

THE AUSTRALIAN CAR MARKET

Watched in real time. Counted from what dealers publish.

Spotlot reads dealers' own websites every day and counts what is there: what arrives, what leaves, what is cut in price, across 157,067 cars under observation at the close of this week. Every figure in this document is read from advertisements, never modelled, and every one says what it counts.

WHAT IT READS

Dealers' own sites, under their robots rules, with an honest user agent. Every advertisement, on every day the site could be read.

HOW IT COUNTS

A car is counted once however many listings carried it. A sale is an exit the seller marked sold, or whose page was withdrawn, and the report says which.

WHAT IT WITHHOLDS

A day that recorded nothing is a gap, named and never filled in. A figure the period cannot support is withheld, with the reason printed in its place.

THIS ISSUE

21 September to 27 September 2026

28 September 2026

issued, and archived as issued

7 of 7

days recorded

157,067

cars under observation at close

INSIDE

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AT A GLANCE

21 September to 27 September 2026

What Spotlot observed of Australian dealers' public advertising, 21 Sept to 27 Sept. Compared with the 7 days before: 7 of 7 days recorded in each window.

CARS THAT LEFT THE MARKET

11,590

down 11.0% (-866) on the 7 days before

over 7 days, one count per car, no listing of it still live · \$444.44M in final asking prices, a ceiling on the deals, never the deals

Exits ran down 11.0% (-866) on the 7 days before: 7,001 cars on the daily series against 7,867; at least 5,552 of the week's 11,590 carry the seller's own proof of sale.

PROVED SOLD

5,552

down 13.2% (-844) on the 7 days before

carrying the seller's own proof of sale: a SOLD notice, or the page withdrawn

PRICE CUTS

21,217

down 11.0% (-1,783) on the 7 days before

against 2,281 rises, once per car per day · median cut \$1,000

CARS LIVE AT CLOSE

157,067

up 0.3% (+412) on the 7 days before

one per vehicle, on the last recorded day

MEDIAN USED ASK

\$27,990

unchanged on the 7 days before

over 98,983 cars at close, bases mixed as advertised

DAYS TO SELL

32d

down 5.9% (-2d) on the 7 days before

median days advertised at exit, 5,047 proved cars with a published age

DAYS RECORDED

7 of 7

every day due in the period recorded

IN BRIEF

The week in 6 sentences, each computed from the figures in the sections that follow and carrying its count or its basis. Nothing here is a forecast.

- 1 Exits ran down 11.0% (-866) on the 7 days before: 7,001 cars on the daily series against 7,867; at least 5,552 of the week's 11,590 carry the seller's own proof of sale.
- 2 Dealers cut 14,460 cars' prices against 1,646 rises: 1.32 cuts a day per 100 cars live, down 11.2% on the 7 days before; the median cut was \$1,000.
- 3 The median used asking price closed at \$27,990 over 98,983 cars, unchanged on the 7 days before, bases mixed as advertised.
- 4 ACT's median used ask moved most, up 4.0% to \$24,950 over 1,856 cars; SA, QLD, NSW, TAS held within half a percent.
- 5 Ford Ranger led the market out with 1,363 proved exits, down 3.7% (-53); Kia Sportage rose fastest among the twelve, up 44.6% (+148).
- 6 Electric cars' median used ask closed at \$42,990 over 3,892 cars, unchanged; their proved exits down 12.2% (-49).

SECTION 1

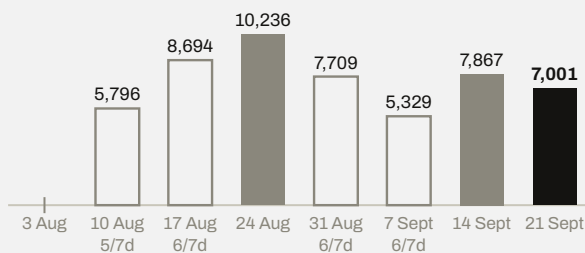
Against the period before

This period against the 7 days before (14 Sept to 20 Sept): 7 of 7 days recorded in each window. Flows are summed over each window's recorded days and levels are read on its last recorded day. A window is never filled in, and a comparison the windows cannot bear is left blank with the reason.

MEASURE	THIS PERIOD	THE 7 DAYS BEFORE	CHANGE	PER RECORDED DAY, NOW VS PRIOR
Cars that left the market · cars, one per vehicle	7,001	7,867	down 11.0% (–866)	same days recorded
Of them, proved by the seller's page · cars	5,552	6,396	down 13.2% (–844)	same days recorded
Cars with a price cut · cars, once per car per day	14,460	16,243	down 11.0% (–1,783)	same days recorded
Cars with a price rise · cars, once per car per day	1,646	2,365	down 30.4% (–719)	same days recorded
Cars live at close · cars on the last recorded day	157,067	156,655	up 0.3% (+412)	—
Median used asking price at close · one price per car, bases mixed	\$27,990	\$27,990	unchanged	—
Median days advertised at exit · proved exits with a published age, 5,047 and 4,721 cars	32d	34d	down 5.9% (–2d)	—

Cars that left, the last eight weeks

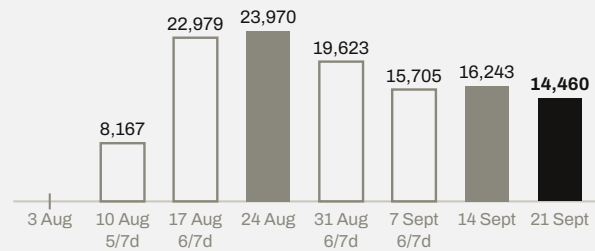
Cars, one per vehicle, summed over each window's recorded days · hollow where a window was not fully recorded · a tick is a window before the series began



Source: daily_market_rollup · sold_cars, by window

Cars cut, the last eight weeks

Cars repriced down, once per car per day, summed over each window's recorded days · same marks as the left



Source: daily_market_rollup · cuts_cars, by window

WHAT IT MEANS

Against the 7 days before: exits down 11.0%, proved exits down 13.2%, cuts down 11.0%, rises down 30.4%; cars live at close up 0.3%; the median used ask unchanged; median days to sell down 5.9%.

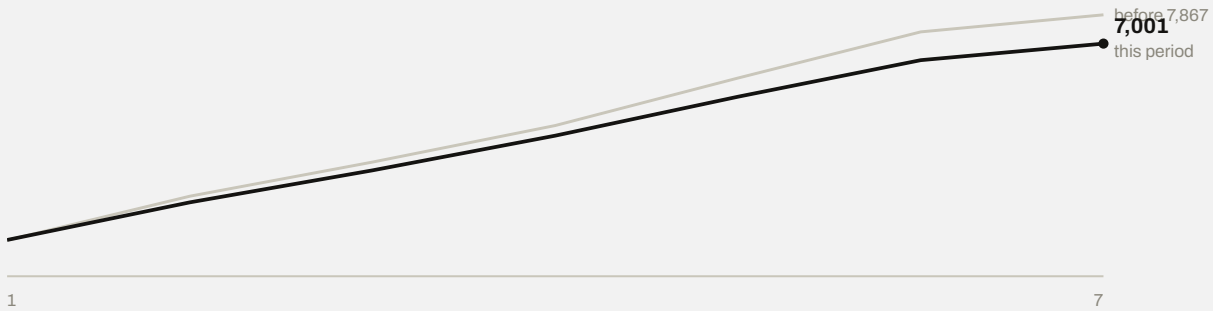
SECTION 2

Day by day

7 of 7 days recorded. Every day due in this period recorded.

Exits ran down 11.0% against the 7 days before

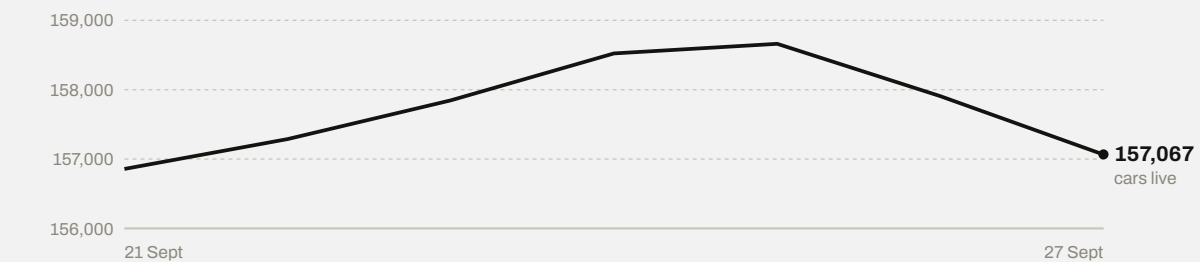
Running total of cars that left the market, day by day · black is this period, grey is the 7 days before laid on the same days · a line stops where a day was not recorded



Source: daily_market_rollup · sold_cars, this window and the one before

Cars live each day, one per vehicle

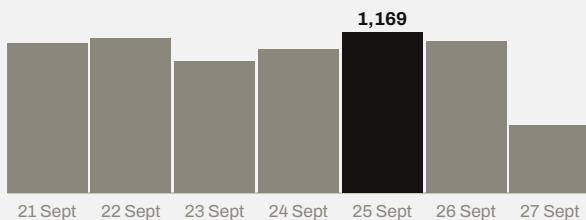
Cars, at each day's recording · 21 Sept to 27 Sept · a tick on the baseline is a day not recorded · the axis runs over the level's own range



Source: daily_market_rollup, one row per recorded day

Cars that left, by day

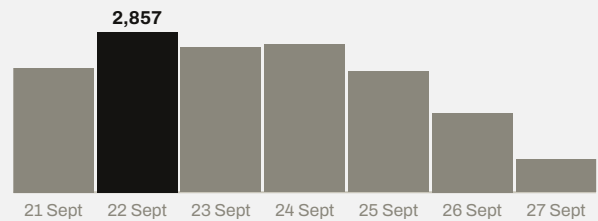
Cars, none still live anywhere we watch · hollow where a day absorbs an unrecorded neighbour · the peak in black



Source: daily_market_rollup · sold_cars

Cars with a price cut, by day

Cars, once per car per day · rises are in the table



Source: daily_market_rollup · cut_cars

DAY	LISTINGS LIVE	CARS LIVE	EXITS (ADVERTS)	CARS OUT	PROVED	VALUE AT ASK	CUT	RISE
21 Sept	234,311	156,859	4,043	1,094	864	\$144.56M	2,221	291
22 Sept	235,089	157,288	3,791	1,130	836	\$138.72M	2,857	356
23 Sept	236,082	157,848	3,528	959	890	\$131.03M	2,584	335
24 Sept	236,649	158,523	4,072	1,047	790	\$146.07M	2,638	250
25 Sept	236,818	158,661	4,015	1,169	956	\$151.59M	2,157	227
26 Sept	235,045	157,908	3,866	1,107	923	\$143.70M	1,416	135
27 Sept	233,550	157,067	1,495	495	293	\$61.10M	587	52

Exits are advertisements and cars out are vehicles; they differ by about half again, and a column that picked one silently would be the commonest mistake in this data. Cut and rise are cars where the day recorded them, else events.

SECTION 3

What left the market

11,590 cars left the market over the period, \$444.44M in final asking prices, at least 5,552 of them carrying the seller's own proof of sale — one count per physical car in the week of its final exit, no listing of it still live; value is each car's final ask, once.

Ford Ranger led the market out, 1,363 proved exits, down 3.7% (–53)

Cars whose exit the seller's own page proved, summed over the period's recorded days · the twelve models with most · the bar is each model's share of the leader

Ford Ranger –3.7% on the 7 days before	1,363
Ford Everest +2.1% on the 7 days before	628
Toyota Hilux –4.7% on the 7 days before	591
Toyota RAV4 –13.1% on the 7 days before	586
Nissan X-trail +11.0% on the 7 days before	503
Hyundai Tucson –35.8% on the 7 days before	492
Hyundai i30 –9.9% on the 7 days before	482
Kia Sportage +44.6% on the 7 days before	480
Hyundai Kona –6.9% on the 7 days before	460
Mitsubishi Outlander –14.0% on the 7 days before	441
Subaru Forester +18.6% on the 7 days before	440
Mazda CX-5 –18.6% on the 7 days before	407

Among the twelve, Kia Sportage rose fastest (up 44.6% (+148)) and Hyundai Tucson fell furthest (down 35.8% (–274)) against the 7 days before.

Source: daily_model_rollup · confirmed_exits

The same models: what stood, what it asked, how long it had been advertised

Proved exits this period and in the 7 days before; listings live and the median used ask on the last recorded day; median days advertised of the live stock; cuts over the period, once per car per day

MODEL	EXITS	PRIOR	CHANGE	LIVE	MEDIAN ASK	DAYS ADV.	CUTS
Ford Ranger	1,363	1,416	–3.7%	9,455	\$41,990	56d	1,565
Ford Everest	628	615	+2.1%	4,436	\$52,990	63d	869
Toyota Hilux	591	620	–4.7%	4,119	\$44,990	32d	919
Toyota RAV4	586	674	–13.1%	3,843	\$39,874	27d	787
Nissan X-trail	503	453	+11.0%	5,450	\$27,999	79d	578
Hyundai Tucson	492	766	–35.8%	4,889	\$29,990	53d	765
Hyundai i30	482	535	–9.9%	2,934	\$22,990	41d	417
Kia Sportage	480	332	+44.6%	3,608	\$28,990	58d	564
Hyundai Kona	460	494	–6.9%	3,914	\$29,490	54d	459
Mitsubishi Outlander	441	513	–14.0%	4,740	\$29,900	72d	831
Subaru Forester	440	371	+18.6%	3,435	\$29,488	41d	497
Mazda CX-5	407	500	–18.6%	3,663	\$26,990	43d	445

Source: daily_model_rollup

SECTION 4

The yards that moved the most, by state

The ten yards in each state with the most cars that left the market over the period: one per vehicle, no listing of it still live; the yard is the site the car was advertised on. A yard needs 3 to be listed, because one car is not a rank. Beside each yard: how many of its cars carried the seller's own proof of sale, a SOLD notice or the page withdrawn, and the median days those had been advertised. A yard whose site never marks a car sold shows its exits with no proof, which is a fact about the site, not the yard. States are ordered by their total; the bar is each yard's share of the state's leader.

QLD: Brisbane Cars moved 443

2,799 cars left the market in the state over the week, across 149 yards · the 10 with most · beside each, its proved sales and their median days advertised

Brisbane Cars	443 proved · 23d	443
Autopact	0 proved	319
Tony White Group	109 proved · 16d	109
Westpoint Autos	104 proved · 46d	104
Frizelle Sunshine Automotive	91 proved · 48d	91
Country Cars	85 proved · 22d	85
Keema Cars	84 proved · 61d	84
Pacific Toyota	71 proved · 24d	71
Q Automotive	64 proved · 49d	64
Sci-Fleet Toyota	51 proved · 22d	51

Source: sold_car_fact, by source · proof is exit_basis marker or gone

VIC: Booran Motors moved 224

2,401 cars left the market in the state over the week, across 197 yards · the 10 with most · beside each, its proved sales and their median days advertised

Booran Motors	224 proved · 24d	224
Tony White Group	194 proved · 36d	194
Country Cars	131 proved · 91d	131
Melbourne City Toyota	57 proved · 44d	57
Ringwood Mazda	0 proved	46
Trivett	0 proved	42
Werribee Automotive Group	41 proved · 34d	41
Werribee Hyundai	37 proved · 39d	37
Essendon GWM	0 proved	37
Werribee Kia	34 proved · 40d	34

Source: sold_car_fact, by source · proof is exit_basis marker or gone

NSW: Country Cars moved 214

2,261 cars left the market in the state over the week, across 212 yards · the 10 with most · beside each, its proved sales and their median days advertised

Country Cars	214 proved · 43d	214
Tony White Group	209 proved · 29d	209
Trivett	0 proved	112
Australian Automotive Group	0 proved	106
Peter Warren Automotive	93 proved · 53d	93
Macarthur Automotive	89 proved · 44d	89
Tweed Cars	66 proved · 12d	66
Sadek Motor Group	50 proved · 163d	50
Ryde Nissan	40 proved · 24d	40
harrigan	33 proved · 47d	33

Source: sold_car_fact, by source · proof is exit_basis marker or gone

WA: John Hughes moved 343

1,829 cars left the market in the state over the week, across 100 yards · the 10 with most · beside each, its proved sales and their median days advertised

John Hughes	343 proved · 51d	343
Westside Auto Wholesale	0 proved	231
Regent	159 proved · 26d	159
Osborne Park Kia	0 proved	88
Gardner Autos	86 proved · 51d	86
Motormall WA (Wangara)	78 proved · 33d	78
Maddington Isuzu UTE	0 proved	54
geographeford	32 proved · 2d	32
Rockingham Toyota	31 proved · 21d	31
Perth City Auto Group	30 proved · 50d	30

Source: sold_car_fact, by source · proof is exit_basis marker or gone

SA: Adelaide Vehicle Centre moved 79

698 cars left the market in the state over the week, across 64 yards · the 10 with most · beside each, its proved sales and their median days advertised

Adelaide Vehicle Centre	79 proved · 21d	79
Maughan Thiem	66 proved · 43d	66
Jarvis Ford	0 proved	63
peterkittle	50 proved	50
Mawsonlakes Mazda	38 proved · 54d	38
Wayne Phillis Automotive	26 proved · 72d	26
Northpoint Toyota, Hillcrest SA	24 proved	24
Adelaide BMW	0 proved	20
northeastmitsubishi	19 proved · 141d	19
Steinborner Holden - Barossa	0 proved	19

Source: sold_car_fact, by source · proof is exit_basis marker or gone

TAS: Tony White Group moved 91

351 cars left the market in the state over the week, across 29 yards · the 10 with most · beside each, its proved sales and their median days advertised

Tony White Group	91 proved · 28d	91
Jackson Motor Company	69 proved · 32d	69
Jackson Kia	21 proved · 54d	21
Buckby Motors Subaru	0 proved	20
Buckby Motors	0 proved	17
Tilford Auto Group	14 proved · 40d	14
Hobart Skoda	11 proved · 92d	11
A1 Motors	10 proved · 25d	10
Devonport Burnie Volkswagen	10 proved · 41d	10
Buckbyram	0 proved	8

Source: sold_car_fact, by source · proof is exit_basis marker or gone

ACT: Canberra Toyota, Belconnen ACT moved 35

62 cars left the market in the state over the week, across 9 yards · the 6 with most · beside each, its proved sales and their median days advertised

Canberra Toyota, Belconnen ACT	35 proved	35
Braddon Auto Mart	7 proved	7
Goulburn Suzuki	0 proved	4
Goulburn Toyota	0 proved	4
Canberra BMW	0 proved	3
Goulburn Country Motors	0 proved	3

Source: sold_car_fact, by source · proof is exit_basis marker or gone

NT: Kerry's Automotive Group moved 14

40 cars left the market in the state over the week, across 7 yards · the 4 with most · beside each, its proved sales and their median days advertised

Kerry's Automotive Group	0 proved	14
Hidden Valley Ford	10 proved · 38d	10
Kerry Nissan	0 proved	6
Subaru Darwin	4 proved · 190d	4

Source: sold_car_fact, by source · proof is exit_basis marker or gone

SECTION 5

Prices

Asking prices as advertised, bases mixed and never converted; each median is over one price per car, the lowest across its listings, on the last recorded day of the window. A median moves when the stock changes as much as when prices do, and the count beside it is the reading's weight.

ACT's median used ask moved most, up 4.0% to \$24,950

Median used asking price by state, the 7 days before against this period · states with 1,000 or more priced cars both sides · the heaviest mover in black



1 state up and 2 down by half a percent or more; NSW, QLD, SA, TAS held within it. A state's median can move because the yards it watches changed, not only because sellers repriced: read it with the cars-at-close change in the state table.

Source: daily_state_rollup · median_ask_used on each window's last recorded day

Electric cars' median used ask closed at \$42,990, unchanged

Cars at close and the median used ask as advertised, with the 7 days before beside it; cars proved sold over the period

FUEL	CARS AT CLOSE	MEDIAN USED ASK	PRIOR	CHANGE	PROVED SOLD	CHANGE
Petrol	78,214	\$22,999	\$22,999	0.0%	2,706	-14.9%
Diesel	45,245	\$34,970	\$34,990	-0.1%	1,443	-11.0%
Electric	10,687	\$42,990	\$42,990	0.0%	353	-12.2%
Hybrid	10,615	\$39,888	\$39,950	-0.2%	553	-8.7%
not stated	8,634	\$29,990	—	—	311	—
Plug-in hybrid	3,626	\$49,990	\$49,888	+0.2%	185	-17.8%
LPG	46	\$10,777	\$10,886	-1.0%	1	-50.0%

Source: daily_fuel_rollup

SECTION 6

Repricing

21,217 price cuts against 2,281 rises, one count per car per day, however many syndicated copies repeat it; grows as coverage finds more cars; the median cut was \$1,000. That is 1.32 cuts a day per 100 cars live, against 1.48 in the 7 days before: the rate at which dealers are moving prices down, independent of how many cars we watch.

The models repriced most often

Cuts counted once per car per day · the median cut in dollars where one is stated · the bar is each model's share of the most-cut

Ford Ranger	median cut \$1,000	838 cuts
Mitsubishi Outlander	median cut \$1,000	530 cuts
Toyota Hilux	median cut \$1,000	511 cuts
Toyota RAV4	median cut \$700	467 cuts
Ford Everest	median cut \$1,000	385 cuts

Source: listing_event, price changes the dealer made

SECTION 7

By state

Levels are the last recorded day of the period; flows are the period's total. They are different quantities and must not be added. A state gaining or losing watched cars is not necessarily a state gaining or losing stock: yards onboard weekly and a yard's site can go dark for a week, so the cars-at-close change is a change in what Spotlot watches before it is a change in the market.

Where the cars were, and what moved

Cars at close and the median used ask on the last recorded day, and cars proved sold over the period; each against the 7 days before · cars cut are in the state table on the web page

STATE	CARS AT CLOSE	CHANGE	MEDIAN ASK	PRIOR	CHANGE PROVED SOLD	CHANGE	
NSW	39,010	−0.1%	\$26,888	\$26,888	0.0%	1,107	−2.9%
VIC	32,962	−0.0%	\$29,690	\$29,888	−0.7%	1,262	−13.9%
QLD	32,533	−1.3%	\$29,888	\$29,990	−0.3%	1,370	+0.4%
WA	23,443	+1.9%	\$30,990	\$31,489	−1.6%	754	−41.0%
not stated	13,584	—	\$20,995	—	—	469	—
SA	9,136	−0.1%	\$27,888	\$27,990	−0.4%	362	+1.1%
TAS	4,818	+2.6%	\$28,990	\$28,990	0.0%	179	−10.5%
ACT	2,077	+5.4%	\$24,950	\$23,999	+4.0%	37	+68.2%
NT	1,644	+3.3%	\$33,990	\$34,980	−2.8%	12	−25.0%

Source: daily_state_rollup

SECTION 8

Electric share by state



VIC carried the largest electric share of stated stock, 8.6%

Electric cars as a share of cars with a stated powertrain, on 21 Sept and 27 Sept · states with 200 or more stated cars

STATE	STATED CARS AT CLOSE	ELECTRIC AT CLOSE	SHARE AT START	SHARE AT CLOSE	CHANGE, PTS
NSW	37,429	2,615	6.8%	7.0%	+0.2
VIC	32,021	2,748	8.4%	8.6%	+0.2
QLD	31,522	2,449	7.8%	7.8%	+0.0
WA	21,945	1,153	5.1%	5.3%	+0.1
SA	8,973	650	7.0%	7.2%	+0.2
TAS	4,537	361	8.1%	8.0%	-0.2
ACT	1,908	156	8.0%	8.2%	+0.2
NT	1,532	127	7.9%	8.3%	+0.4

Source: daily_state_fuel_rollup

SECTION 9

Days to sell

Over the period's proved exits only: 6,363 cars, 5,047 of them with a published listing age, median 32 days advertised. Against the 7 days before: down 5.9% (–2d), over 4,721 dated cars.

47.9% of the cars that sold had been advertised under 30 days

Cars, by days advertised, proved exits with a published age only · the bar is each band's share of the fullest

0 to 14 days	1,625 cars
15 to 29 days	792 cars
30 to 44 days	513 cars
45 to 59 days	416 cars
60 to 74 days	247 cars
75 to 89 days	257 cars
90 to 104 days	196 cars
105 to 119 days	120 cars
120+ days	881 cars

Source: sold_car_fact · exit_basis marker or gone

Days to sell by state and segment, as printed numbers

Median days advertised at exit, used and proved only, over 4,501 cars · a cell under the floor of 30 prints its count in brackets instead

STATE	SUV	WAGON	UTE	HATCH	SEDAN	VAN	COUPE
QLD	22d · 474	23d · 219	24d · 252	13d · 139	18d · 88	[28]	[18]
VIC	34d · 428	31d · 193	29d · 148	22d · 137	24d · 84	54d · 39	[19]
NSW	27d · 326	31d · 179	22d · 148	18d · 124	19d · 68	[11]	[9]
WA	41d · 296	39d · 158	40d · 151	31d · 130	19d · 79	[14]	[20]
SA	33d · 141	22d · 37	58d · 43	23d · 37	[19]	[2]	[3]
TAS	26d · 64	22d · 41	29d · 47	[18]	[11]	[5]	[2]
NT	[2]	[3]	[3]	[1]	—	—	—

Source: turn_matrix over sold_car_fact

SECTION 10

Coverage and what is withheld

Listings monitored by Spotlot, which grows with coverage; not a count of the Australian market. Listings monitored ran from 234,311 to 233,550 over the period, 157,067 vehicles at its close; observed 21 Sept to 27 Sept, 7 days.

new_to_market: withheld. first seen during a coverage ramp is discovery, not listing; withheld until coverage stabilises

median_ask_movement: withheld. a median over a sample whose size moves with coverage measures composition; withheld until a week's n holds still

Price basis as at 27 Sept: 99,682 listings quoted drive-away, 47,357 excluding government charges, 90,314 unlabelled. Medians in this report mix the bases as advertised and do not convert between them.

Units: cut_cars — cars repriced down, one per car per day; sold_cars — cars that left, recounted on 2026-09-03 against the live listings of that day; cut_events — price-cut events, one per advertisement; sold_proved — cars whose exit the seller's own page proved: its SOLD text, or a 404/410; sold_adverts — delisted advertisements, undeduped, including cars still live elsewhere; state_cut_cars — cars repriced down IN THAT STATE. A car advertised in two states is in both, so this column does not sum to the market total; ev.share — electric cars as a share of cars with a stated powertrain, on the first and last recorded day; turn_matrix — median days advertised at exit, used and proved only, cells under the floor printed as a count; models.exits — cars whose exit the seller's own page proved, summed over the period's recorded days; models.live_at_end — listings live on the last recorded day; comparison window — the prior window is the previous calendar month for a monthly report and the same number of days immediately before for a weekly; each window carries its own recorded-day count; median ask — median asking price over used cars on the window's last recorded day with one written, one price per car, bases mixed as advertised; written from 2026-09-05; trend — the last eight windows of the period's length (six months for a monthly), oldest first, each with its recorded-day count; a window with none recorded carries nulls.

SECTION 11

Method

Spotlot crawls dealers' own websites under their robots rules, with an honest user agent, and records what it sees. An observation is one read of one advertisement; a listing is one advertisement; a car is one vehicle however many listings carried it. An exit is a listing that stopped appearing on a page we could still read; a sale is an exit the seller marked sold, or whose page was withdrawn, and the report says which. Nothing is inferred from absence alone. Prices are asking prices as advertised, in the basis the dealer chose. A day the daily roll-up did not run is a gap: it is named, and no line is drawn across it. A comparison with the period before is made over each window's recorded days, per recorded day when the counts differ, and never across a window that recorded nothing.

Issued once and archived as issued. A correction, should one be needed, is appended as a dated note in the next issue; this document does not change. Definitions, the open-defects list and the data-quality register are at spotlot.io/method. Licence and contact: spotlot.io/method.



Spotlot is free, carries no advertising and sells no data.

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