



VFACTS analysis

Q2 CY2025



The Pitcher Partners Australian Market VFACTS report for Q2 2025 is now available. Our quarterly analysis offers a comprehensive perspective on the Australian automotive sector, drawing on our extensive industry expertise and established relationships with dealers across the country. Please reach out if you wish to discuss more detailed breakdowns or to discuss brand-specific trends of the industry.

The Australian automotive new car sector closed the financial year on a resilient note, with new vehicle sales reaching 127,437 in June. While the year-to-date market is tracking 1.4% behind 2024 (624,130 v 633,098), the industry momentum appears to be building across core segments, helped by solid dealer execution, strong advertising campaigns, and renewed consumer interest in electrified powertrains.

Key takeaways for the month of June 2025

June delivered a standout result with 127,437 vehicles sold, up 6.2% compared to the same month last year. This marks the strongest month of 2025 so far and was supported by a convergence of EOFY promotions, increased vehicle availability, and regulatory tailwinds ahead of the 1 July changes to the Luxury Car Tax thresholds. A number of luxury and near-luxury buyers appear to have pulled forward purchases to avoid higher pricing.

BYD recorded 8,156 sales in the month, representing a 367.9% year-on-year increase. The brand ranked fifth by market share, with its Sealion 7 and Sealion 6 models placing third and fifth, respectively, across all vehicles.

Chery's sales rose 180.3% to 3,024 units, driven by strong demand for the Tiggo 4 Pro, the month's **fourth best-selling vehicle**.

CUPRA (+139.1%) and MINI (+77.3%) both posted elevated growth, while GWM (+30.9%), Hyundai (+28.3%), and Mercedes-Benz (+28.2%) added significant volume.

Lexus (+17.7%) also benefited from pre-Luxury Car Tax (LCT) threshold timing.

The best performers of the month by growth				
	Brand	Jun-25	Jun-24	Variance
1	BYD	8,156	1,743	367.9%
2	Chery	3,024	1,079	180.3%
3	CUPRA	361	151	139.1%
4	MINI	539	304	77.3%
5	GWM	5,464	4,173	30.9%
6	Hyundai	8,407	6,552	28.3%
7	Mercedes-Benz Cars	2,501	1,951	28.2%
8	Genesis	167	135	23.7%
9	Lexus	1,423	1,209	17.7%
10	Isuzu Ute	5,152	4,445	15.9%
11	Mercedes-Benz Vans	519	461	12.6%



The best performers of the month by growth

12	Chevrolet	420	383	9.7%
13	Jaguar	98	91	7.7%
14	Ford	10,103	9,493	6.4%
15	Subaru	4,610	4,460	3.4%

The growth narrative was largely driven by the emerging Chinese brands, with traditional players largely stable or softening. Despite being flat or slightly down on volume, Mazda, Toyota, and Kia still held their ground as top five players.

Dealer performance

- The market is fragmenting faster than ever. Five of the top 15 brands are Chinese or emerging challengers (BYD, GWM, MG, Chery, and Tesla). That reshapes dealership margins, brand strategies, and M&A considerations across the network.
- Dealer groups entered June with cautious optimism and ended the month with a solid uplift in deliveries.
- EOFY promotions translated into strong foot traffic, particularly across non-passenger and hybrid nameplates.
- Improved stock availability allowed many retailers to fulfil long-standing orders.
- The trend toward diversified earnings continued. Dealers are increasingly focused on strengthening aftersales and pre-owned operations to offset tighter new vehicle margins.
- With rate cuts flowing through, new nameplates arriving, Chinese brands accelerating, and hybrid offerings strengthening, dealers are positioned for a competitive but opportunity-rich second half of 2025.

VFACTS analysis

As the June data confirms the strength of the Australian automotive market, Year-to-date volumes now sit at 624,130 units, slightly behind last year's 633,098 but still a robust result by historical standards.

This keeps the market ahead of Pitcher Partners' full-year forecast of 1.1 million vehicles. With two interest rate cuts now delivered and more expected by year-end, we remain confident in the outlook for the remainder of CY25.

1. Momentum underpinned by rate cuts and pre-July purchasing

The RBA delivered its second interest rate cut in May, with economists forecasting at least one or two more by the end of 2025. This monetary easing is already translating into improved sentiment and higher levels of purchasing intent, which is likely to continue supporting demand through the second half of the year.

Meanwhile, changes to the Luxury Car Tax (LCT) thresholds effective from 1 July may have brought forward some discretionary demand from Q2. For more on the new LCT thresholds and their implications, access our full article here: <https://premium.goauto.com.au/lct-creep/>

2. Chinese brands expand further, led by BYD and new entrants

Chinese brands continue to gain share as buyers seek high-value options in a cautious spending environment.

In June alone, 21,971 vehicles sold were Chinese manufactured, up 95.8% on June last year. This means that 17.2% of all vehicles sold in the month were built in China, compared to just 9.3% in June 2024. Year-to-date, the shift is just as pronounced: 88,233 Chinese vehicles have been sold in 2025, representing a 47.2% increase and now accounting for 14.1% of the total market (up from 9.5%).



The growth is being led by BYD (up 144.6% YTD), GWM (up 17.0%), and Chery (up 228.8%). MG declined slightly year-on-year, though remains a major player with 21,674 units sold YTD. Several new brands, including Geely, Zeekr, JAC, and Omoda Jaecoo, are also contributing to greater volumes, having collectively delivered about 3,900 vehicles this year despite only recently entering the Australian market.

Consumers remain budget-conscious and are open to emerging brands that combine competitive pricing with increasingly compelling products.

Chinese brands performance							
	Brand	Jun-25	Jun-24	Variance	YTD25	YTD24	Variance
1	GWM	5,464	4,173	30.9%	25,189	21,524	17.0%
2	BYD	8,156	1,743	367.9%	23,355	9,548	144.6%
3	MG	3,896	4,224	(7.8%)	21,674	24,593	(11.9%)
4	Chery	3,024	1,079	180.3%	14,123	4,295	228.8%
5	Geely	822	-	-	1,845	0	-
6	JAC	118	-	-	907	0	-
7	Omoda Jaecoo	380	-	-	690	0	-
8	Zeekr	111	-	-	450	0	-
Total		21,971	11,219	95.8%	88,233	59,960	47.2%

Key = exceeding expectations = middling performance

Chinese brands performance	Jun-25	Jun-24	Growth rate	YTD25	YTD24	Growth rate
Total Chinese sales	21,971	11,219	95.8%	88,233	59,960	47.2%
Total units sold	127,437	120,015	6.2%	624,130	633,098	(1.4%)
Chinese sales as a % of units sold	17.2%	9.3%	84.4%	14.1%	9.5%	49.3%

Value remains fundamental for Australian buyers, and Chinese brands are delivering competitive pricing, and improved vehicle quality. The result is a reshaping of the automotive landscape that will continue to challenge traditional OEMs.

3. 2025 is the year of the hybrid and PHEV!

Hybrid and plug-in hybrid vehicles (PHEVs) are the standout drivetrain story in 2025.

YTD hybrid sales have reached 93,746 units, up 14.9%, while PHEVs surged by 210.2% to 25,613 units. By contrast, BEVs have softened. YTD sales are down 6.1% to 47,145 units, with the largest decline coming from Tesla (-38.8%). This reflects more competition in the EV space and a change in buyer sentiment, particularly as transitional powertrains such as hybrids and PHEVs offer fewer compromises.



Fuel drivetrain	YTD25	Distribution (%)	YTD24	Distribution (%)	Variance
Diesel	185,481	31.6%	193,907	32.0%	(4.3%)
Electric	47,145	8.0%	50,219	8.3%	(6.1%)
Hybrid	93,746	16.0%	81,613	13.5%	14.9%
Hydrogen	2	0.0%	7	0.0%	(71.4%)
Petrol	249,499	42.6%	272,723	45.0%	(8.5%)
PHEV	25,613	4.4%	8,256	1.4%	210.2%

4. Businesses continue to drive demand

In line with the trend we witnessed last quarter, business buyers are driving market strength in 2025. YTD sales to business customers (excluding heavy commercial) have increased by 5.1% to 242,446 units and now represent 40.3% of the total market (up from 38.0% in 2024).

Private buyers remain more cautious, down 4.3% YTD. However, as rate cuts work their way through the system, some lift in sentiment among households is anticipated in the second half of the year.

The government channel was notably down, declining 18.3% YTD after a strong Q1 that likely reflected pre-budget purchasing. Rental remained stable.

Total market (excl. HC)	YTD25	Distribution (%)	YTD24	Distribution (%)	Variance
Private	311,624	51.8%	325,697	53.6%	(4.3%)
Business	242,446	40.3%	230,630	38.0%	5.1%
Gov't	16,526	2.7%	20,238	3.3%	(18.3%)
Rental	30,890	5.1%	30,846	5.1%	0.1%
Total	601,486	100.0%	607,411	100.0%	(1.0%)

Top 15 brands by volume and market share

Top 15 brands by units sold YTD							
	Brand	Jun-25	Jun-24	Variance	YTD25	YTD24	Variance
1	Toyota	20,225	20,903	(3.2%)	120,978	121,301	(0.3%)
2	Mazda	9,405	9,483	(0.8%)	48,942	48,547	0.8%
3	Ford	10,103	9,493	6.4%	47,300	49,622	(4.7%)
4	Kia	7,810	8,225	(5.0%)	40,750	41,300	(1.3%)
5	Hyundai	8,407	6,552	28.3%	38,948	36,082	7.9%
6	Mitsubishi	5,336	7,723	(30.9%)	33,379	39,634	(15.8%)



Top 15 brands by units sold YTD							
7	GWM	5,464	4,173	30.9%	25,189	21,524	17.0%
8	BYD	8,156	1,743	367.9%	23,355	9,548	144.6%
9	Isuzu Ute	5,152	4,445	15.9%	21,883	25,903	(15.5%)
10	MG	3,896	4,224	(7.8%)	21,674	24,593	(11.9%)
11	Nissan	3,468	4,293	(19.2%)	20,604	24,916	(17.3%)
12	Subaru	4,610	4,460	3.4%	19,910	21,743	(8.4%)
13	Volkswagen	2,954	3,758	(21.4%)	14,776	18,870	(21.7%)
14	Tesla	4,589	4,683	(2.0%)	14,146	23,116	(38.8%)
15	Chery	3,024	1,079	180.3%	14,123	4,295	228.8%

Top 15 brands by market share YTD				
	Brand	YTD25	YTD24	Variance
1	Toyota	19.4%	19.2%	1.2%
2	Mazda	7.8%	7.7%	2.3%
3	Ford	7.6%	7.8%	(3.3%)
4	Kia	6.5%	6.5%	0.1%
5	Hyundai	6.2%	5.7%	9.5%
6	Mitsubishi	5.3%	6.3%	(14.6%)
7	GWM	4.0%	3.4%	18.7%
8	BYD	3.7%	1.5%	148.1%
9	Isuzu Ute	3.5%	4.1%	(14.3%)
10	MG	3.5%	3.9%	(10.6%)
11	Nissan	3.3%	3.9%	(16.1%)
12	Subaru	3.2%	3.4%	(7.1%)
13	Volkswagen	2.4%	3.0%	(20.6%)
14	Tesla	2.3%	3.7%	(37.9%)
15	Chery	2.3%	0.7%	233.5%

Source: June-25 VFacts report, Federal Chamber of Automotive Industries and 'EVC Vehicles Sales Report June 2025 Edition', Electric Vehicle Council.



- Mixed results among the top 15 brands: Only five of the top 15 posted year-on-year sales volume growth, led by BYD (+144.6%), GWM (+17.0%), and Hyundai (+7.9%). In contrast, Mitsubishi (-15.8%) and Tesla (-38.8%) posted double-digit declines.
- BYD recorded 23,355 sales and achieved a 3.7% market share year-to-date, ranking as the 8th brand nationally. It has now surpassed brands like Isuzu Ute, MG, and Nissan.
- The market share is fragmenting: The top three brands (Toyota, Mazda, Ford) now account for 34.8% of total sales, down from 36.2% a year ago. Emerging challengers like BYD, Chery, and GWM are increasingly capturing market share, particularly in SUVs and Utes like the BYD Shark.

2025 sales unit volumes by buyer type (excluding Heavy Commercial)

Total market	YTD25	Distribution (%)	YTD24	Distribution (%)	Variance
Passenger					
Private	47,565	49.0%	67,836	59.5%	(29.9%)
Business	42,046	43.4%	34,362	30.1%	22.4%
Gov't	1,458	1.5%	3,013	2.6%	(51.6%)
Rental	5,912	6.1%	8,761	7.7%	(32.5%)
Total	96,981	100.0%	113,972	100.0%	(14.9%)
SUV					
Private	216,868	59.4%	215,889	61.4%	0.5%
Business	119,985	32.9%	109,086	31.0%	10.0%
Gov't	7,603	2.1%	8,754	2.5%	(13.1%)
Rental	20,749	5.7%	17,625	5.0%	17.7%
Total	365,205	100.0%	351,354	100.0%	3.9%
Light Commercial					
Private	47,191	33.9%	41,972	29.5%	12.4%
Business	80,415	57.7%	87,182	61.4%	(7.8%)
Gov't	7,465	5.4%	8,471	6.0%	(11.9%)
Rental	4,229	3.0%	4,460	3.1%	(5.2%)
Total	139,300	100.0%	142,085	100.0%	(2.0%)



Total market (excl. HC)	YTD25	Distribution (%)	YTD24	Distribution (%)	Variance
Private	311,624	51.8%	325,697	53.6%	(4.3%)
Business	242,446	40.3%	230,630	38.0%	5.1%
Gov't	16,526	2.7%	20,238	3.3%	(18.3%)
Rental	30,890	5.1%	30,846	5.1%	0.1%
Total	601,486	100.0%	607,411	100.0%	(1.0%)

- Private buyers remain the largest segment but continue to lose ground, now accounting for just 51.8% of total sales, down from 53.6% in 2024.
- Business buyers have picked up the slack, rising to 40.3% of the market as more operators return to fleet purchases, up 5.1% year-on-year.
- Rental volumes were effectively flat at 30,890 units YTD, while government purchases dropped sharply, down 18.3%, likely reflecting timing delays after a strong run through late 2024 and early 2025.

Sales unit volumes by drivetrain

Passenger, SUV, LC	YTD25	Distribution (%)	YTD24	Distribution (%)	Variance
Diesel	185,481	(31.6%)	193,907	32.0%	(4.3%)
Electric	47,145	(8.0%)	50,219	8.3%	(6.1%)
Hybrid	93,746	(16.0%)	81,613	13.5%	14.9%
Hydrogen	2	(0.0%)	7	0.0%	(71.4%)
Petrol	249,499	(42.6%)	272,723	45.0%	(8.5%)
PHEV	25,613	(4.4%)	8,256	1.4%	210.2%

- Petrol and diesel both declined, down 8.5% and 4.3% respectively, continuing the trend away from traditional fuels. Battery electric vehicles (BEVs) fell 6.1% YTD, dragged down by a 37.9% decline in Tesla's YTD market share.
- Plug-in hybrids (PHEVs) continue to emerge as a viable alternative, up over 200% year-on-year, while hybrid sales rose 14.9%, reinforcing that buyers are prioritising flexibility over full electrification.

The top 5 countries of origin of imported vehicles

	Total market	YTD25	Allocation	YTD24	Allocation	Variance
1	Japan	187,078	30.7%	193,424	30.6%	(3.3%)
2	Thailand	128,124	21.0%	141,813	22.4%	(9.7%)
3	China	118,257	19.4%	97,021	15.3%	6.1%
4	Korea	75,167	12.3%	81,309	12.9%	(7.6%)
5	Germany	28,752	4.7%	27,919	4.4%	3.0%



- Japanese vehicles maintained their lead, representing 30.7% of all sales, while Thailand remains the second largest source despite a 9.7% decline.
- China's share increased to 19.4% YTD, continuing its rise as brands like BYD, Chery and MG expand their local footprint.

Top 7 vehicles sold year-to-date (by category and total market)

Top 7 Passenger vehicles sold YTD			
	Passenger	YTD25	YTD25 vs YTD24
1	Toyota Corolla	9,359	(29.0%)
2	Mazda3	5,599	2.1%
3	Hyundai i30	5,579	(14.4%)
4	MG MG3	5,286	(14.0%)
5	Kia Carnival	5,173	13.1%
6	Toyota Camry	4,259	(60.5%)
7	Kia Picanto	3,679	30.0%

Top 7 SUV vehicles sold YTD			
	SUV	YTD25	YTD25 vs YTD24
1	Toyota RAV4	24,034	(5.4%)
2	Toyota Prado	15,583	345.5%
3	Ford Everest	12,294	9.0%
4	Mazda CX-5	11,991	0.6%
5	Mitsubishi Outlander	11,399	(21.1%)
6	Hyundai Kona	11,241	25.6%
7	Kia Sportage	10,558	0.8%

Top 7 Light Commercial vehicles sold YTD			
	Light Commercial	YTD25	YTD25 vs YTD24
1	Ford Ranger 4X4	26,671	(12.9%)
2	Toyota Hilux 4X4	22,245	(10.9%)
3	Isuzu Ute D-Max 4X4	10,956	(11.9%)
4	BYD Shark 6	10,424	-
5	Mitsubishi Triton 4X4	8,207	7.6%



Top 7 Light Commercial vehicles sold YTD

6	Mazda BT-50 4X4	6,243	0.3%
7	Toyota Hiace Van	5,794	2.3%

Top 7 Heavy Commercial vehicles sold YTD

	Heavy Commercial	YTD25	YTD25 vs YTD24
1	Isuzu N-Series (LD)	3,308	0.6%
2	Mercedes-Benz Sprinter	2,026	5.7%
3	Isuzu N-Series (MD)	1,797	(14.4%)
4	Kenworth	1,655	(3.3%)
5	LDV Deliver 9 / eDeliver 9	1,341	(16.7%)
6	Hino (MD)	1,246	9.7%
7	Isuzu (HD)	1,191	(4.6%)

Top 10 vehicles sold YTD

	All vehicles — Top 10	Jun-25	YTD25	YTD24	YTD25 vs YTD24
1	Ford Ranger 4X4	5,952	26,671	30,620	(12.9%)
2	Toyota RAV4	2,421	24,034	25,405	(5.4%)
3	Toyota Hilux 4X4	5,275	22,245	24,980	(10.9%)
4	Toyota Prado	2,177	15,583	3,498	345.5%
5	Ford Everest	2,705	12,294	11,276	9.0%
6	Mazda CX-5	2,582	11,991	11,920	0.6%
7	Mitsubishi Outlander	1,196	11,399	14,443	(21.1%)
8	Hyundai Kona	2,484	11,241	8,948	25.6%
9	Isuzu Ute D-Max 4X4	2,391	10,956	12,441	(11.9%)
10	Kia Sportage	1,835	10,558	10,474	0.8%

- The standout performer in June was the Toyota Prado, which surged 345.5% year-on-year following the arrival of the new 250 Series. Toyota has successfully converted pre-order demand into deliveries, marking one of the strongest monthly results ever recorded for the nameplate.
- Traditional passenger cars continued to slide: the Toyota Corolla and Camry both recorded double-digit declines, reinforcing the broader market trend away from sedans and hatchbacks toward SUVs. Buyers are prioritising perceived versatility and value, accelerating the shift in this segment preferences.



- The Hyundai Kona and Ford Everest posted strong double-digit growth, supported by recent updates and growing demand for family-friendly SUVs. Their performance highlights how innovation and refreshing models remain key levers for increasing volumes in our competitive landscape.
- BYD's Shark 6 entered the top four in the light commercial segment, indicating buyer interest in more cost-effective PHEV alternatives as pricing pressures impact consumers.



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