16	4.2%	18	3.0%	73	4.4%	165	6.2%
9	CRRC ET12MAX	16	4.2%	-	0.0%	16	1.0%	6	0.2%
10	HINO 300	15	3.9%	23	3.9%	66	4.0%	70	2.6%

ENDS:

For more information, contact:

Alan Seay, Communications Manager, Motor Industry Association, Email: alan@mia.org.nz or (021) 494-475