



5th September 2025

Truck sales remain slow in August

The Australian new truck and heavy van market, vehicles with a Gross Vehicle Mass (GVM) above 3,500kg, remains sluggish, with sales in the month of August 2025 down 11.7 percent over the same month last year. Noting, that the August 2024 sale result was an all time record, hence setting a high benchmark for comparison. Sales in Heavy and Medium Duty truck and the van categories were all down on August 2024 results and the heavy vehicle market is now showing clear signs of a stabilised slowing in 2025. However, this follows four years of record, or near record, sales growth and noting historically heavy vehicle sales cycle, we are likely witnessing a naturally cooling market as seen in the past and aligned with other business sector declines witnessed currently across Australia. Year-to-date heavy vehicle sales are tracking similarly, 11.5 percent lower than last year. In terms of total vehicle sales, 29,849 trucks and vans have been delivered to the end of August 2025. 3,859 less heavy vehicles than were sold to this point in time in 2024.

The result was not good news across most truck and van segments, however this year the Heavy Duty sector has been the hardest hit segment, this was again the case in August. There were 1,081 Heavy Duty trucks delivered in August, down 17.4 percent (-227 trucks) over August 2024. The year-to-date trend is roughly the same for the segment, with Heavy sales tracking 17.5 percent lower than over the same period in 2024. In unit numbers that is a substantial 1,985 less Heavies sold than for the same period last year. Total sales thus far in 2025 for the Heavy Duty segment stand at 9,342 trucks.

The Medium Duty Truck segment performed quite well in 2024, however has struggled since the start of 2025 with the segment posting the second largest percentage loss year-to-date and largest segment fall in August. Only 539 Medium Duty trucks were sold in the month of August 2025, that represents 18.0 percent (-118 units) fewer sales than in August 2024. The poor August result drags the year-to-date Medium segment sales lower, now tracking 10.3 percent below the same period last year. This represents 548 fewer Medium trucks sold to the end of August. A total of 4,768 Medium Duty trucks have been sold year-to-date.

As with the other truck segments, 2025 Light Duty truck sales have been down from the start of the year, when compared to 2024 results. The August result, was therefore somewhat of a revelation, performing equally well as August 2024. 1,190 Light Duty trucks were sold last month, equalling the 1,190 trucks sold in August 2024. The year-to-date news is not as positive, with Light Duty truck sales running at a deficit of 9.2 percent, amounting to 470 less Light Duty truck sales thus far in 2025 compared to 2024. A total of 8,630 Light Duty trucks have been sold year-to-date 2025.

Van sales in August took a big hit, well down for the month when compared to the segment average in 2025. The Light Duty van market was down 13.8 percent for the month. That equates to 132 less Van sales in August 2025 compared to the same month in 2024. A total of 827 Vans were sold for the month. The August Van sales result was more than twice as bad as the year-to-date percentage trend of -6.0 percent. Year-to-date 7,109 new Van sales have been recorded to the end of August, that is down 456 sales over the same period in 2024.

Tony McMullan, CEO of Truck Industry Council, the peak industry body for truck manufacturers and importers in Australia, noted that with release of the August T-Mark sales data, the new truck market remains soft in 2025. However, the sales decline largely reflects general business activity across Australia.

“The August result continues the downward trend that we have witnessed for the majority of 2025, though strong sales in the Light Duty truck segment in August were pleasing to witness. Economic conditions across most business sectors in Australia remain weak and we see this lack of business confidence reflected in new truck and van sales.

However, Australian heavy vehicle sales have a noted cyclic history and with record, or near record, sales growth recorded over the past four years, it is not entirely surprising to see sales cool this year. Further, sales are tracking at a rate that would result in a year end 2025 tally of around 45,000 new truck and van sales. If that number is realised, it would be the third best ever sales result recorded for the heavy vehicle market in Australia.” Mr. McMullan concluded.

Truck Industry Council is the peak body representing all suppliers of on-road heavy vehicles in Australia. TIC members represent 19 truck brands currently on sale in Australia, plus four truck engine and major component brands.

**T-Mark is a database that compiles all trucks (that is, non-passenger carrying vehicles with Gross Vehicle Mass above 3,500 kg) sold into the Australian market that comply with Australian Design Rules. All road registered vehicles are captured, plus most of the off-road vehicles. Monthly data reports are made available to TIC members and the media.*

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