

DEALERNOMICS AUTOMOTIVE STATISTICS

2026



CONTENTS

Section 1: Economic Contribution	03
Section 2: New Vehicle Dealer Network	04
Section 3: New Truck Dealer Network	05
Section 4: New Vehicle Sales Review	06
Section 5: Used Vehicle Sales Review	08
Section 6: Motor Vehicle Registrations	10
Section 7: Automotive Taxation	11
Section 8: EV Consumer Sentiment Survey	12
Section 9: Motor Industry Benchmarking	14

ECONOMIC CONTRIBUTION OF AUSTRALIA'S NEW CAR AND TRUCK DEALERS



\$21.5 billion

TOTAL ECONOMIC CONTRIBUTION



3,943

NUMBER OF
DEALERSHIPS

\$8.2

billion

TAX &
DUTY
CONTRIBUTION



64,045

DEALER
EMPLOYEES

\$8.2 billion

DEALER WAGES



7,508

APPRENTICES

\$50.6 million

TRAINING
INVESTMENT



486,768

CUSTOMER
FINANCE
CONTRACTS

\$91.3 billion

SALES/
TURNOVER

30 million

WORKSHOP
JOBS

AUSTRALIA'S NEW VEHICLE DEALER NETWORK



	NUMBER OF DEALERSHIPS	AVERAGE VEHICLES SOLD PER DEALER	TOTAL VEHICLES SOLD BY BRAND
Toyota	280	857	239,863
Ford	198	477	94,399
Mazda	149	617	91,923
Kia	144	570	82,105
Hyundai	182	424	77,208
Mitsubishi	194	315	61,198
GWM	123	429	52,809
BYD	95	552	52,415
Isuzu Ute	165	256	42,297
MG	108	382	41,298
Subaru	128	305	39,005
Nissan	176	202	35,511
Chery	85	410	34,889
Volkswagen	118	246	28,970
BMW	51	526	26,842
Mercedes-Benz	57	401	22,850
Audi	44	364	16,014
Honda	84	183	15,383
Suzuki	126	122	15,378
Lexus	37	394	14,561
LDV	91	155	14,108
Land Rover	34	245	8,339
Volvo	31	234	7,239
MINI	25	219	5,485
Porsche	16	321	5,133
Geely	46	109	5,010
Skoda	32	150	4,808
Mahindra	60	78	4,653
Renault	43	106	4,569
KGM	70	59	4,116
Chevrolet	58	71	4,113
Omoda Jaecoo	42	89	3,721
RAM	75	44	3,271
CUPRA	14	202	2,830
Zeekr	12	166	1,994
Fiat	13	150	1,952
Jeep	31	51	1,585
JAC	55	29	1,582
Peugeot	24	56	1,350
Leapmotor	15	43	644
Jaguar	28	19	520
Deepal	18	27	481
Alfa Romeo	8	58	463
Lamborghini	5	54	272

			
	NUMBER OF DEALERSHIPS	AVERAGE VEHICLES SOLD PER DEALER	TOTAL VEHICLES SOLD BY BRAND
Maserati	5	53	264
Ferrari	5	44	220
Aston Martin	6	31	185
Foton	28	6	178
Bentley	6	25	150
McLaren	5	14	68
Rolls-Royce	4	17	67

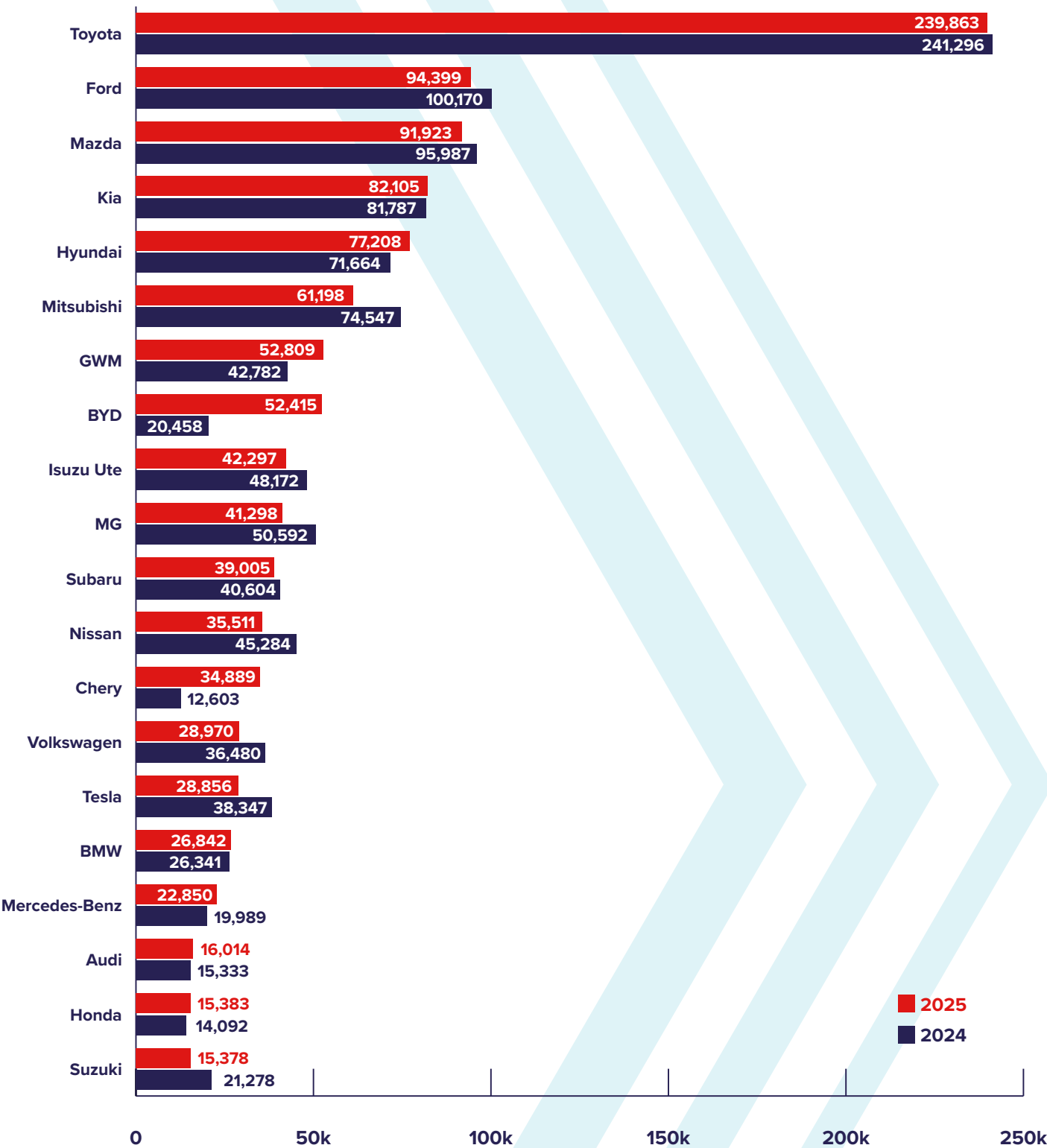


AUSTRALIA'S NEW TRUCK DEALER NETWORK

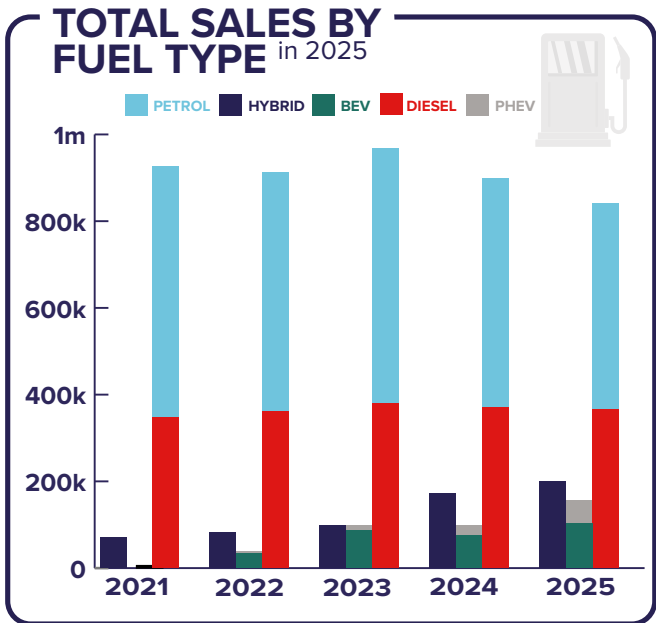
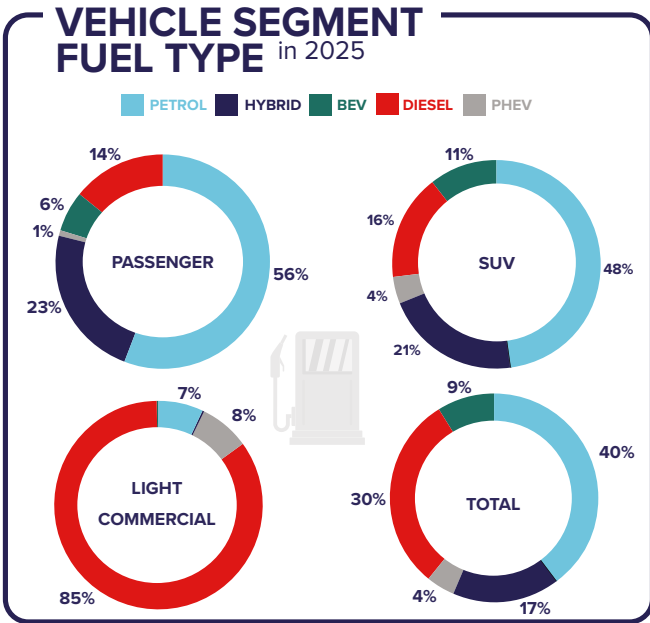
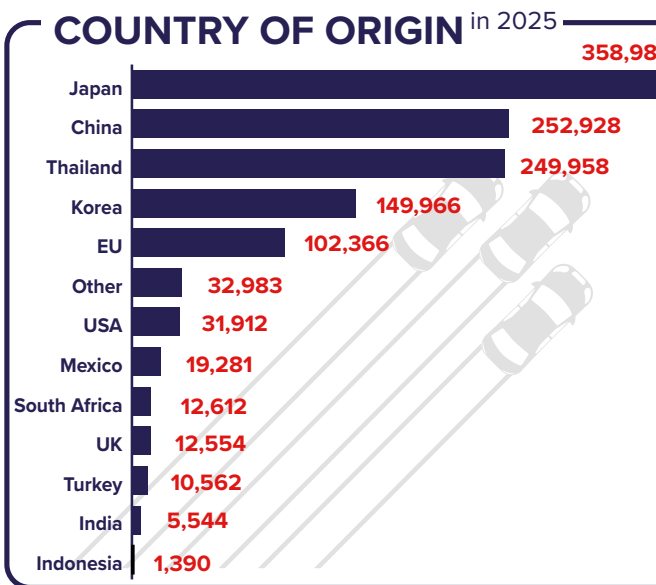
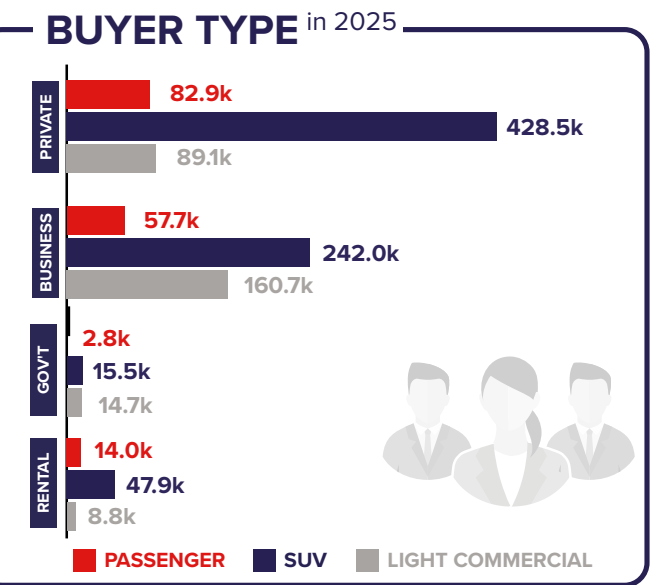
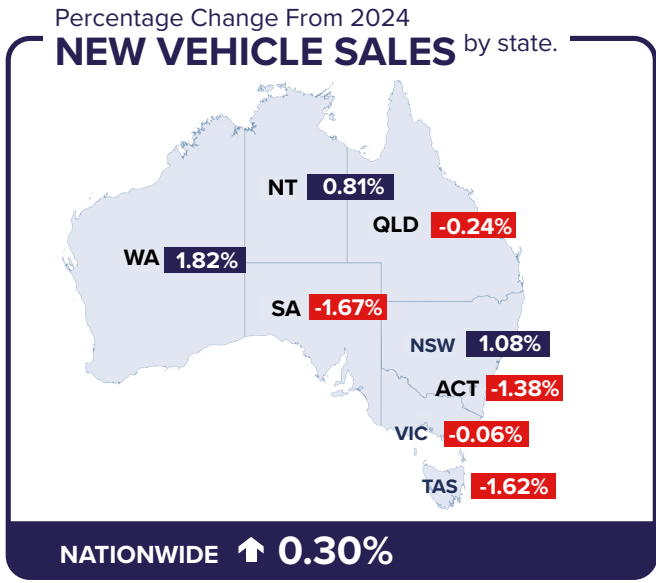
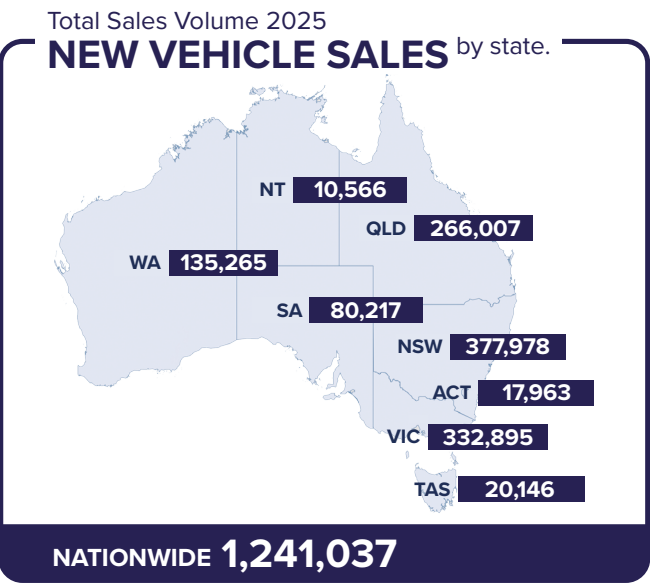
			
	NUMBER OF DEALERSHIPS	AVERAGE TRUCKS SOLD PER DEALER	TOTAL TRUCKS SOLD BY BRAND
Isuzu	51	244	12,420
Hino	41	115	4,711
Fuso	46	78	3,595
Kenworth	25	134	3,349
Volvo Commercial	36	65	2,357
Iveco Trucks	14	129	1,803
Scania	8	151	1,207
Mercedes-Benz Trucks	37	23	861
Mack	25	29	726
Daf	25	25	627
UD Trucks	36	14	509
Man	29	12	350
Hyundai Commercial	17	14	242
Western Star	29	6	168
Freightliner	38	3	125
Dennis Eagle	21	5	105
Foton Mobility	5	14	70

NEW VEHICLE SALES

TOP 20 BRANDS in 2025



NEW VEHICLE SALES



USED VEHICLE SALES



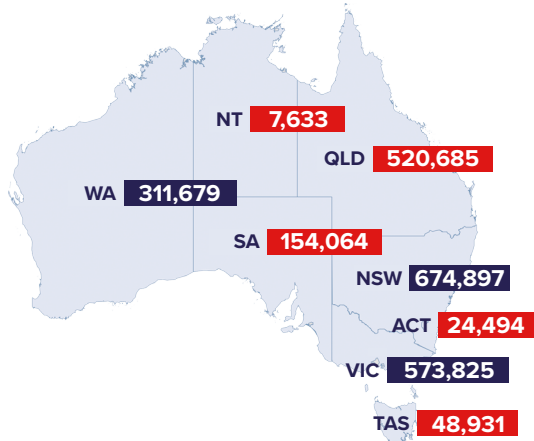
Total 2025

USED VEHICLE SALES by seller type



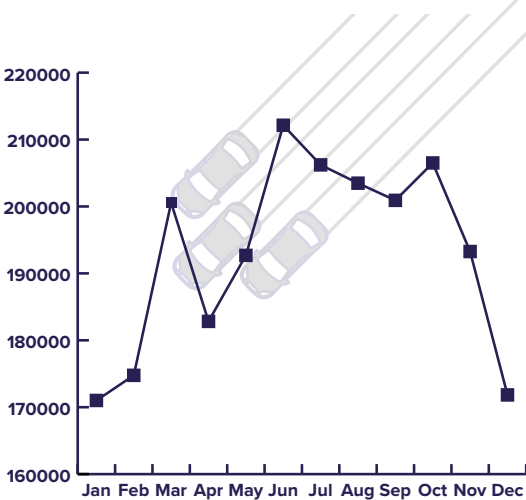
Total 2025

USED VEHICLE SALES by state



NATIONWIDE ↓ 0.37%

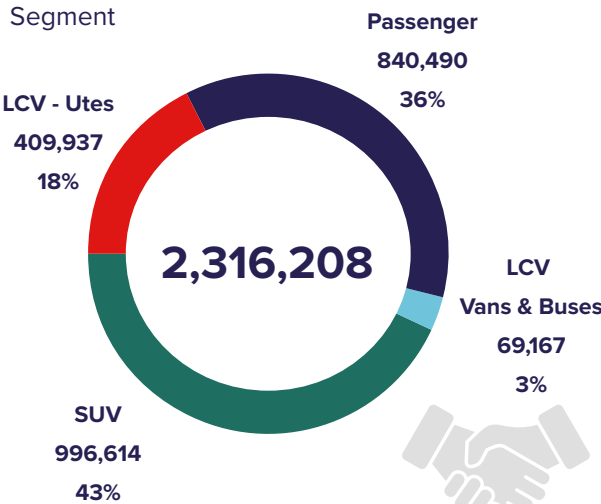
SALES MONTHLY TREND



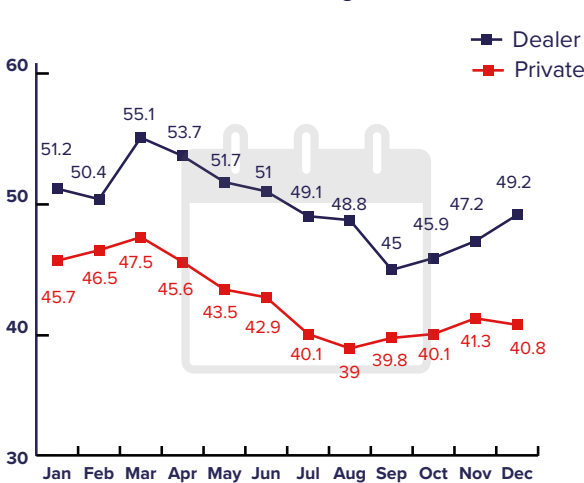
SALES BY FUEL TYPE in 2025

FUEL TYPE	TOTAL SALES	MARKET SHARE
Petrol	1,422,518	61.4%
Diesel	725,203	31.3%
Hybrid	128,914	5.6%
EVs	33,610	1.5%
LPG	3,013	0.1%
PHEVs	2,950	0.1%
Total	2,316,208	100.0%

2025 SALES Segment



DAYS TO SELL weighted average trend



USED VEHICLE SALES

2025 Sales

TOP 10 MAKES

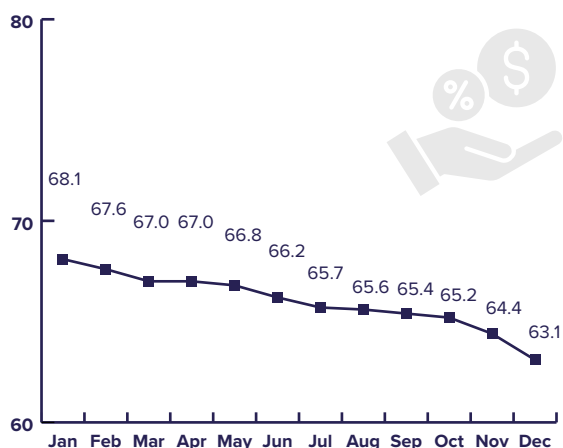
		TOTAL SALES	MARKET SHARE
1	Toyota	360,300	15.6%
2	Mazda	191,922	8.3%
3	Ford	188,237	8.1%
4	Hyundai	185,216	8.0%
5	Mitsubishi	142,676	6.2%
6	Nissan	127,424	5.5%
7	Volkswagen	123,777	5.3%
8	Holden	118,800	5.1%
9	Kia	106,536	4.6%
10	Subaru	81,513	3.5%

2025 Sales

TOP 10 MODELS

		TOTAL SALES	MARKET SHARE
1	Ford Ranger	92,197	4.0%
2	Toyota Hilux	71,120	3.1%
3	Toyota Corolla	54,518	2.4%
4	Hyundai i30	48,488	2.1%
5	Mazda 3	45,173	2.0%
6	Mitsubishi Triton	44,055	1.9%
7	Mazda CX-5	40,897	1.8%
8	Nissan Navara	38,310	1.7%
9	Toyota Camry	37,148	1.6%
10	Volkswagen Golf	36,884	1.6%

AVERAGE RETAINED VALUE (RV) weighted average %

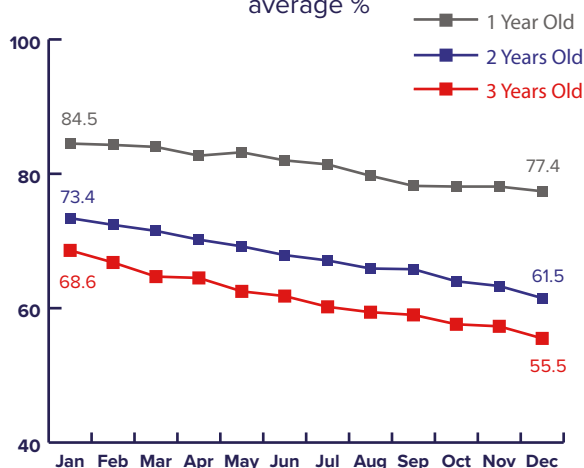


2025 Sales

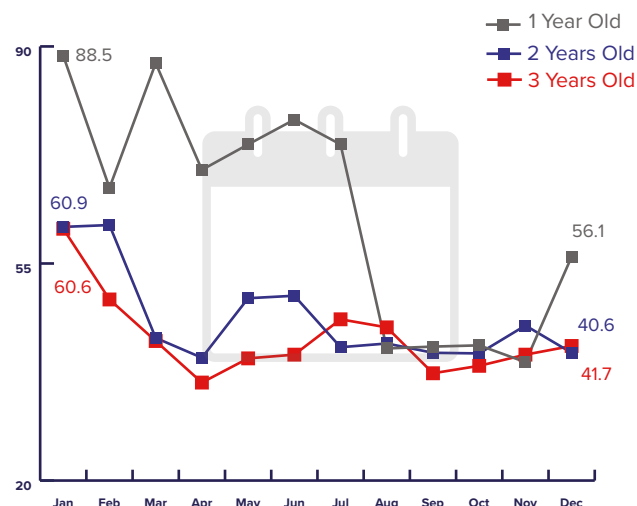
TOP 10 EV MAKES

		TOTAL SALES	MARKET SHARE
1	Tesla	10,949	32.6%
2	BMW	3,188	9.5%
3	MG	2,894	8.6%
4	Kia	1,797	5.3%
5	BYD	1,478	4.4%
6	Mercedes-Benz	1,465	4.4%
7	Hyundai	1,413	4.2%
8	Volvo	1,382	4.1%
9	Nissan	773	2.3%
10	Audi	732	2.2%

EV AVERAGE RETAINED VALUE (RV) weighted average %

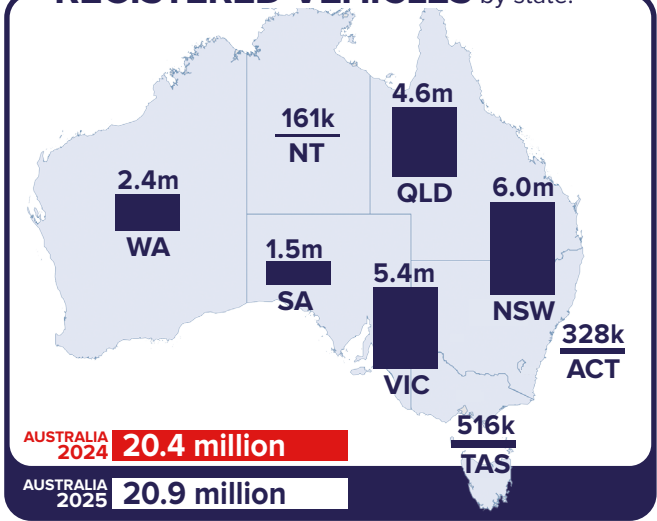


EV DAYS TO SELL weighted average trend

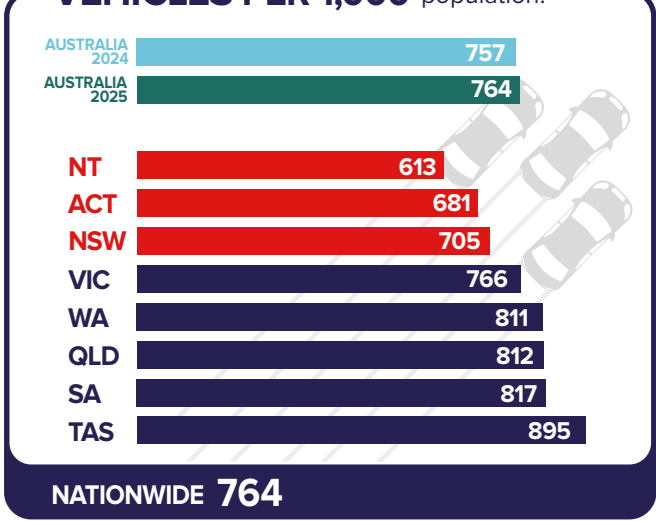


MOTOR VEHICLE REGISTRATIONS

REGISTERED VEHICLES by state.

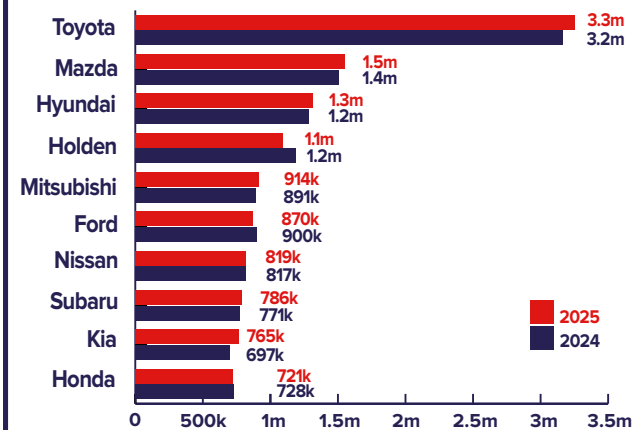


VEHICLES PER 1,000 population.



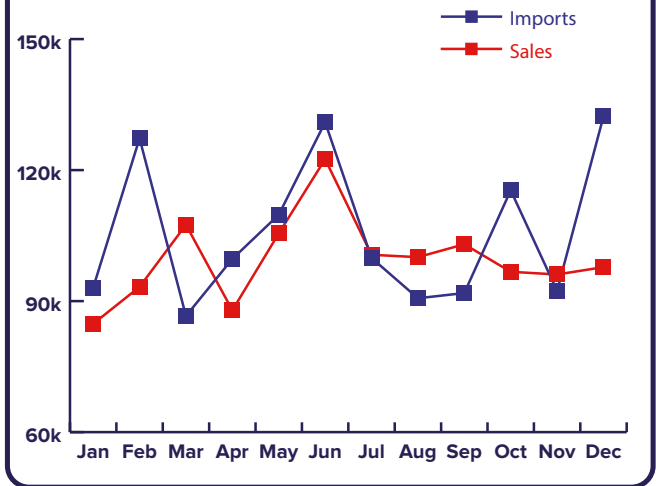
TOP 10 MAKES

of registered passenger vehicles



VEHICLE IMPORTS

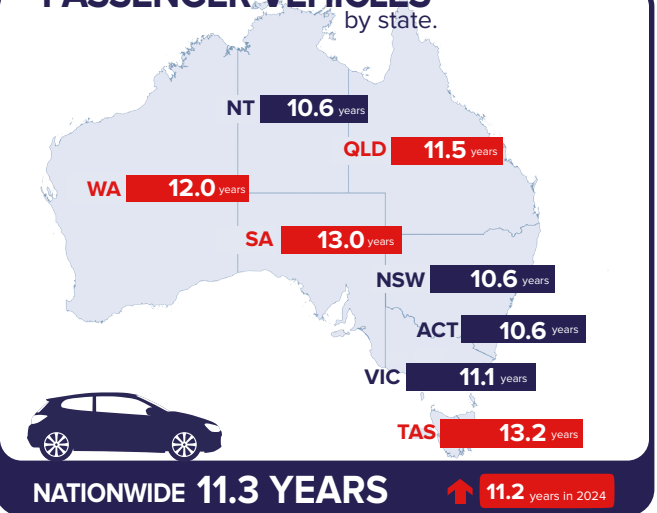
v/s New Car Sales



Average age of

PASSENGER VEHICLES

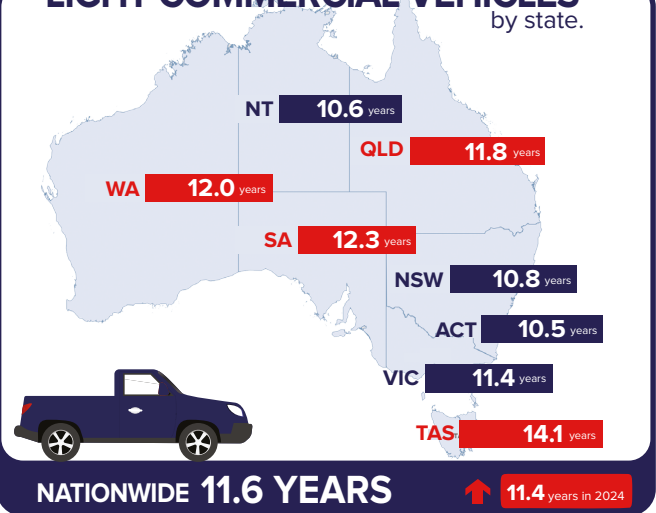
by state.



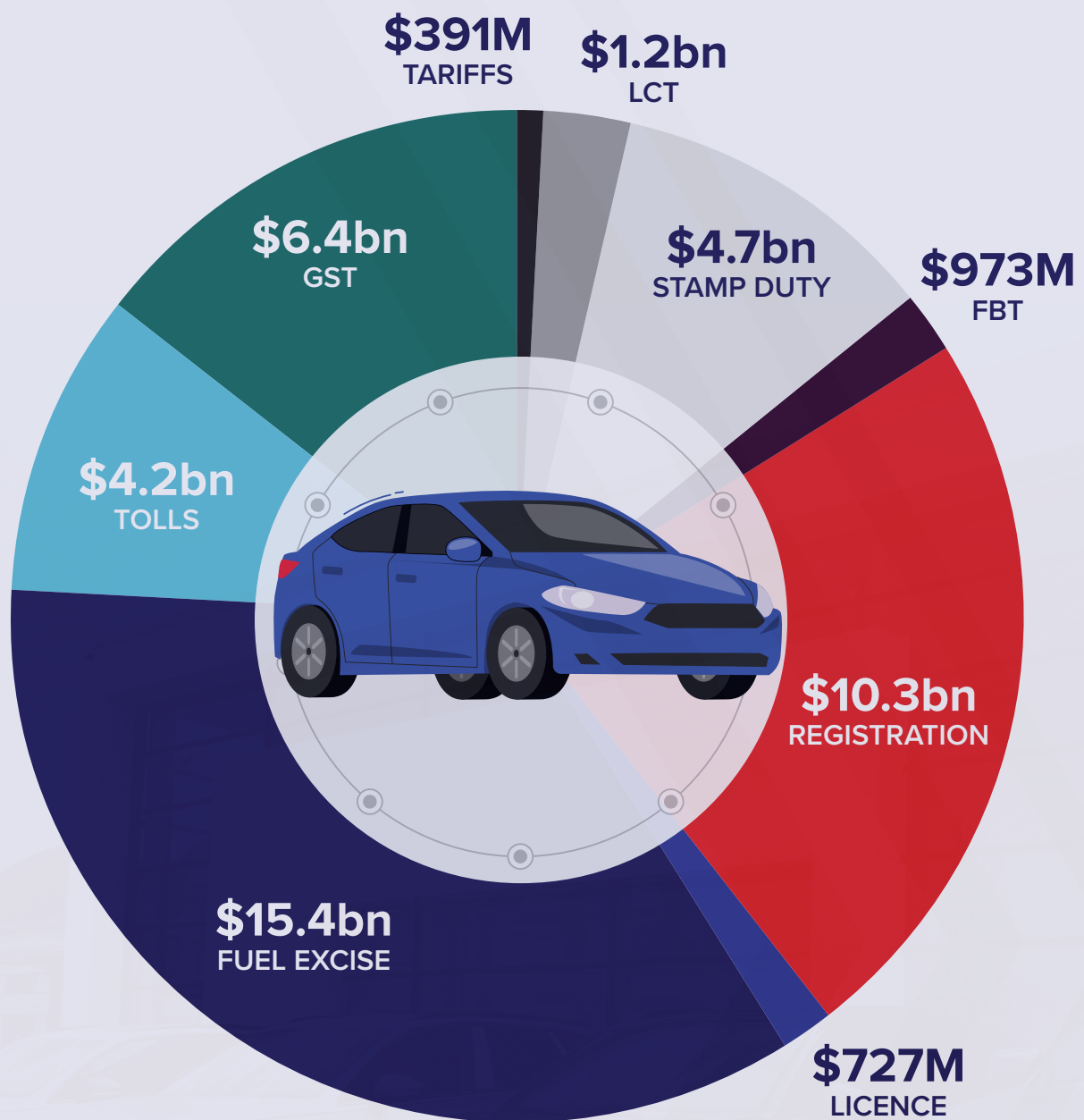
Average age of

LIGHT COMMERCIAL VEHICLES

by state.



AUTOMOTIVE TAXATION

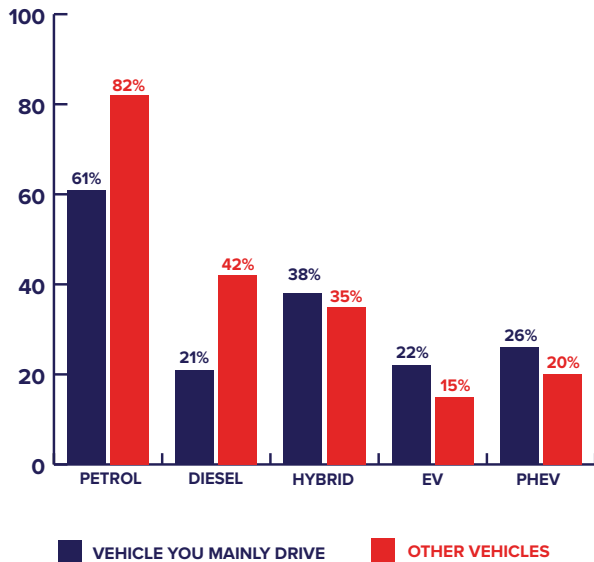


Total tax paid by motorists

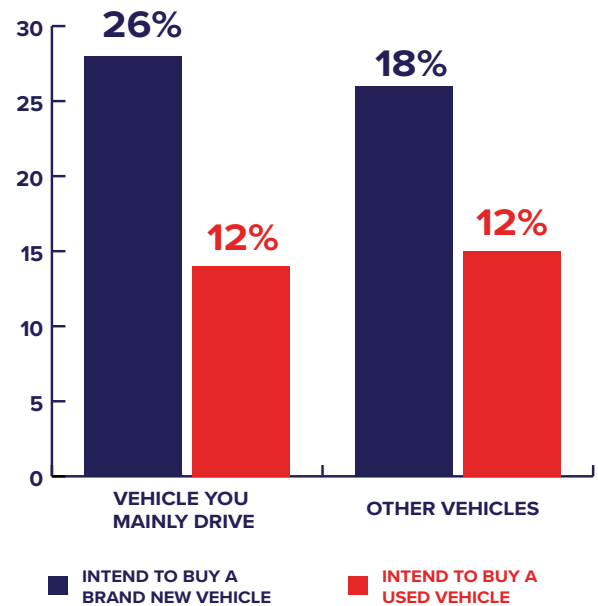
\$44 BILLION

EV CONSUMER SENTIMENT SURVEY

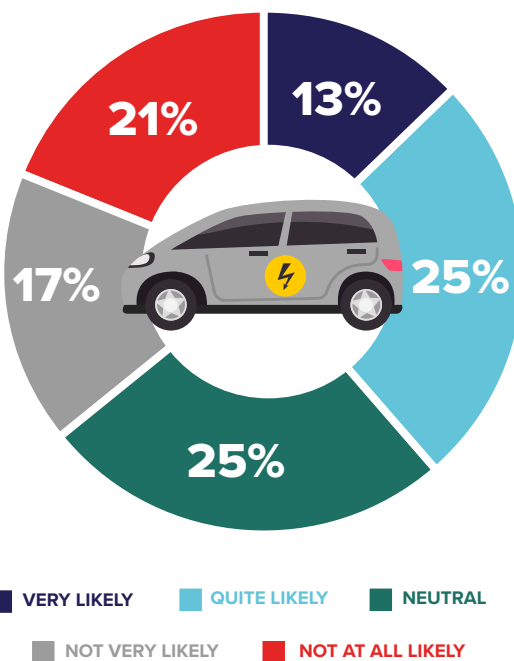
FUEL CONSIDERATIONS FOR NEXT VEHICLE



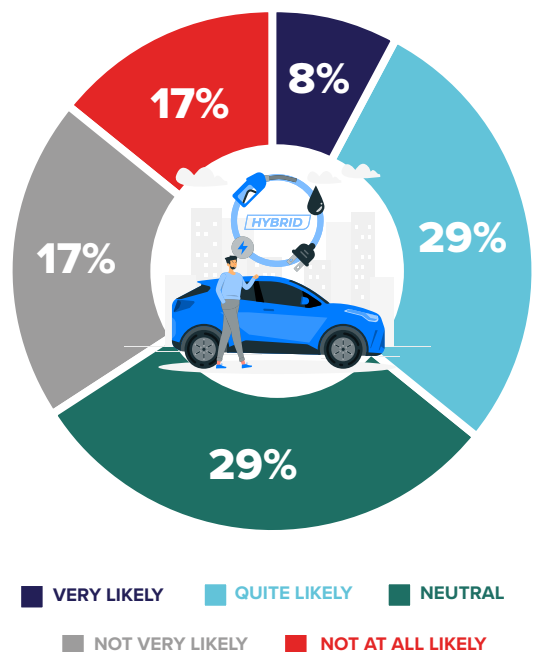
WILLINGNESS TO BUY AN EV



LIKELIHOOD TO BUY AN EV FOR MAIN CAR

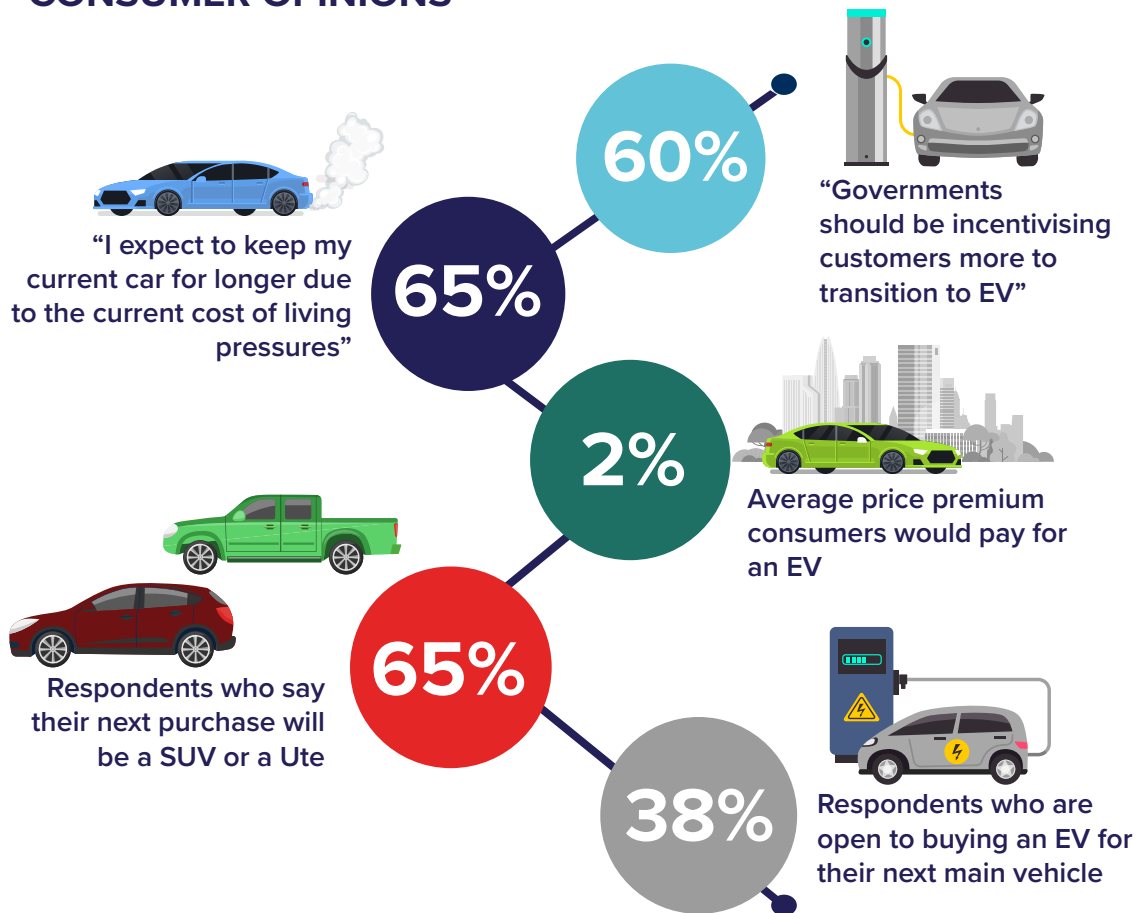


LIKELIHOOD TO BUY A PHEV

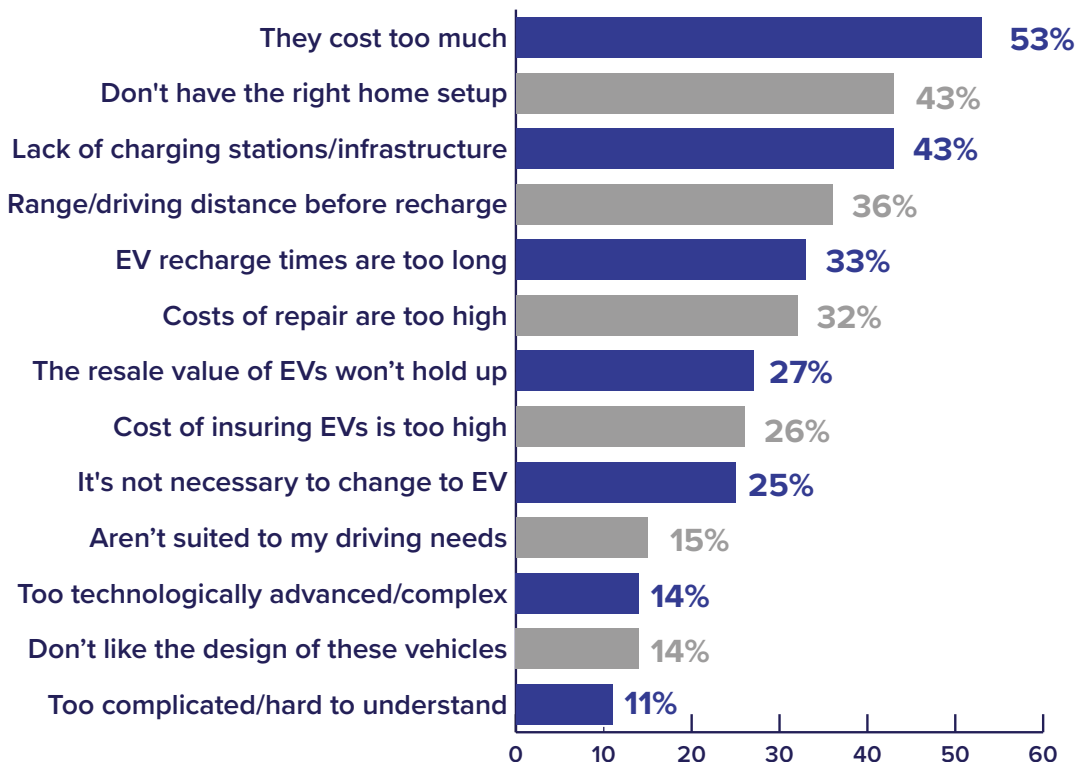


EV CONSUMER SENTIMENT SURVEY

CONSUMER OPINIONS



REASONS CONSUMERS ARE UNLIKELY TO CONSIDER AN EV



MOTOR INDUSTRY BENCHMARKING



TOTAL DEALERSHIP

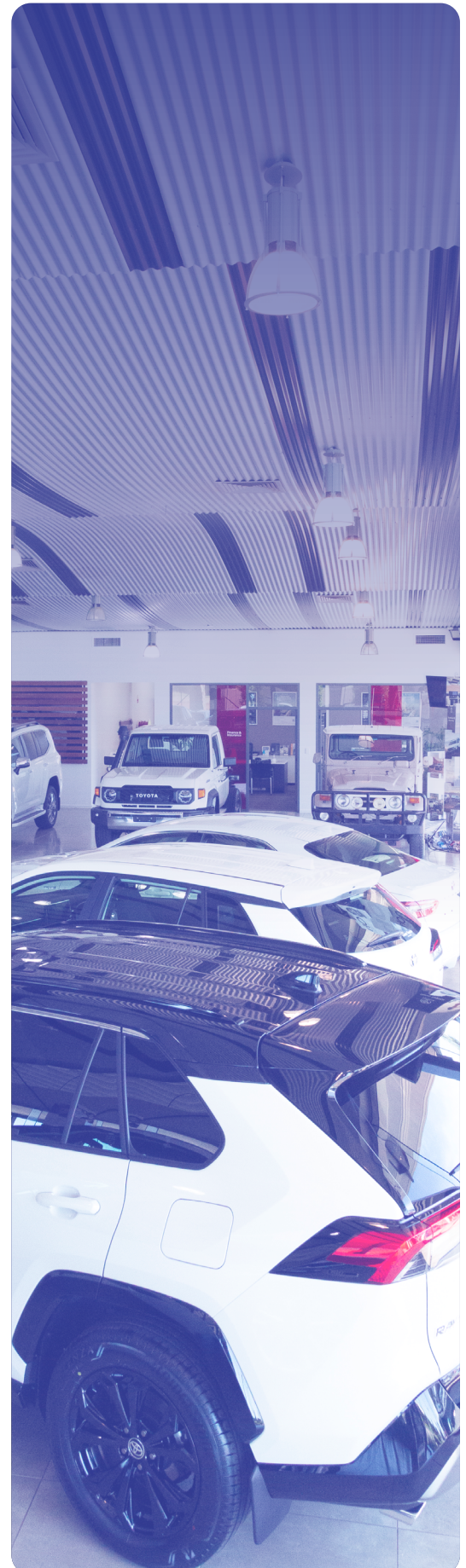
PROFITABILITY BENCHMARK IF TURNOVER \$100M	BENCHMARK	IF TURNOVER \$100M
Sales		\$100.00m
Gross profit as % of sales	14.0%	\$14.00m
F&I as % of gross profit	11.7%	\$1.65m
Other income as % of gross profit	19.0%	\$2.65m
Less - Total expenses as % of gross profit	106.0%	(\$14.80m)
Net % of Turnover	3.5%	\$3.50m

EXPENSES	BENCHMARK	IF TURNOVER \$100M
Advertising % of gross profit	5.0%	\$0.70m
Employee costs % of gross profit	56.0%	\$7.80m
Floorplan interest % of gross profit	8.0%	\$1.10m
Rent % of gross profit	13.0%	\$1.80m
All other expenses % of gross profit	24.0%	\$3.40m
Total expenses % of gross profit	106.0%	\$14.8m

EMPLOYEE RATIOS	BENCHMARK
Sales per Employee per month	\$105,000
Gross per Employee per month	\$14,700
Net per Employee per month	\$3,600

SALES ORIENTATION	BENCHMARK	IF TURNOVER \$100M
Sales - New	72%	\$72.00m
Sales - Used Retail	12%	\$12.00m
Sales - Used Wholesale	2%	\$2.00m
Sales - Front End	86%	\$86.00m
Sales - Parts	7%	\$7.00m
Sales - Service	7%	\$7.00m
Sales - Back End	14%	\$14.00m

GROSS PROFIT ORIENTATION	BENCHMARK	IF TURNOVER \$100M
Gross - New	43%	\$6.00m
Gross - Used	10%	\$1.45m
Gross - Front End	53%	\$7.45m
Gross - Parts	13%	\$1.80m
Gross - Service	34%	\$4.75m
Gross - Back End	47%	\$6.55m
Gross - Total	100%	\$14.00m





FINANCE & INSURANCE

	NEW	USED
Finance penetration	31%	27%
Finance income per contract	\$3,225	\$2,555
Finance per retail unit	\$1,000	\$690
Insurance per retail unit	\$60	\$65
Units retailed per F&I staff per month		45

VEHICLE SALES

PROFITABILITY	NEW	USED
Gross profit %	8.5%	10.5%
Gross profit per unit	\$3,950	\$3,750

EMPLOYEE RATIOS	NEW	USED
Units per sales staff per month	13	13
Gross per sales staff per month	\$51,350	\$48,750

INVENTORY	NEW	USED
Days supply	55	50
Used retail/New retail ratio	N/A	0.4

KEY EXPENSES PER UNIT	NEW	USED
Advertising per unit	\$160	\$245
Floorplan per unit	\$420	\$160

FIXED OPERATIONS

PROFITABILITY	PARTS	SERVICE
Gross profit % - total	24%	67%
Gross profit % - retail	29%	80%
Gross profit % - warranty	9%	70%
Gross profit % - internal	20%	75%
Gross profit % - trade	19%	
Gross profit % - repair order	32%	
Gross profit % - sublet		9%
Gross profit % - oil & grease		55%
Unapplied time % COS		5%
Gross profit % - total labour		75%
Fixed absorption		45-50%

EMPLOYEE RATIOS	PARTS	SERVICE
Monthly sales per staff	\$105,000	
Monthly gross per staff	\$25,200	
\$ sales per \$ salary	\$22	
Monthly labour sales per tech		\$18,900
Monthly labour gross per tech		\$14,175
Chargeable to non chargeable		1 to 1.4

INVENTORY	PARTS
Days supply	40
Parts/labour ratio	0.65
Obsolescence	2%



Canberra office

Suite 3, Level 1, 42 Macquarie Street,
Barton ACT 2600

PO Box 4409 Kingston ACT 2604
E info@aada.asn.au

AADA.ASN.AU