

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 152,954 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 A sale is an exit the seller marked sold, or whose page was withdrawn, and the report says which.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

**17 August to 23 August 2026****13 September 2026**

issued, and archived as issued

—

no daily series in this issue

**152,954**

cars under observation at close

## INSIDE

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## AT A GLANCE

# 17 August to 23 August 2026

What Spotlot observed of Australian dealers' public advertising, 17 Aug to 23 Aug. Compared with the 7 days before: 6 of 7 days recorded this period against 5 of 7 before, so flows are compared per recorded day.

## CARS THAT LEFT THE MARKET

## 10,794

up 25.0% (+290) per recorded day on the 7 days before

over 7 days, one count per car, no listing of it still live · \$427.25M in final asking prices, a ceiling on the deals, never the deals

Exits ran at 1,449 cars a day over 6 recorded days, up 25.0% on the 7 days before (1,159 a day over 5 recorded); at least 7,583 of the week's 10,794 carry the seller's own proof of sale.

## PROVED SOLD

## 7,583

up 8.0% (+87) per recorded day on the 7 days before carrying the seller's own proof of sale: a SOLD notice, or the page withdrawn

## PRICE CUTS

## 25,633

up 134.5% (+2,196) per recorded day on the 7 days before against 2,755 rises, once per car per day · median cut \$1,000

## CARS LIVE AT CLOSE

## 152,954

up 27.2% (+32,692) on the 7 days before one per vehicle, on the last recorded day

## MEDIAN USED ASK

## —

written daily from 5 September 2026; not in this issue

## DAYS TO SELL

## 34d

down 8.1% (–3d) on the 7 days before median days advertised at exit, 4,146 proved cars with a published age

## DAYS RECORDED

## —

this issue predates the daily series

## IN BRIEF

The week in 5 sentences, each computed from the figures in the sections that follow and carrying its count or its basis. Nothing here is a forecast.

- Exits ran at 1,449 cars a day over 6 recorded days, up 25.0% on the 7 days before (1,159 a day over 5 recorded); at least 7,583 of the week's 10,794 carry the seller's own proof of sale.
- Dealers cut 22,979 cars' prices against 2,543 rises: 2.50 cuts a day per 100 cars live, up 84.4% on the 7 days before; the median cut was \$1,000.
- VIC's median used ask moved most, down 9.1% to \$29,990 over 17,958 cars; WA, SA held within half a percent.
- Ford Ranger led the market out with 1,162 proved exits, up 73.8% per recorded day; Hyundai Kona rose fastest among the twelve, up 92.1% per recorded day.
- Electric cars' median used ask closed at \$43,990 over 3,773 cars, down 2.0% (–\$898); their proved exits up 79.6% per recorded day.

## SECTION 1

## Against the period before

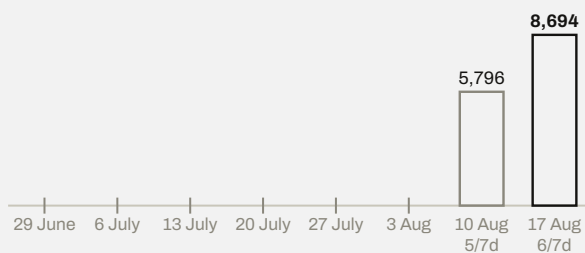
This period against the 7 days before (10 Aug to 16 Aug): 6 of 7 days recorded this period against 5 of 7 before, so flows are compared per recorded day. Flows are summed over each window's recorded days and levels are read on its last recorded day. A window is never filled in, and a comparison the windows cannot bear is left blank with the reason. Read with care: cars watched at close rose 27% between the windows (120,262 to 152,954), so exits and cuts move with coverage before they move with the market; the cuts-per-100-cars rate in the brief is the reading that survives it.

| MEASURE                                                                                  | THIS PERIOD | THE 7 DAYS BEFORE | CHANGE PER RECORDED DAY, NOW VS PRIOR |                           |
|------------------------------------------------------------------------------------------|-------------|-------------------|---------------------------------------|---------------------------|
| Cars that left the market · cars, one per vehicle                                        | 8,694       | 5,796             | up 50.0% (+2,898)                     | 1,449 vs 1,159, up 25.0%  |
| Of them, proved by the seller's page · cars                                              | 7,068       | 5,455             | up 29.6% (+1,613)                     | 1,178 vs 1,091, up 8.0%   |
| Cars with a price cut · cars, once per car per day                                       | 22,979      | 8,167             | up 181.4% (+14,812)                   | 3,830 vs 1,633, up 134.5% |
| Cars with a price rise · cars, once per car per day                                      | 2,543       | 1,145             | up 122.1% (+1,398)                    | 424 vs 229, up 85.1%      |
| Cars live at close · cars on the last recorded day                                       | 152,954     | 120,262           | up 27.2% (+32,692)                    | —                         |
| Median used asking price at close · one price per car, bases mixed                       | —           | —                 | —                                     | —                         |
| Median days advertised at exit · proved exits with a published age, 4,146 and 2,173 cars | 34d         | 37d               | down 8.1% (–3d)                       | —                         |

Median used asking price at close: the national median ask has been written daily since 2026-09-05; neither window has one.

### Cars that left, the last eight weeks

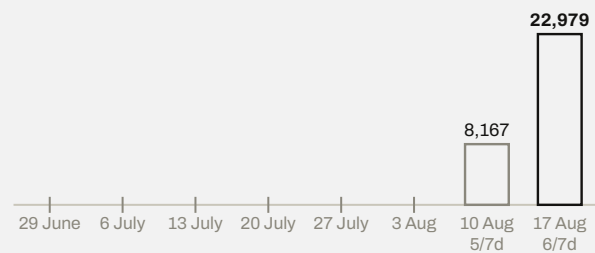
Cars, one per vehicle, summed over each window's recorded days · hollow where a window was not fully recorded · a tick is a window before the series began



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

Per recorded day against the 7 days before: exits up 25.0%, proved exits up 8.0%, cuts up 134.5%, rises up 85.1%; cars live at close up 27.2%; median days to sell down 8.1%. Read with care: cars watched at close rose 27% between the windows (120,262 to 152,954), so exits and cuts move with coverage before they move with the market; the cuts-per-100-cars rate in the brief is the reading that survives it.

## SECTION 2

**Day by day**

The day-by-day series: withheld. This report was issued before the daily series existed, and an issued report is never rewritten.

## SECTION 3

## What left the market

10,794 cars left the market over the period, \$427.25M in final asking prices, at least 7,583 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.

### The models that left the market most

Cars, one per vehicle, over the period · the bar is each model's share of the leader

|                |          |
|----------------|----------|
| Ford Ranger    | 499 cars |
| Mazda CX-5     | 310 cars |
| Toyota Hilux   | 268 cars |
| Hyundai Tucson | 236 cars |
| Toyota RAV4    | 235 cars |

Source: sold\_car\_fact joined to the taxonomy

## 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 501

2,157 cars left the market in the state over the week, across 112 yards · the 10 with most · beside each, its proved sales and their median days advertised

|                              |                  |            |
|------------------------------|------------------|------------|
| <b>Brisbane Cars</b>         | 501 proved · 31d | <b>501</b> |
| Autopact                     | 0 proved         | <b>287</b> |
| Tony White Group             | 121 proved · 30d | <b>121</b> |
| Llewellyn Motors             | 0 proved         | <b>84</b>  |
| Westpoint Autos              | 81 proved · 32d  | <b>81</b>  |
| Frizelle Sunshine Automotive | 79 proved · 42d  | <b>79</b>  |
| Country Cars                 | 77 proved · 30d  | <b>77</b>  |
| Keema Cars                   | 66 proved · 47d  | <b>66</b>  |
| Pacific Toyota               | 53 proved · 30d  | <b>53</b>  |
| Motorama                     | 51 proved · 80d  | <b>51</b>  |

Source: sold\_car\_fact, by source · proof is exit\_basis marker or gone

### VIC: Tony White Group moved 352

2,032 cars left the market in the state over the week, across 143 yards · the 10 with most · beside each, its proved sales and their median days advertised

|                           |                  |            |
|---------------------------|------------------|------------|
| <b>Tony White Group</b>   | 352 proved · 46d | <b>352</b> |
| Booran Motors             | 281 proved · 22d | <b>281</b> |
| Patterson Cheney Group    | 101 proved       | <b>101</b> |
| Country Cars              | 70 proved · 40d  | <b>70</b>  |
| Melbourne City Toyota     | 62 proved · 45d  | <b>62</b>  |
| Gippsland Motor Group     | 46 proved · 41d  | <b>46</b>  |
| Werribee Hyundai          | 40 proved · 51d  | <b>40</b>  |
| Footscraygwmhaval         | 38 proved · 24d  | <b>38</b>  |
| Werribee Automotive Group | 36 proved · 27d  | <b>36</b>  |
| Werribee Kia              | 36 proved · 30d  | <b>36</b>  |

Source: sold\_car\_fact, by source · proof is exit\_basis marker or gone

### NSW: Tony White Group moved 405

1,914 cars left the market in the state over the week, across 139 yards · the 10 with most · beside each, its proved sales and their median days advertised

|                             |                  |            |
|-----------------------------|------------------|------------|
| <b>Tony White Group</b>     | 405 proved · 28d | <b>405</b> |
| Country Cars                | 180 proved · 34d | <b>180</b> |
| Macarthur Automotive        | 148 proved · 39d | <b>148</b> |
| Trivett                     | 0 proved         | <b>148</b> |
| Australian Automotive Group | 0 proved         | <b>105</b> |
| Tweed Cars                  | 71 proved · 14d  | <b>71</b>  |
| Tynan Motors                | 47 proved · 73d  | <b>47</b>  |
| Goulburn Suzuki             | 0 proved         | <b>47</b>  |
| Ryde Nissan                 | 31 proved · 24d  | <b>31</b>  |
| Stewart Toyota              | 31 proved · 20d  | <b>31</b>  |

Source: sold\_car\_fact, by source · proof is exit\_basis marker or gone

### WA: John Hughes moved 360

1,592 cars left the market in the state over the week, across 66 yards · the 10 with most · beside each, its proved sales and their median days advertised

|                         |                  |            |
|-------------------------|------------------|------------|
| <b>John Hughes</b>      | 360 proved · 45d | <b>360</b> |
| Westside Auto Wholesale | 0 proved         | <b>257</b> |
| Regent                  | 192 proved · 27d | <b>192</b> |
| Osborne Park Kia        | 0 proved         | <b>100</b> |
| Motormall WA (Wangara)  | 75 proved · 33d  | <b>75</b>  |
| Car Giant WA            | 61 proved        | <b>61</b>  |
| Gardner Autos           | 53 proved · 44d  | <b>53</b>  |
| Cannington Mazda        | 33 proved · 8d   | <b>33</b>  |
| Carwow WA               | 29 proved · 30d  | <b>29</b>  |
| Melvilletoyota          | 28 proved        | <b>28</b>  |

Source: sold\_car\_fact, by source · proof is exit\_basis marker or gone

### SA: Maughan Thiem moved 158

507 cars left the market in the state over the week, across 35 yards · the 10 with most · beside each, its proved sales and their median days advertised

|                           |                  |            |
|---------------------------|------------------|------------|
| <b>Maughan Thiem</b>      | 158 proved · 40d | <b>158</b> |
| Adelaide Vehicle Centre   | 79 proved · 18d  | <b>79</b>  |
| Jarvis Ford               | 0 proved         | <b>57</b>  |
| Wayne Phillis Automotive  | 25 proved · 17d  | <b>25</b>  |
| Southern Mitsubishi       | 18 proved · 12d  | <b>18</b>  |
| Formula Cars              | 12 proved · 33d  | <b>12</b>  |
| Duttons                   | 11 proved · 23d  | <b>11</b>  |
| Mount Barker Ford         | 10 proved · 63d  | <b>10</b>  |
| Adelaide City Kia         | 0 proved         | <b>10</b>  |
| Carlin & Gazzard (Cargaz) | 0 proved         | <b>10</b>  |

Source: sold\_car\_fact, by source · proof is exit\_basis marker or gone

### TAS: Jackson Motor Company moved 104

315 cars left the market in the state over the week, across 22 yards · the 10 with most · beside each, its proved sales and their median days advertised

|                              |                  |            |
|------------------------------|------------------|------------|
| <b>Jackson Motor Company</b> | 104 proved · 31d | <b>104</b> |
| Tony White Group             | 95 proved · 30d  | <b>95</b>  |
| Buckbyram                    | 0 proved         | <b>31</b>  |
| Buckby Motors                | 0 proved         | <b>15</b>  |
| Jackson Kia                  | 11 proved · 56d  | <b>11</b>  |
| Tilford Auto Group           | 11 proved · 69d  | <b>11</b>  |
| Launceston Mitsubishi        | 9 proved · 42d   | <b>9</b>   |
| Devonport Burnie Volkswagen  | 6 proved · 49d   | <b>6</b>   |
| Launceston Toyota            | 6 proved · 41d   | <b>6</b>   |
| Hobart Skoda                 | 5 proved · 33d   | <b>5</b>   |

Source: sold\_car\_fact, by source · proof is exit\_basis marker or gone

### NT: Kerry's Automotive Group moved 16

34 cars left the market in the state over the week, across 6 yards · the 3 with most · beside each, its proved sales and their median days advertised

|                                 |                |           |
|---------------------------------|----------------|-----------|
| <b>Kerry's Automotive Group</b> | 0 proved       | <b>16</b> |
| Kerry Nissan                    | 0 proved       | <b>8</b>  |
| Subaru Darwin                   | 6 proved · 33d | <b>6</b>  |

Source: sold\_car\_fact, by source · proof is exit\_basis marker or gone

## SECTION 5

## Repricing

25,633 price cuts against 2,755 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 2.50 cuts a day per 100 cars live, against 1.36 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

|                             |                    |                   |
|-----------------------------|--------------------|-------------------|
| <b>Ford Ranger</b>          | median cut \$1,000 | <b>1,156 cuts</b> |
| <b>Toyota RAV4</b>          | median cut \$1,000 | <b>631 cuts</b>   |
| <b>Mitsubishi Outlander</b> | median cut \$1,000 | <b>630 cuts</b>   |
| <b>Ford Everest</b>         | median cut \$1,000 | <b>582 cuts</b>   |
| <b>Toyota Hilux</b>         | median cut \$1,000 | <b>565 cuts</b>   |

Source: listing\_event, price changes the dealer made

## SECTION 6

## Coverage and what is withheld

Listings monitored by Spotlot, which grows with coverage; not a count of the Australian market. Listings monitored ran from 205,325 to 224,019 over the period, 152,954 vehicles at its close; observed 17 Aug to 22 Aug, 6 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

## SECTION 7

## 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](https://spotlot.io/method). Licence and contact: [spotlot.io/method](https://spotlot.io/method).



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