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Quarterly Automotive Report

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Key insights

Used EV battery health proving positive

Pickles is in the final stages of developing an EV battery health assurance process to ensure the used EVs we sell come with trusted battery performance across brands and ages.

EV battery health process to also benefit new EV buyers

This information will also be of great value to the new EV market by reinforcing buyer confidence, and in turn drive EV adoption and sales.

Potential NVES impact still some time off

With no change in new car pricing yet and potential penalties still distant, there's no direct evidence of used market impact, yet.

EV sales booming, and are set to surge further

The FBT exemption scheme will drive another escalation in EV supply, as the first leases driven by it mature around mid-2025.

EV buyer opportunity getting stronger

With 2024 EV volume having almost tripled over 2023 and set to surge again, growing variety, falling prices and battery health assurance strengthens opportunity for used EV buyers, and underlines Pickles' growing status as the place to buy a used EV.

Return to seasonality reinforced amid ongoing success

COVID impact is now in the past with ongoing stability of overall used vehicle supply and values, while all quarters of 2024 represented year-on-year sales records.

Pickles

Who are we

Pickles is Australia's leading used asset marketplace and largest auction group. Since 1964, we have been unlocking value for vendors while providing powerful purchasing experiences for buyers. Our auctions offer the biggest range of used items including motor vehicles, general goods, industrial, mining, oil & gas, agricultural, salvage and recreational assets, and more.

Where are we going

At Pickles, we're dedicated to shaping the future. Our vision is to be the first choice for anyone when buying and selling used assets in our market. Our purpose is to power trusted marketplaces where everybody wins. Our mission is to win customers for life by making their experience awesome.



Where normal means stellar

2024 marked a positive return to normality for Pickles and the used car market, which was only reinforced by the fourth quarter (October-December).

While the new car market's EV craze may be tapering off, there's plenty to be excited about with growing numbers of used EVs being sold at Pickles.

One key highlight is Pickles battery testing, as part of ongoing development of an EV battery health process, which reinforces that the future is bright for used cars and used car buyers as we transition to electrification.

The Federal Government's NVES (New Vehicle Efficiency Standard) has now been introduced to help drive the goal for zero emissions, but there's no doom or gloom yet for new or used car buyers, and may never be.

There's plenty of fresh insights to suggest there's no end in sight for traditional fuel types, but with used EV supply booming, becoming more diversified, and prices falling, Pickles' status as the place to buy a used EV is only growing.

As Australia's leader in asset remarketing across cars, trucks, industrial, and salvage, Pickles continues to bring clients the most insightful market intelligence and deep data analytics.

“The upcoming Pickles EV battery health assurance process underlines that we are selling used EVs with healthy batteries, as early data suggests battery health is in line with manufacturer expectations.”



– **Brendon Green**
General Manager,
Automotive Solutions

Pickles EV battery testing brings healthy insights

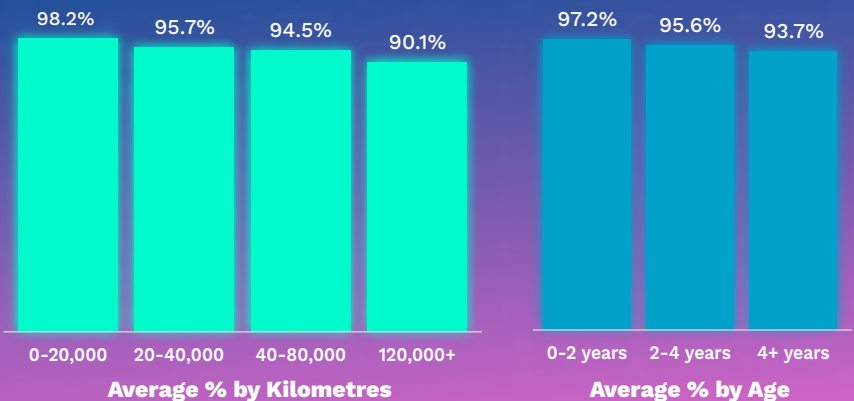
Pickles' development of an EV battery health assurance process continues, with over 250 tests to date painting a very positive picture regarding general used EV battery health and addressing state-of-health concerns.

This testing phase is spanning vehicles supplied to Pickles in most major capital cities, and has been underway since October 2023.

The VIN-specific testing process has generated valuable insights across vehicle brands, kilometres travelled, and age of vehicles.

The top take away across all tests so far is that the average battery health of EVs sold by Pickles has been above 90 per cent, even for vehicles that have travelled over 120,000km, with at least 93 per cent for vehicles older than four years.

EV Battery Health Insights



These results are reflected across brands at different price points and countries of origin, with relative EV newcomers like BYD and Hyundai comparing very well with the established EV benchmark Tesla.

	BYD	Hyundai	Tesla
Average Battery Health	98.60%	99.30%	93.30%
Average Odometer	15,619km	29,237km	42,263km
Average Age	17 months	39 months	27 months
Tests Completed	13	64	82

According to Pickles General Manager, Automotive Solutions, Brendon Green, “This underlines that Pickles is selling used EVs with very healthy batteries, as early data suggests battery health is in line with manufacturer expectations.”

While the testing process is being developed primarily to help Pickles EV buyers, this information will also be of great value to the new EV market by reinforcing buyer confidence through a better understanding of long-term battery health.

Such value to buyers will reinforce Pickles’ growing status as the place to buy a used EV, as a leading reseller of EVs in the Australian market. Therefore, such data has a wider relevance to the broader Australian EV industry.

NVES impact to date and future projection

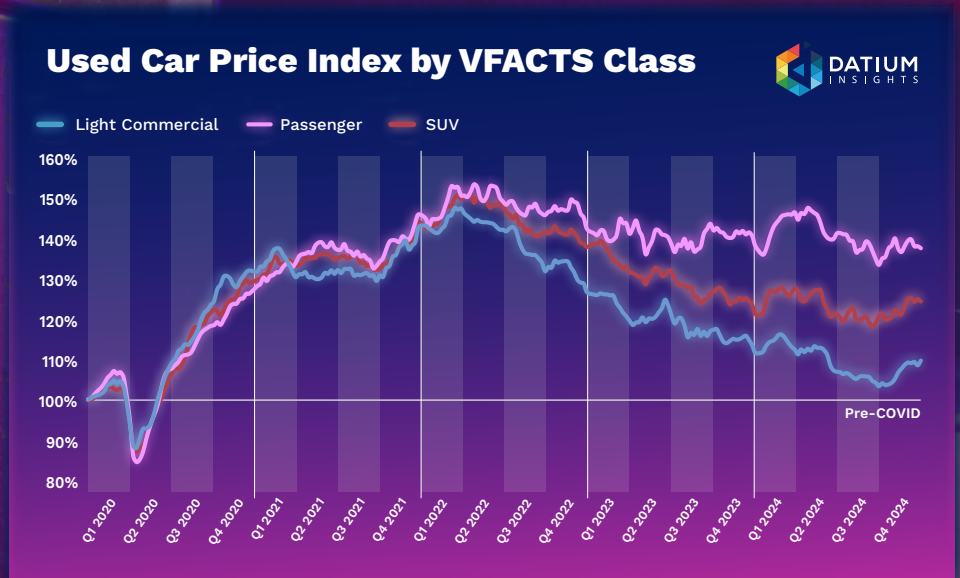
Since the Federal Government’s NVES (New Vehicle Efficiency Standard) was proposed in early 2024, it was widely perceived to lead to price rises for many high-emitting models on the Australian new car market, and some ceasing distribution altogether.

According to Pickles’ Used Car Price Index, typically higher-emitting light commercial vehicle prices have performed better than passenger vehicles or SUVs throughout the fourth quarter of 2024.

This could correlate with the above sentiment that new light commercial vehicle prices will rise under NVES, by driving up demand for lower-priced used models.

However, it’s important to note that while NVES was introduced on January 1, 2025, it won’t actually be enforced until later in the year from July 1, and any penalties aren’t paid immediately.

NVES allows for fines to be offset by credits accrued through the sale of lower-emitting vehicles throughout the following year. This means that any cost to car brands, along with the potential of penalties being passed onto the new car consumer, is still in the distance.



According to Pickles Head of Business Intelligence & Product, Tanim Ahmed, “Looking at the bigger picture, Pickles considers it too early for any NVES impact to be reflected in values of used vehicles, as all three main classes of vehicle show a degree of rebounding during the fourth quarter, rather than specific growth for light commercials.”

“This situation could be attributed more to typical market seasonality, but we will be monitoring the coming months very closely, and any impact will be articulated by Pickles via Datium Insights.”

The coming months could potentially bring increases in the prices of new high-emitting vehicles, which could impact the price of used vehicles, as the market and car brands prepare for any extra costs incurred to sell new higher-emitting vehicles.

Any impact on light commercial values will have a significant bearing on the Australian car market overall, given they represented nearly 22 per cent of the total new car market in 2024 and included three of the top four selling models, along with 36.5 per cent of used sales through Pickles.

Chinese brands and EVs vs the rest

The new car market is abuzz with the arrival of new brands from China, which could include a dozen fresh badges by the end of 2025 and bring a corresponding flood of cheaper EV and plug-in hybrid models to the Australian market.

In time, this abundance of choice will flow through to Pickles supply and drive the value of used EVs down even further through greater competition and having reached the new market with lower price points.

To date, Chinese-branded EVs have represented a mere fraction of used EV supply, with fleet and government sources generally consisting of Tesla and Hyundai vehicles.

This is at least partly explained by such leases generally lasting three years, which at this point, precedes the majority of Chinese-branded models’ arrival on the Australian market.

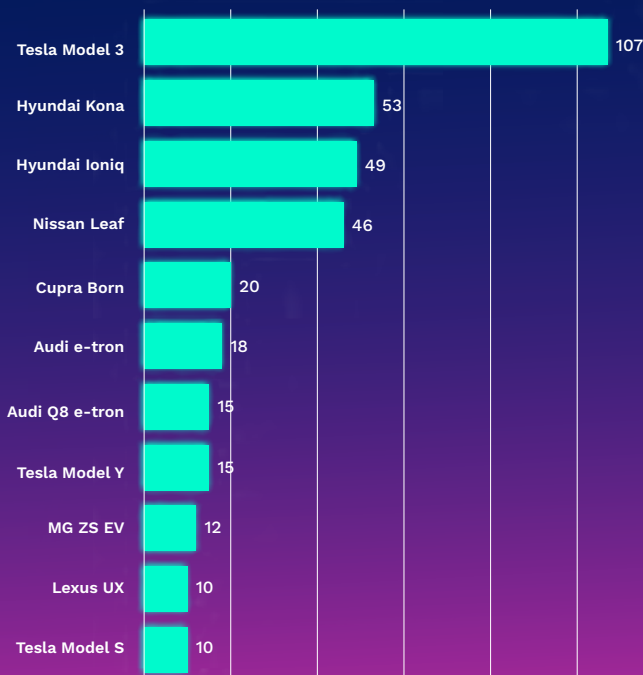
Nonetheless, the overall variety of EV models sold by Pickles continues to expand, in accordance with booming supply.



“Pickles considers it too early for any NVES impact to be reflected in values of used vehicles”

– **Tanim Ahmed**
Head of Business Intelligence & Product

Top 10 EV Models Sold (January 2023 – December 2024)



Pickles EV sales surged again in the fourth quarter, with a new record of 120 units, representing a 35 per cent increase over the 89 units in the third quarter.

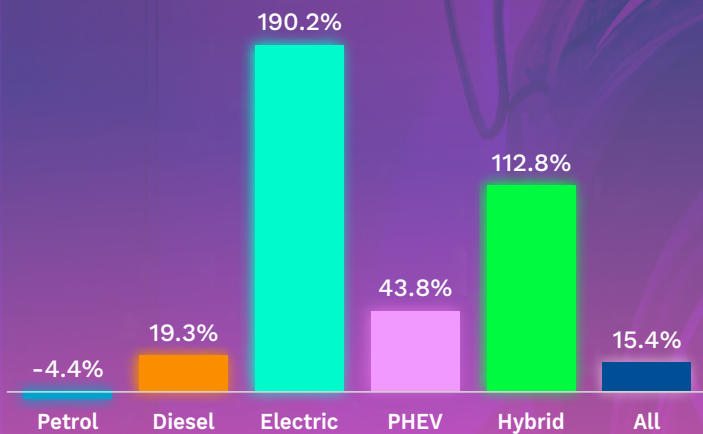
The EV sales total of 334 units over the course of 2024 also represented a new annual peak, nearly triple the 115 units of 2023.

EV Assets Sold



YoY Sales Growth by Fuel Type

(October – December 2024)



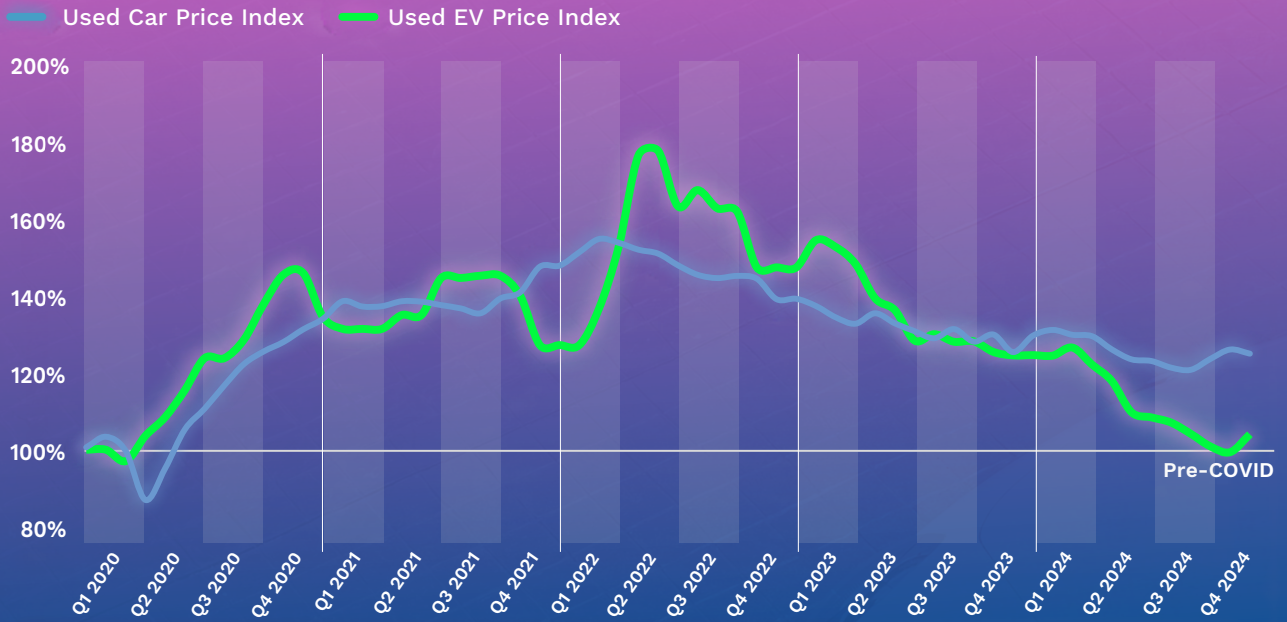
This Pickles EV sales growth corresponds with the dawn of the EV boom experienced in the new-car market over the past half decade. While new EV sales growth has cooled in 2024, this is not likely to be felt by Pickles for years to come.

Pickles EV supply is expected to surge again following the third anniversary, as lease periods mature, of the Federal Government's FBT (Fringe Benefits Tax) exemption for EVs and plug-in hybrids in June 2025, which has been a key driver of EV adoption in Australia.

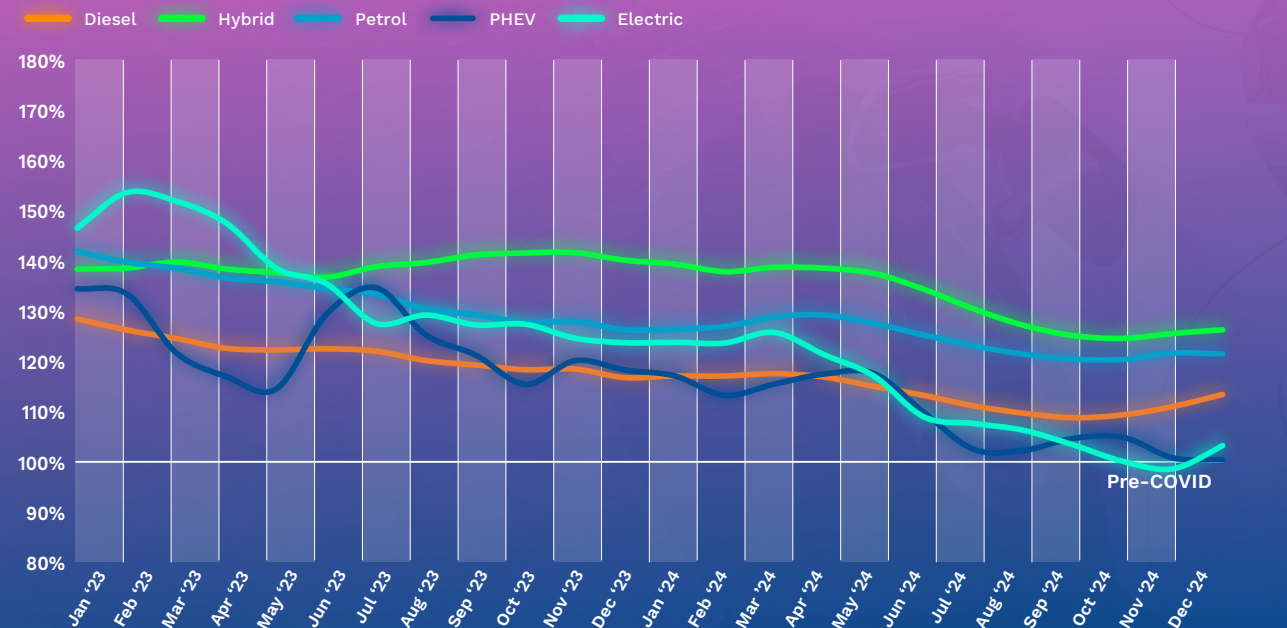
While Pickles EV supply continues to grow, the inverse remains to be the case in terms of used EV values, despite overall used car values rebounding in the fourth quarter.

The rebound of overall values can be attributed to seasonal behaviour, but this seasonality hasn't been reflected with EVs, with values continuing the post-COVID trend of decline aside for a minor uptick in December.

EV Used Price Index



Used Car Price Index by Fuel Type



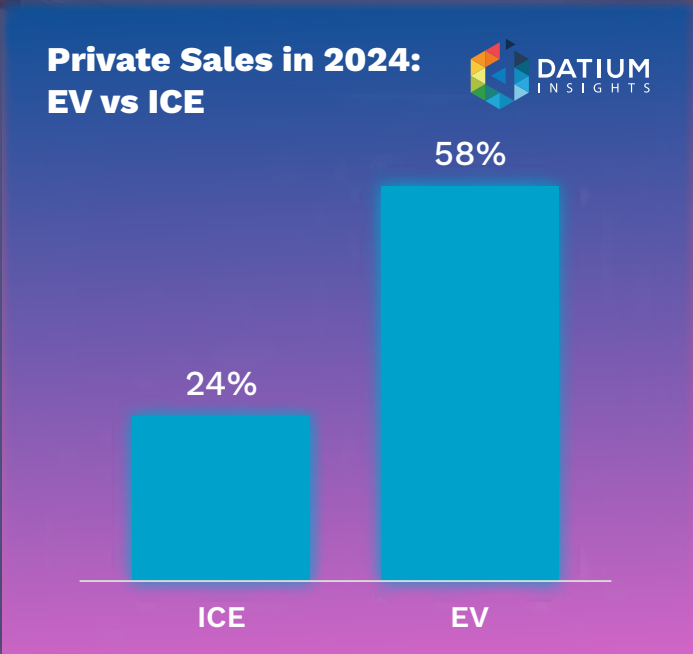
Looking across 2024 by individual fuel types in terms of used prices, the fourth quarter saw hybrid, petrol and diesel all shift upwards, with just the aforementioned minor uptick in December for EVs from a very low base.

With used EV supply expected to continue growing, combined with the cooling new-EV market that drastic price cuts across the industry have not been able to arrest, Pickles considers used EV values will continue to face downward pressure for the foreseeable future.

The relative popularity of EVs with private buyers continues, with 58 per cent of Pickles EVs bought privately, compared to 24 per cent for ICE (Internal Combustion Engine) vehicles averaged throughout 2024.

This means EVs are nearly three times as likely to be bought by private individuals than ICE vehicles through Pickles, which reinforces Pickles' perception that buyers of EVs are well researched, knowledgeable, and very comfortable buying online.

With a growing variety of models, volume of vehicles, and falling prices, this strengthens opportunity for used EV buyers, and underlines Pickles' growing status as the place to buy a used EV.

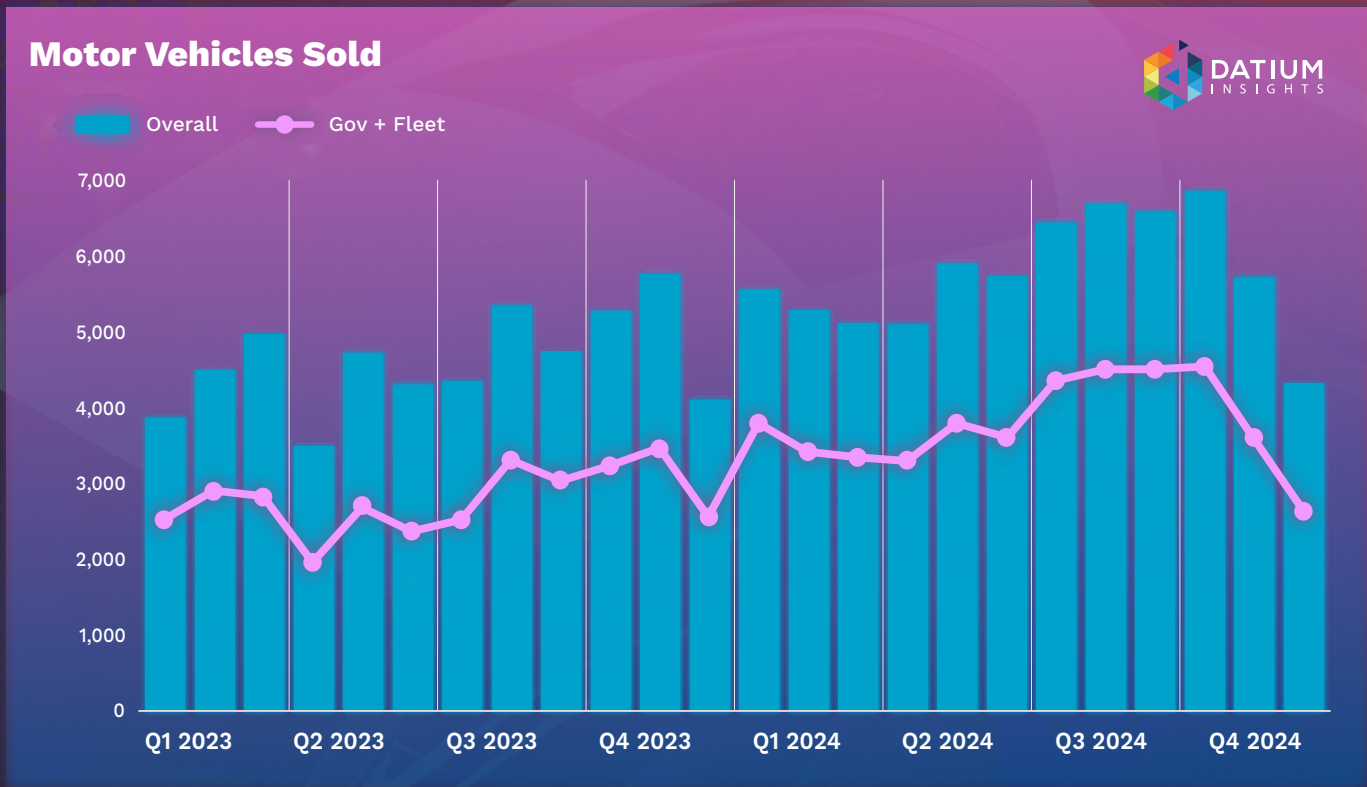


2024 in review

2024 has brought a return to seasonality and the normal cycle of supply and demand to Pickles used car activity – not seen since before COVID – and demonstrated a new ‘normal’.

Used vehicle supply and values have stabilised in accordance with new car manufacturers having cleared their order backlogs, with all four quarters representing year-on-year, post-COVID sales records.

Sales in the fourth quarter represented a gain of almost 12 per cent year-on-year, but overall 2024 volume represents more than 25 per cent growth over 2023.



The return of traditional seasonality – to a degree – for the first time since 2019 was evident with the June dip in vehicle sales followed by a resurgence in the third quarter.

The new car market’s decline in the fourth quarter is partially reflected in Pickles sales across this period, with fewer government and fleet new car sales leading to fewer used vehicles supplied to Pickles.

Pickles also saw the customary seasonal dropoff in clearance rates (percentage of vehicles that sell on their first pass at auction) through the winter period (June - August). However, clearance rates rebounded from mid-August to the end of September, wrapping up the third quarter.

Clearance rates continued to be just as strong through the fourth quarter, before a predicted slight dip approaching the Christmas period.

The return to seasonality will be completely affirmed with the traditional ‘winter dip’ due to begin in March/April 2025, which will represent the second year in a row for such seasonality after the really strong summer bounce back we’ve seen toward the end of the year.

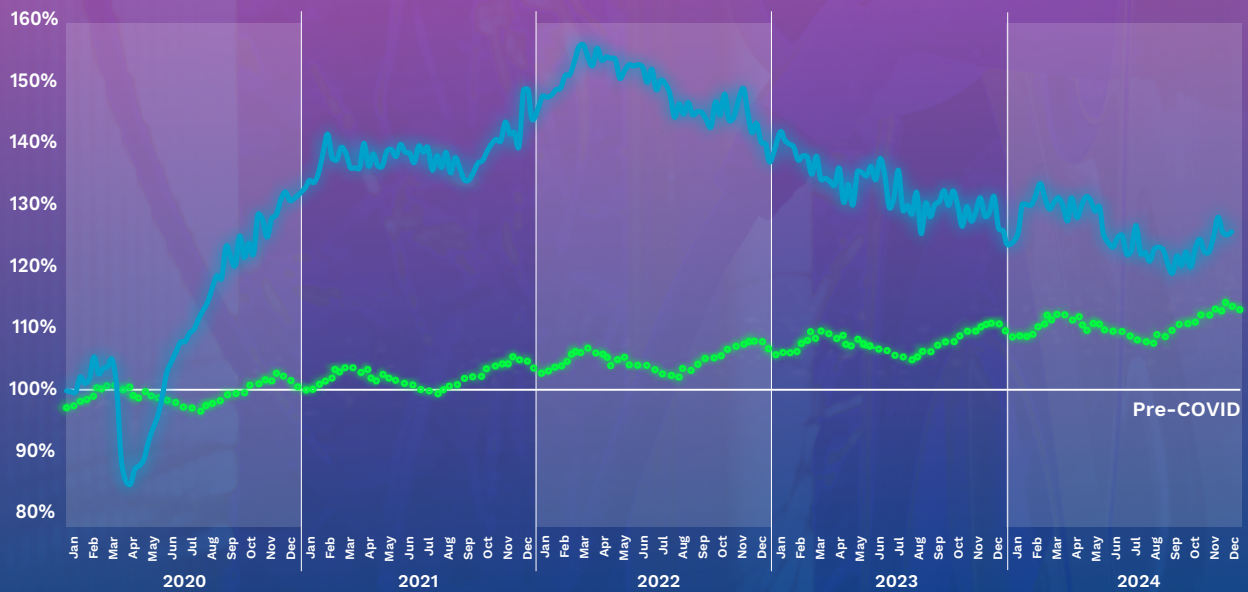
This summer bounce back incorporated the traditional minor dip through December to the new year, which is typically balanced by a strong performance in January.

Despite the overall strength of vehicle supply and broader economic pressures, overall used car values have actually trended upwards in the fourth quarter, following a dip in the third quarter and returning to a resilient level shown through the rest of 2024.

Used Car Price Index vs Prediction



Used Car Price Index Original Prediction



The top-selling models through Pickles continue to be dominated by light commercials, representing at least five of the top 10 list for 2024, which echoes 2023, but there's some ranking changes among the top models worth highlighting.

The Ford Ranger and Toyota HiLux each grew their share of Pickles sales, while 2023's third placed Holden Colorado dropped to sixth place.

The Colorado actually grew in volume, so its ranking drop is not attributable to the model having been discontinued in Australia at least four years ago.

Instead the rankings changed because of volume growth from the Toyota RAV4, Corolla and Camry. This means Toyota models made up four of the top five models sold by Pickles in 2024.

The Isuzu D-Max remained in seventh place, along with the Mitsubishi Triton in eighth, but the Toyota Kluger dropped out of the top 10 with the LandCruiser nameplate (light commercials plus SUV) replacing it in ninth, and the LandCruiser Prado SUV jumped from 13th position in 2023 to 10th position in 2024.

2024 Top 10 Model Sales



	CY 2024		CY 2023		CY Comparison: 2024-2023	
	Rank	% Sold	Rank	% Sold	Rank Difference	% Difference
Ford Ranger	1	9.5%	1	8.4%	0	1.1%
Toyota HiLux	2	8.5%	2	7.8%	0	0.8%
Toyota RAV4	3	5.8%	5	3.9%	+2	1.8%
Toyota Corolla	4	5.5%	4	4.0%	0	1.5%
Toyota Camry	5	5.0%	6	3.7%	+1	1.3%
Holden Colorado	6	4.1%	3	4.4%	-3	-0.3%
Isuzu D-Max	7	2.7%	7	2.4%	0	0.3%
Mitsubishi Triton	8	2.5%	8	2.0%	0	0.5%
Toyota LandCruiser	9	2.0%	10	2.0%	+1	0.0%
Toyota LandCruiser Prado	10	2.0%	13	1.9%	+3	0.1%

Pickles looking forward

After the sales growth of 2024, Pickles expects overall used vehicle supply to plateau with new-car order backlogs having cleared and new-car sales having peaked during 2024.

2025 will therefore bring a more accurate reflection of Australia's cost-of-living pressures related to high inflation and interest rates, which are expected to continue for the next 12 months at least, along with a period of uncertainty around the 2025 Federal Election.

Pickles expects this will continue the flight to value from new to used cars, increasing demand for used cars in general.

Amid this, with continuing EV supply growth, diversification and with pricing becoming increasingly accessible, Pickles will meet these consumer needs while facilitating the electrification of Australian roads.

Ready to roll into an electric future?
Check out the [full range](#) of electric
vehicles available at Pickles.

Get in on the action!

Watch our video recap below and celebrate our marketing team's exciting digital results promoting industrial, mining, oil & gas, motor vehicle, ex-government, salvage and agriculture assets for vendors across Australia.



Pickles

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