

# White Cars, Auto Gearboxes – What Australians Want in the Used Vehicle Market

13 October 2026

## Key Headlines

1. Used vehicle sales climbed 6.0 per cent in September to 258,127, the third consecutive monthly increase.
2. Four-wheel drive and all-wheel drive vehicles accounted for 46.2 per cent of sales, up from 44.6 per cent 12 months earlier.
3. Manual transmissions fell to just 6.6 per cent of used vehicle sales, while white remained the most popular colour across major brands.
4. EV sales reached 5,417 in September, up 29.8 per cent on August. EVs now make up 2.1 per cent of all used sales, up from 1.5 per cent in July.

## 1. Market Snapshot

Australia's used vehicle market continued to build momentum in September, with sales rising for a third consecutive month as buyers increasingly favoured four-wheel drive vehicles and automatic transmissions.

New data from the Australian Automotive Dealer Association (AADA) and AutoGrab shows 258,127 used vehicles were sold nationally in September, up 6.0 per cent on August and 20.1 per cent higher than June.

The increase in sales came as the number of vehicles listed for sale continued to fall. Active listings dropped to 390,184 in September, down 7.7 per cent on August and 10.9 per cent below July's peak of 437,855.

Despite stronger sales, vehicles took slightly longer to sell, with the average time on market increasing from 51.5 days in August to 52.8 days in September.

## 2. 4WDs Gain Ground

4WD and AWD share has edged up across the market over the past 12 months, from 44.6 per cent of sales in October 2025 to 46.2 per cent in September 2026.

Four-wheel drive remains king in the used Ute market, with more than four in five buyers opting for a 4WD and that share staying above 81 per cent every month since January. The 2WD Ute is becoming an increasingly rare sight, while SUVs are edging in the opposite direction, with front-wheel-drive compact models such as the Toyota Yaris Cross, Corolla Cross and MG ZS helping nudge the segment towards two-wheel drive.

**TABLE 1: 4WD SHARE OF SALES BY SEGMENT, OCTOBER 2025 TO SEPTEMBER 2026**

*Dealer and private, up to 10 years old.*

| Segment            | Oct 2025 | Sep 2026 | Change (pts) |
|--------------------|----------|----------|--------------|
| LCV – Utes         | 79.7%    | 82.2%    | +2.5         |
| SUV                | 56.0%    | 54.7%    | -1.3         |
| Passenger          | 11.8%    | 12.8%    | +1.0         |
| LCV – Vans & Buses | 3.8%     | 5.4%     | +1.6         |
| All segments       | 44.6%    | 46.2%    | +1.6         |

### 3. Manual Cars Continue to Fade

Manual transmissions are becoming less common in Australia's used vehicle market, with their share of sales falling from 8.3 per cent in October 2025 to 6.6 per cent in September 2026.

Manual Ute sales recorded the biggest decline by segment, with their share dropping 3.3 percentage points to 15.5 per cent. Manual transmissions accounted for just 2.0 per cent of used SUV sales in September, down from 2.5 per cent a year earlier.

Across the market, manual vehicle sales fell 19.0 per cent over the 12-month period, from 9,512 to 7,707.

**TABLE 2: MANUAL SHARE OF SALES BY SEGMENT, OCTOBER 2025 TO SEPTEMBER 2026**

*Dealer and private, up to 10 years old.*

| Segment            | Oct 2025 | Sep 2026 | Change (pts) |
|--------------------|----------|----------|--------------|
| LCV – Vans & Buses | 19.9%    | 17.3%    | -2.6         |
| LCV – Utes         | 18.8%    | 15.5%    | -3.3         |
| Passenger          | 8.6%     | 7.2%     | -1.4         |
| SUV                | 2.5%     | 2.0%     | -0.5         |
| All segments       | 8.3%     | 6.6%     | -1.7         |

### 4. EVs Edge Further into the Used Market

Reflecting the growth in the new market, used electric vehicle sales continued to gain momentum in the September quarter, with monthly sales climbing from 3,496 in July to 5,417 in September. EVs accounted for 2.1 per cent of used vehicle sales in September, up from 1.5 per cent in July.

Dealers played an increasingly significant role in the market, accounting for 75.4 per cent of used EV sales in September, while private sales remained broadly flat.

**TABLE 3: USED EV MARKET, JULY TO SEPTEMBER 2026**

*Vehicles up to 10 years old.*

| Measure                  | July  | August | September |
|--------------------------|-------|--------|-----------|
| EV sales                 | 3,496 | 4,173  | 5,417     |
| Monthly change           | +3.8% | +19.4% | +29.8%    |
| EV listings              | 9,015 | 9,967  | 10,888    |
| EV share of all sales    | 1.5%  | 1.7%   | 2.1%      |
| EV avg days to sell      | 43.3  | 46.4   | 48.8      |
| Dealer share of EV sales | 66.4% | 67.3%  | 75.4%     |

## 5. White Remains Australia's Favourite Car Colour

Despite the variety of colours available to buyers, white continues to dominate the used vehicle market, ranking as the most popular colour across all major brands examined in the data.

Mitsubishi recorded the highest share of white vehicles among the listed makes, at 42.1 per cent, followed by Toyota at 39.0 per cent. When Toyota's Glacier White is included, white shades accounted for 44.6 per cent of its sales.

Grey was a popular second choice across most brands, while colour preferences varied elsewhere. Mercedes-Benz stood out for its black vehicles, with black accounting for 19.1 per cent of sales. Mazda had a more evenly distributed colour mix, with red accounting for 9.5 per cent and blue 9.4 per cent, compared with 18.6 per cent for white.

**TABLE 4: SHARE OF SALES BY COLOUR AND MAKE, LAST 12 MONTHS**

*Top colours per make. Shares do not sum to 100%.*

| Make          | White        | Grey  | Black | Silver | Notable Other       |
|---------------|--------------|-------|-------|--------|---------------------|
| Mitsubishi    | <b>42.1%</b> | 10.8% | 6.6%  | 7.2%   | Red 5.4%            |
| Toyota        | <b>39.0%</b> | 6.9%  | 9.2%  | 11.2%  | Glacier White 5.6%  |
| Hyundai       | <b>29.8%</b> | 11.4% | 5.8%  | 7.4%   | Blue 7.8%           |
| Volkswagen    | <b>28.0%</b> | 13.6% | 8.6%  | 6.8%   | Pure White 10.7%    |
| Ford          | <b>26.9%</b> | 12.6% | 9.0%  | 6.7%   | Arctic White 6.7%   |
| Mercedes-Benz | <b>26.6%</b> | 12.0% | 19.1% | 8.2%   | Blue 4.5%           |
| Nissan        | <b>25.7%</b> | 12.2% | 10.8% | 10.8%  | Blue 5.9%           |
| Kia           | <b>25.1%</b> | 12.2% | n/a   | 6.5%   | Clear White 8.0%    |
| Honda         | <b>24.7%</b> | 14.2% | 11.5% | 12.1%  | Red 8.7%            |
| Mazda         | <b>18.6%</b> | 13.5% | 6.6%  | n/a    | Red 9.5%, Blue 9.4% |

## 6. General Market Statistics

1. 258,127 vehicles sold in September, a 6 per cent increase on August.
2. 390,184 vehicles listed for sale in September, a 7.7 per cent decrease month on month.
3. Dealer share rose to 43.9 per cent of sales.
4. 52.8 days average time to sell in September, compared with 51.5 days in August.

## 7. Reaction

“The data gives us an interesting snapshot of what Australians are looking for when they buy a used vehicle. Four-wheel drive remains a clear preference among Ute buyers, while automatic transmissions continue to dominate across the market. White also remains a popular choice, showing that while buyers have plenty of options, some trends are remarkably consistent,” said AADA CEO James Voortman.

“Whilst consumer preferences continue to evolve, and the decline in manual sales is a good example of that shift. For dealers, understanding what buyers want, from vehicle specifications to everyday practicality, is important when deciding which vehicles to stock and how to meet demand,” Mr Voortman said.

“September was the third consecutive month of sales growth, with 258,127 used vehicles sold nationally. Over the same period, active listings fell to 390,184, down 10.9 per cent from their July peak. In September there were 66 sales for every 100 vehicles listed, up from 55 in July, so more vehicles are selling from a smaller pool of stock,” said AutoGrab Chief Commercial Officer Saxon Odgers.

“Buyer preferences show up clearly in the sales data. Manual vehicles made up 6.6 per cent of used sales in September, down from 8.3 per cent in October 2025, and white was the most common colour for all ten major makes we examined. That information helps dealers decide what to stock, how to price it and how long it is likely to take to sell,” Mr Odgers said.

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For more detailed market analysis beyond the national snapshot, including state-level insights and additional market segmentation, visit [AutoGrab AIR Pro](#) for further information.