

The INDICATOR

AA Motoring

INDUSTRY UPDATE

Both passenger and commercial vehicle sales slumped in August, falling by 13% compared to the previous month, and overall volumes are down 16% for the month compared to this time last year. Year-to-date, figures are down 24% (23,691 units).

Historically, prices tend to trend upwards towards a peak in October, but it appears the second Covid-19 lockdown has had a negative effect on traditional trends when it comes to buying new vehicles.

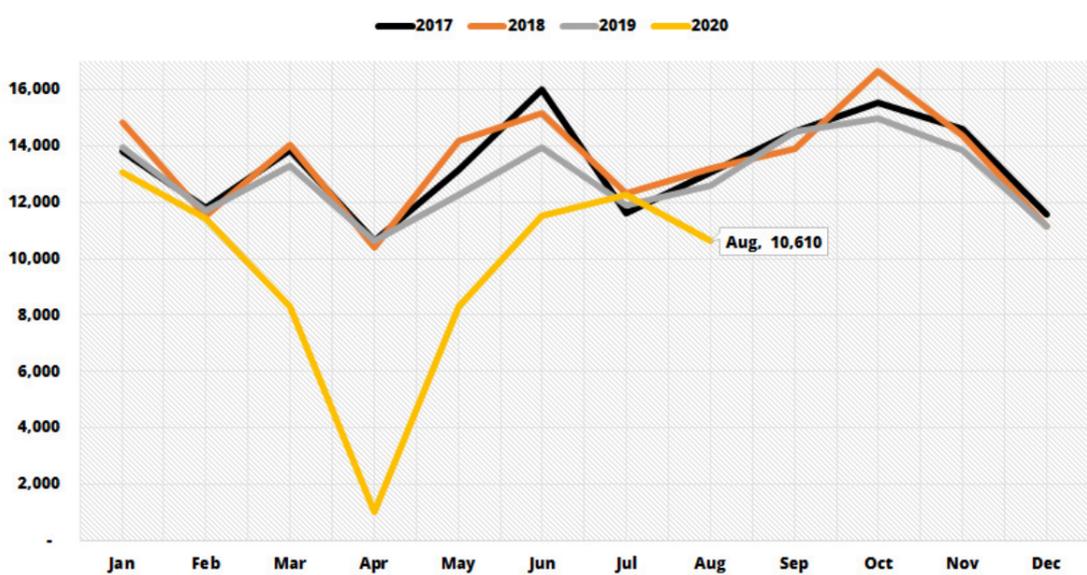
Unsurprisingly, one of the largest affected areas was Auckland, after the region went back into an Alert Level 3 lockdown on 12 August. Experts have predicted a longer recovery period in new vehicle sales volumes than what we experienced following the global financial crisis between 2007 and 2009.

Despite a tough market, increases in sales have been continual and strong in the new hybrid vehicle segment for the second month in a row. Pure electric vehicle (EV) sales also saw a rise in August, showing a continued demand for fuel saving alternatives.

NEW AND COMMERCIAL PASSENGER VEHICLE SALES

In August 2020, 10,610 new passenger and commercial vehicles were sold. This is a drop of 16% compared to August last year (12,607 units). This follows a pretty strong July 2020 that outperformed July 2019 by 3%.

Year-to-date, new commercial and passenger vehicle registrations are down 24% overall.



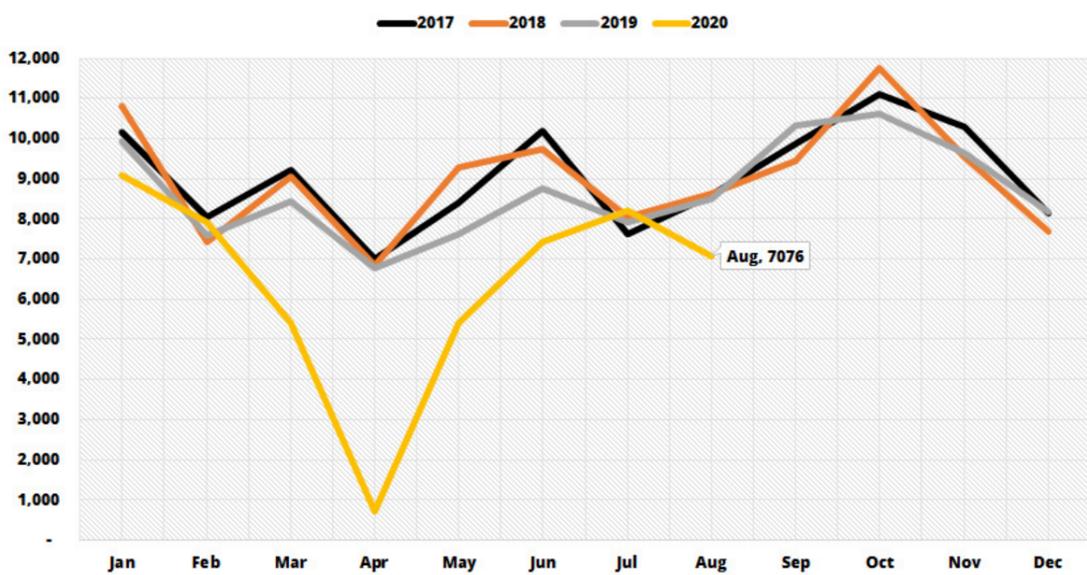
NEW PASSENGER CAR SALES

There were 7,076 new passenger vehicles sold in August 2020, which was a decrease of 17% compared to August 2019. Interestingly, this has been the first fall since the plunge back in April – sales are down 14% from July 2020. Overall, new passenger vehicle sales are down 22% year-to-date.

Again, the top-selling new passenger car for August 2020 was the Toyota RAV4. This medium-sized SUV champion performed exceptionally well, but it was still 158 sales short of last month's total with (638 units).

TOP 5 NEW PASSENGER CAR SALES

Make & Model	August 2020
Toyota RAV4	638
Kia Sportage	313
Kia Seltos	243
Suzuki Swift	220
Toyota C-HR	200



TOP 5 AUGUST NEW CAR SALES

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1. Toyota RAV4 - 638
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2. Kia Sportage - 313
- 

3. Kia Seltos - 243
- 

4. Suzuki Swift - 220
- 

5. Toyota C-HR - 200

NEW COMMERCIAL CAR SALES

A total of 3,534 new commercial vehicles were sold in August 2020, which is a drop of around 14% compared to August last year (4,101 units). Collectively, new commercial vehicle registrations are down by 27% year-to-date.

The top seller was the ever-popular Ford Ranger, which worked its magic with 964 total sales. This is an impressive result even compared to a strong July, selling an additional 183 units.

TOP 5 COMMERCIAL CAR SALES

Make & Model	August 2020
Ford Ranger	964
Toyota Hilux	524
Mitsubishi Triton	376
Mazda BT-50	199
Holden Colorado	193

USED PASSENGER CAR REGISTRATIONS

Used passenger import registrations have taken a hit after three months of promising growth. The August figures dropped by 24% (or 2,921 units) to 9,054 registrations, which was the lowest monthly total since April when we were in level 4 lockdown.

There were just over 17% fewer imports that made it to our shores when compared to August 2019, but this is nearly twice the number shipped into the country during June this year and was 10% higher than July's figure of 9,221.

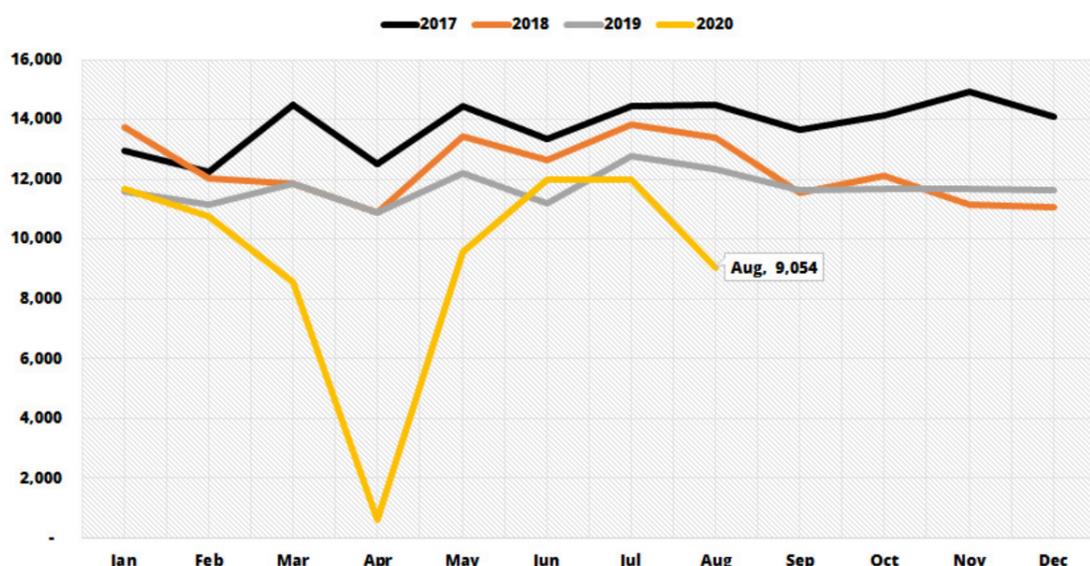
Registrations are down 27% compared to August 2019, and year-to-date, the used vehicle segment is down by 21% overall (19,812 units).

The bestselling used passenger car this month was the popular Mazda Axela with 475 registrations, albeit with 191 units less than July 2020.

Click [here](#) to check out the review of the Mazda Demio, the Mazda Axela's smaller sibling.

TOP 5 USED PASSENGER CAR REGISTRATIONS

Make & Model	August 2020
Mazda Axela	475
Toyota Aqua	379
Toyota Prius	323
Mazda Demio	310
Honda Fit	300



TOP 5 AUGUST USED PASSENGER CAR REGISTRATIONS

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Mazda Axela - 475
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Toyota Aqua - 379
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Toyota Prius - 323
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Mazda Demio - 310
- 

Honda Fit - 300

PETROL HYBRID VEHICLE SALES

August was another impressive month for hybrid vehicle sales, with 1,013 new petrol hybrid vehicles sales, an impressive 89% increase compared to the same month last year. Year-to-date, petrol hybrid vehicle sales are up by a total of 48%.

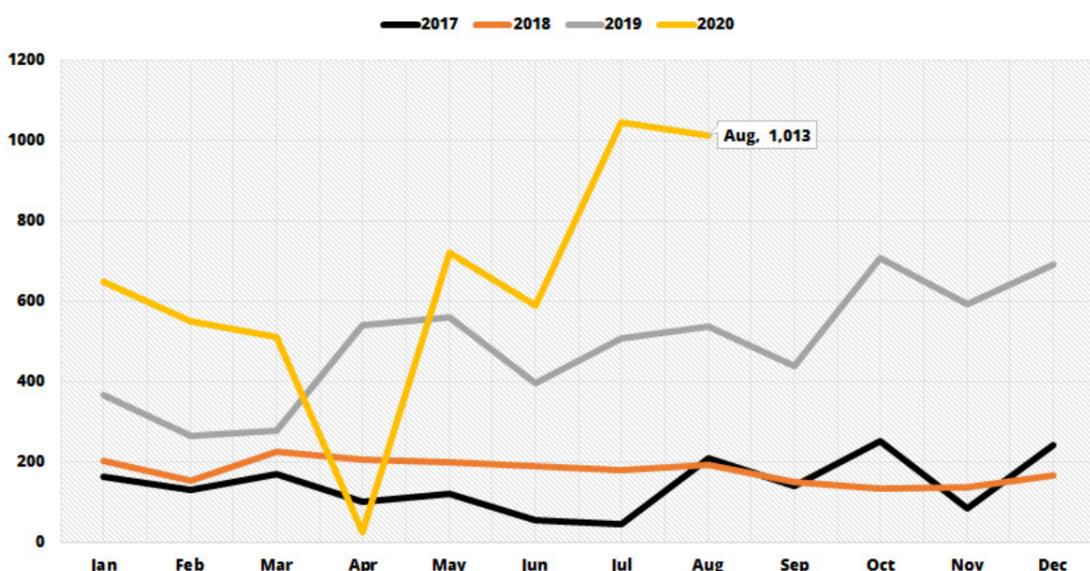
Yet again, Toyota dominated this segment with the three bestselling hybrids being the RAV4 (468 sales), C-HR (177 sales) and Corolla (122 sales).

New to market models like Toyota's Yaris Hybrid was the fourth-best-selling car in this segment (114 sales), and the Suzuki Swift Hybrid (28 sales) was fifth, as interest continues to grow in the hybrid segment.

Click [here](#) to read our first impressions from when we attended the launch of the new Toyota Yaris.

TOP 5 HYBRID VEHICLE SALES

Make & Model	August 2020
Toyota RAV4	468
Toyota C-HR	177
Toyota Corolla	122
Toyota Yaris	114
Suzuki Swift	28



ELECTRIC VEHICLE SALES

There were 129 EV sales in August 2020, an increase of 39 units compared to July 2020. However, figures are down by 34% when compared to August 2019. Year-to-date there's been a registration decrease of 8%.

The Tesla Model 3 regains its top spot with a solid 32 sales in August, followed by the Nissan Leaf (28 sales) and the Hyundai Kona (18 sales).

PLUG-IN PETROL HYBRID VEHICLE SALES

There were 60 plug-in hybrid vehicle (PHEV) sales in August 2020, down 30% (or 9 units) compared to July 2020, and 17% down year-to-date. This segment has been relatively steady since May 2020.

The bestsellers in this category for the month were the Mitsubishi Outlander (31 sales), followed by the Mini Countryman and Toyota Prius both with six sales. Four BMW X5 PHEVs and three Volvo XC90s were also sold.