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Truck Market Data

Truck Market Comment: First Quarter 2026

9 April, 2026

New truck sales continue to weaken in March

Australian truck market comment pieces are issued quarterly by the Truck Industry Council (TIC)[i], owner and compiler of the official T-Mark[ii] truck market sales database.

In line with the first two months of 2026, March saw new truck sales continue to weaken, according to Truck Industry Council T-Mark data released just before the Easter holiday break, with all segments recording losses compared to March 2025 results. The result for the first quarter of 2026 reflects the downward trend that was seen in the back half of 2025, with the Truck Industry Council (TIC) predicting that sales will remain subdued for the next quarter of 2026, as the unrest in the Middle East continues to inflate fuel prices, particularly diesel, here in Australia. Even if geopolitical tensions stabilise, the pathway back to normalised fuel prices is many months away.

Reviewing the segments, the Heavy Duty segment took fair hit again in March, down 9.0 percent, with 1,240 sales recorded. This was down 123 HD trucks when compared to March 2025 sales. The Heavy Duty numbers for the first quarter 2026 faired a little worse due to poor sales in January and February. Year-to-date the Heavy truck segment trails the same period last year by 11.1 percent, -375 trucks. A total of 3,005 HD trucks have been sold so far in 2026, compared to 3,380 to the end of March 2025.

Medium Duty sales again bore the brunt of the slow down, with only 419 Medium trucks sold in the month of March, down a significant 32.7 percent (-204 trucks) on March 2025. At the end of the first quarter MD sales lag those of last year by 35.4 percent (-589 trucks). In fact, the first quarter 2026 MD truck sales result, of 1,075 units, was worse start to the year since 2001, when only 1,009 Medium Duty trucks were sold for the opening quarter. This is a 25 year low.

The Light end of the market held up a little better than their bigger brothers in March 2026. Light Duty Truck sales (trucks between 3,500 kg and 8,000 kg GVM) totalled 1,131 for the month of March, down just 3.9 percent (-40 vehicles) over the March 2025 result. To the end of the first quarter, 2,630 Light trucks have been delivered, a significant decrease of 10.2 percent over the 2025 quarter one result, that amounts to 298 fewer Light truck sales so far in 2026. This is primarily due to poor LD truck sales in January and February this year.

Light Duty Van sales (vans with a GVM between 3,500 kg and 8,000 kg) started the year much better than any other segment, however sales fell away somewhat in March. A total of only 875

Vans were sold in March, this represented a fall of 9.0 percent over March 2025. The year-to-date end of March result is much better, with 2,422 Van sales, up 1.6 percent for the year and the only heavy vehicle segment in positive territory year-to-date in 2026. That has the Light Duty Van segment tracking 37 sales higher in 2026 when compared to the first three months of 2025.

Tony McMullan, CEO of Truck Industry Council, the peak industry body for truck manufacturers and importers in Australia, reflected "The new truck market in Australia was already tracking down for much of 2025 and that trend has continued into 2026. This downturn in new truck sales is not as a result of the current global geopolitical landscape. Due to the order/build/registration/delivery process for new trucks, that typically takes two to four months, we are yet to see what effect those global events have on new truck sales in Australia. There is little doubt that the events in the Middle East over the past six weeks and the ensuing effect of fuel prices in Australia, has placed the road freight industry under substantial financial stress. Business confidence in the sector is suffering considerably and understandably the significant increase in operational costs for transport companies may lead many organisations to review their immediate fleet expansion and/or fleet replacement plans.
I believe that possibly April sales, but particularly May and June numbers will give a better indicator of the, likely, tougher times ahead." Mr. McMullan concluded.

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[i] *Truck Industry Council is the peak body representing all suppliers of on-road heavy vehicles in Australia. TIC members represent 16 truck brands currently on sale in Australia, plus four truck engine and major component brands.*

[ii] *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.*

[1] ***Heavy Duty Truck Segment*** *is defined as cab-chassis type vehicles (both rigid and prime mover application) with*
a) Three or more axles; or
b) Two axles, a Gross Vehicle Mass greater than 8,000 kg, AND a Gross Combined Mass of more than 39,000 kg.

[1] ***Medium Duty Truck Segment*** *is defined as cab-chassis type vehicles with Gross Vehicle Mass of greater than 8,000 kg, but with a Gross Combined Mass up to and including 39,000 kg.*

[1] ***Light Duty Truck Segment*** *is defined as cab-chassis type vehicles with Gross Vehicle Mass of 3,501 kg to 8,000 kg inclusive.*

[1] ***Light Duty Van Segment*** *is defined as enclosed van (non passenger carrying) vehicles with Gross Vehicle Mass of 3,501 kg to 8,000 kg inclusive.*

Please contact Mark Hammond, Chief Technical Officer & T-Mark Manager on 0408 225 212 or m.hammond@truck-industry-council.org for any questions about T-Mark Truck Market Data.