

# The New Zealand Historic and Classic Vehicle Survey 2024

The kiwi celebration of historic and classic vehicles

Historic, classic and custom vehicles capture our hearts - and our wallets.



# Table of Contents

---

1. [Foreword and Introduction](#)
2. [Methodology](#)
3. [Key metrics. Number of vehicles. Total spend](#)
4. [Historic and classic cars](#)
  - a. [Veteran and Vintage cars](#)
  - b. [Hot Rods and Custom cars](#)
  - c. [Post-war 1946-1969](#)
  - d. [Modern classics 1970-1999](#)
  - e. [Recent or Instant classics](#)
5. [The six sources of pleasure in owning historic, custom and classic cars](#)
6. [Annual running costs of cars](#)
7. [Agricultural, Military and Commercial Vehicles](#)
8. [Classic Motorbikes](#)
9. [Museums and Private Collections](#)
10. [Estimating the overall economic footprint of the sector](#)
  - [1. Sizing the sector](#)
  - [2. The economic footprint](#)
11. [Appendices](#)
  - [Appendix 1. How classic and historic vehicles are viewed by the public](#)
  - [Appendix 2. The temptation exercise. A qualitative exercise](#)
  - [Appendix 3. Motoring media](#)
12. [Conclusions and Observations](#)

Click on the contents to navigate to the section

Where you see the FoMC logo you can click on it to take you back to the Table of Contents.



## Introduction: Getting a measure of the number of historic and classic vehicles – and the degree of passion and investment in this sector

---

In 2023 the Federation of Motoring Clubs commissioned an investigation into the size and scale of the classic vehicles sector. This includes: historic and classic cars and hot rods; agricultural vehicles, stationary engines, trucks and commercial vehicles as well as military vehicles. And the exercise also included the scoping out of the historic and classic motorbike scene.

The Federation (FoMC) is ideally poised to carry out this evaluation. It represents more than 160 motoring clubs by vehicle age, type, and geographic spread and, importantly, has access to club members who were invited to take part in the Club survey. This survey has enabled the researchers to gain a sense of the typical age, condition value and annual cost of running historic or classic vehicles.

Even so, sizing the nationwide fleet is a process with many moving parts and blurred edges.

- What exactly constitutes a classic? Do we include a Ford Mustang built in 2023? And if not, where do we draw the line?
- Barn finds and piles of parts. An old Bedford truck rusting in a barn: should it be counted?

- The role of collections and museums. Many owners prefer to keep their collections under the radar for reasons of security.
- The discrepancies or gaps between Waka Kotahi registered vehicle figures and the numbers reported by Club members.

Still, it is useful to establish a good working estimate rather than stay in the dark.

By establishing some reference figures, this sector of the motoring scene is in a better position to consult with Government agencies and authorities on matters which impact not only on members but also the wider public.

A theme that emerged out of the research is the idea that these vehicles are a living testimony to the passion and history of New Zealand since the 1890s. New Zealanders mark their history in many different ways – telling their stories, putting up signs and markers, protecting historic buildings. The passing down of a vintage BSA motorbike, or the restoration of dad's early Massey Ferguson are acts of passion – not just toward the machines but to important moments in time.

## Methodology

---

In the course of this evaluation project we employed a number of surveys conducted in parallel.

**Public Survey.** Conducted on-line, 1002 New Zealanders aged 18+ (and balanced against Census figures by gender, age and geographic location) shared their ownership of, and opinions toward, classic vehicles in New Zealand. This survey acted as a reference point to the other surveys.

**Club Executive Survey.** This achieved two things. First it was necessary to gain permission from the clubs to forward the members' survey. Second, executives from the 160+ clubs (not all chose to take part) were invited to add their insights into the scale and scope of their membership.

**Club Members Survey.** Invited via their motoring clubs, 4776 respondents completed a very comprehensive questionnaire that also invited them to record key information, (mileage last 12 months, running costs last 12 months, value of vehicle) that helped us to populate the wider figure (how many historic and classic vehicles exist in NZ) with valuation and economic impact data.

**Survey of Motoring Museums and Private Collectors.** The executive team at FoMC conducted a survey of motoring museum owners primarily to assess how many vehicles they have in their collections, and to suggest the ballpark figure of the number of private collectors.

**Service providers.** A light scoping exercise of service providers to the historic and classic sectors. This was limited in scale – an online survey that attracted a very low response rate. However it generated some expert opinion which influenced our calculations on the economic impact of the Historic and Classic sectors.

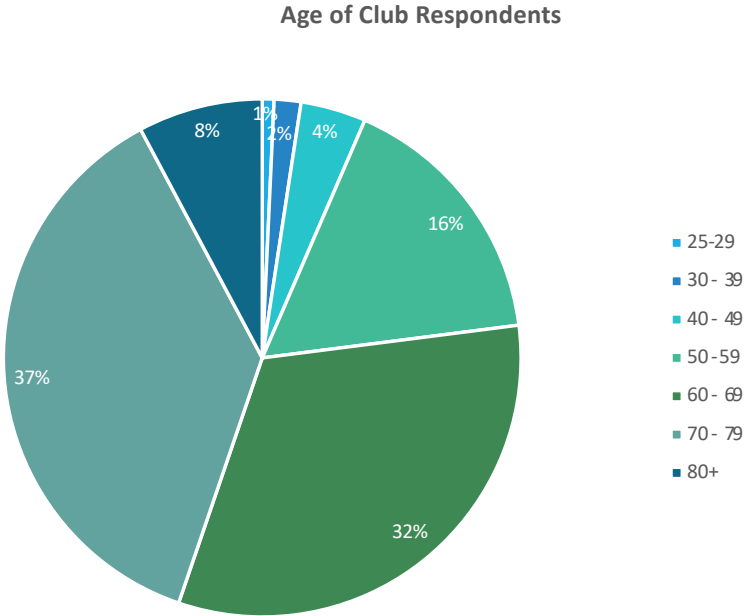
The analysis of data was quite complicated. Different surveys contained data about the general public's attitudes, the vehicle owners opinions and behaviors as well as per-vehicle information. Masking the analysis complex was the limited data on those clubs that chose not to participate. We had a guideline about the raw number of vehicles represented by these clubs, but we needed to ascribe the figures learned from those who did take part: and apply these to the non-respondents.

**Desk research.** Waka Kotahi generously reported the figures of vehicle registrations by age and type and these results, multiplied by the valuations and details provided by the club members and the museums enabled us to reach a reasonable estimate of the size and scale of the classic vehicles sector.

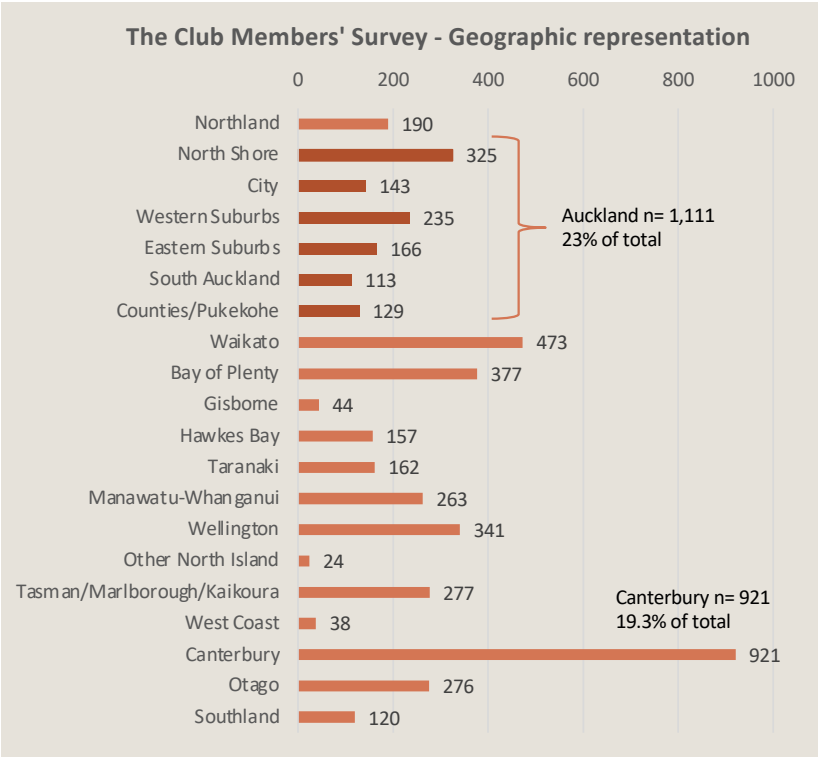
**Glasshouse. December 2023**

The main survey of clubs members: A good geographic spread, and a relatively elderly universe

Just 3% of respondents are aged below 40 while 45% are aged 70 years or greater.



Commentary: the relatively low percentage of respondents aged under 60 suggests that ownership and resoration of historic and classic or custom vehicles is a life-stage thing, typically taken up when the kids have left home, the mortgage has been paid and there's spare cash to achieve fulfilment of a life dream



## Key metrics

Summary – New Zealand	Vehicles	Owners
Number of Historic and Classic cars	238,436	66,602
Number of Historic and Classic Agricultural engines and vehicles, Trucks and Military	72,252	18,108
Number of Historic and Classic cars Motorcycles	58,900	14,227
<b>TOTAL</b>	<b>369,588</b>	<b>98,937</b>

We have previously reported an estimate of 279,200 vehicles while here we report an estimate of 369,588 vehicles. Much of this difference reflects the wide range of definitions and assumptions around what, exactly, constitutes a modern classic vehicle.

Value of fleet	Value
Historic and Classic cars @ \$52,500	\$12,517,890,000
Agricultural machines and vehicles, Trucks and Military @ \$21,152	\$1,527,551,784
Historic and Classic Motorcycles @ \$10,546	\$621,159,400
<b>TOTAL</b>	<b>\$14,666,601,184</b>

Annual running costs	Per annum
Historic and Classic cars	\$1,454,459,600
Agricultural engines and vehicles, Truck and Military	\$189,589,248
Historic and Classic cars Motorcycles	\$82,460,000
<b>TOTAL</b>	<b>\$1,726,508,848</b>

Total annual spend by owners of classic and historic and custom vehicles.

**\$1,528,549,597**

The economic impact of the historic and classic vehicles sector

Cars	
Attending museums, shows, events	\$4,045,747
Travel, accommodation , ferries relating to events	\$16,193,699
Annual running costs/spend	<b>\$1,259,897,894</b>
<b>TOTAL</b>	<b>\$1,280,497,340</b>

Agri, Military & Trucks	
Attending museums, shows, events	\$1,191,144
Travel, accommodation , ferries relating to events	\$4,378,152
Annual running costs/spend	<b>\$151,367,826</b>
<b>TOTAL</b>	<b>\$156,937,122</b>

Motorbikes	
Attending museums, shows, events	\$ 935,852
Travel, accommodation , ferries relating to events	\$3,439,804
Annual running costs/spend	\$82,459,309
<b>TOTAL</b>	<b>\$86,834,965</b>

Plus club related. Based on Club Exec Survey	
Club Income (This has been counted under the annual expenses of owners.)	\$ 3,519,929
Club Expenditure	\$ 3,250,756
Big Events annualised	\$ 650,151
Events Revenue annualised	\$ 379,163
<b>TOTAL</b>	<b>\$4,280,170</b>

New Zealand's fleet of historic and classic cars is bigger than people may imagine

Ownership is a family thing. Members of automobile clubs paint a rich and diverse picture of the classic car scene.



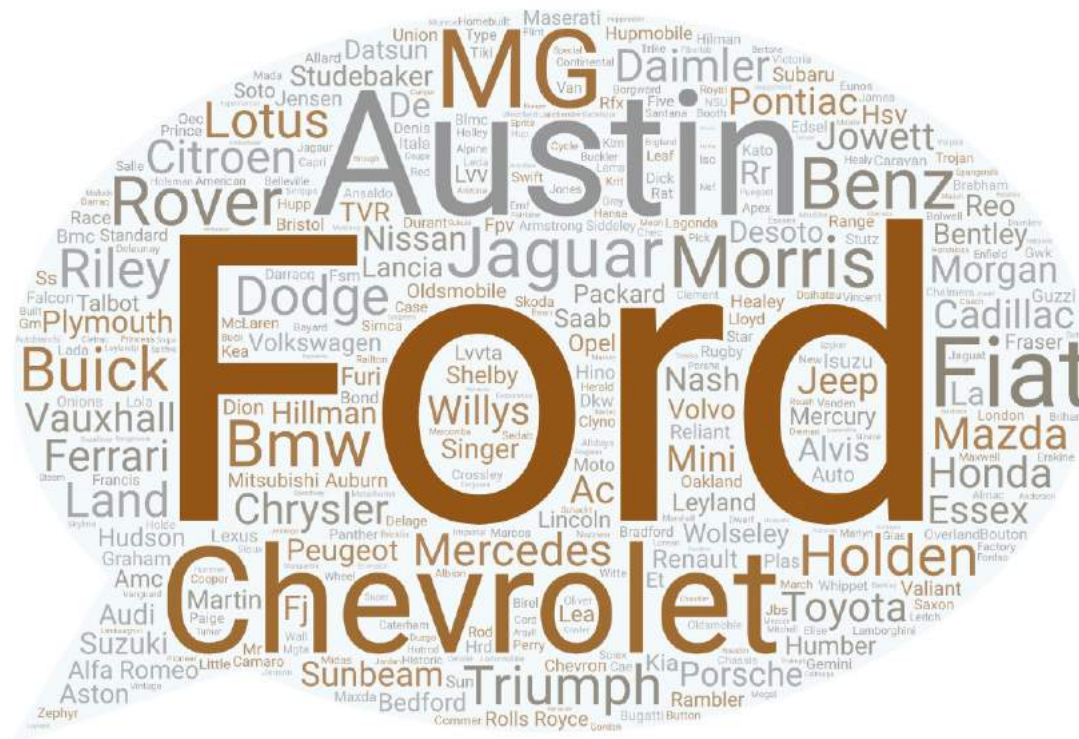


What historic and classic cars do New Zealanders own?

A word cloud represents the dominant brands – but diversity is the key theme. The question of definition is also highlighted.

The survey of New Zealanders aged 18+ presents a rich picture of the sheer number of historic and classic cars including hot rods and custom cars. Some brands have a solid representation, (MGs, Mustangs, Austins and Chevrolets) but the sheer diversity of makes says a lot about the depth of interest in historic and classic cars. Name a lesser-known make and it is most probably owned by at least some club members who value what these cars represent.

Percentage of Households with at least one historic or classic car is subject to the question: how do you define a classic? In the public survey at least 20% of people claimed to own a classic.



Historic or more modern? We look at the age of the vehicles

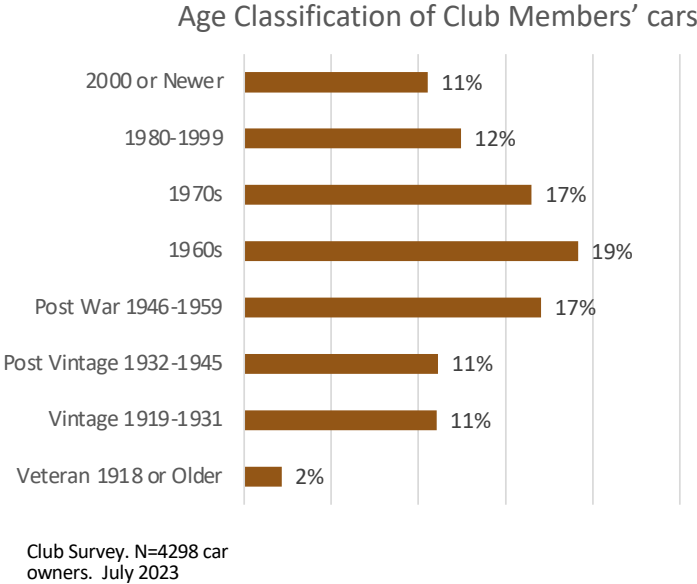
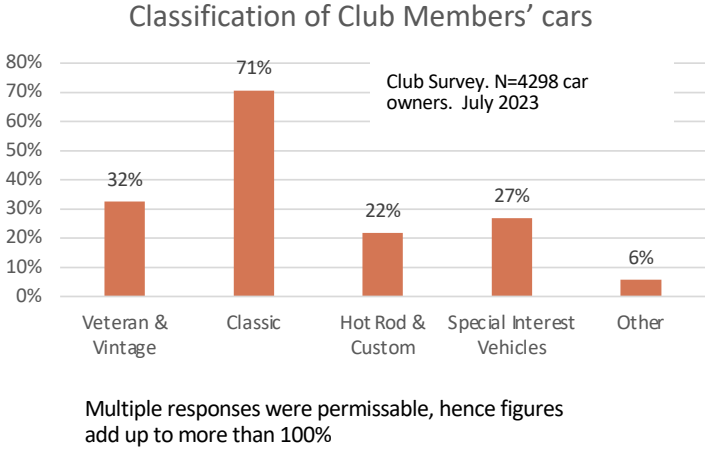
Some 13% of the cars discussed by club members are bona fide historic – aged older than 1933. There is a swell of ownership of vehicles from the 1950s to 1970s while 11% of the classic cars mentioned are Y2000 or newer.

Of the 4776 club members who took part in the survey, 4298 own at least one classic, custom or historic car.

In terms of the number of owners the nationwide attitudes survey reveals that at least 15% of NZ households consider their relatively recent car (Y2000+) to be a classic.

This suggests the equivalent of at least 135,000 classic cars exist in New Zealand aged Y2000 or newer. In the analysis it was felt that the public survey figures are perhaps too open and to loosely defined.

Public Survey. N=1000 NZers aged 18+. July 2023



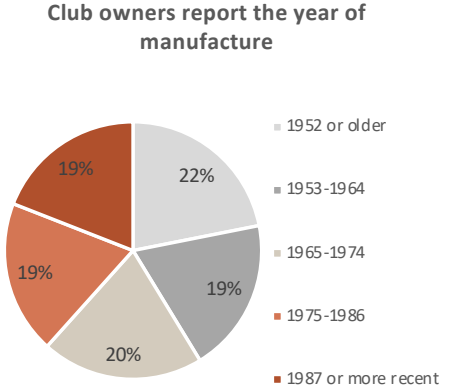
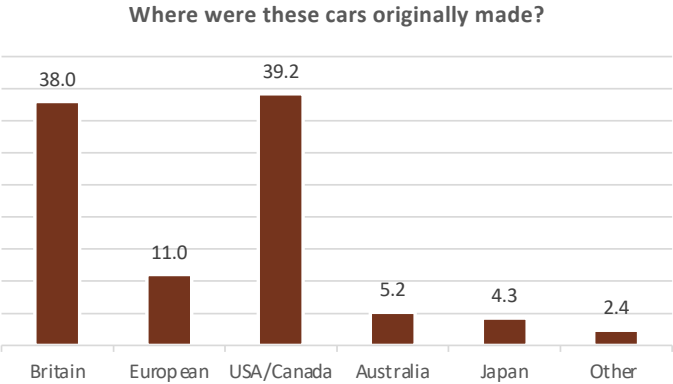
A profile of the historic and classic cars

The data from the clubs' survey gives us a detailed cross-section of New Zealand's classic car fleet and helps us calculate the aggregate running costs associated with historic and classic cars. We asked respondents to report costs including insurance and registration, consumables (fuel, oil,) repairs and restoration work, storage costs as well as running costs and maintenance. (See slide 13.)

Historic and classic cars have been appreciating in value in recent years though the marketplace isn't always very liquid. Club members who own historic and vintage cars listed a value for each car. They range from modest sums, barn finds valued in their hundreds, through to ultra rare historic cars worth over a million dollars. There's an even split between British and American cars. 'Other' includes hot rods – most of which are based on American cars.

Average value of these vehicles

**\$52,500**



What percent are current or future restoration projects?

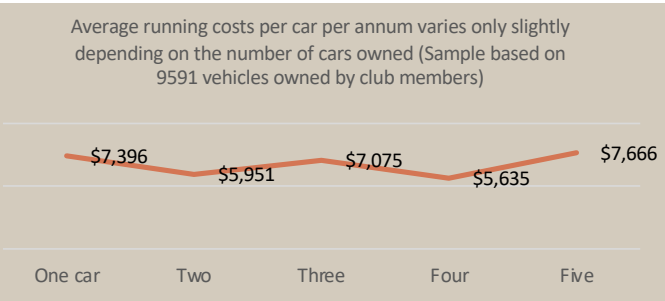
**28%**

Average road travel – last 12 months.

**3,700 Kms**

Running costs. What do you spend annually per car in your combined car collection?

**\$6355**

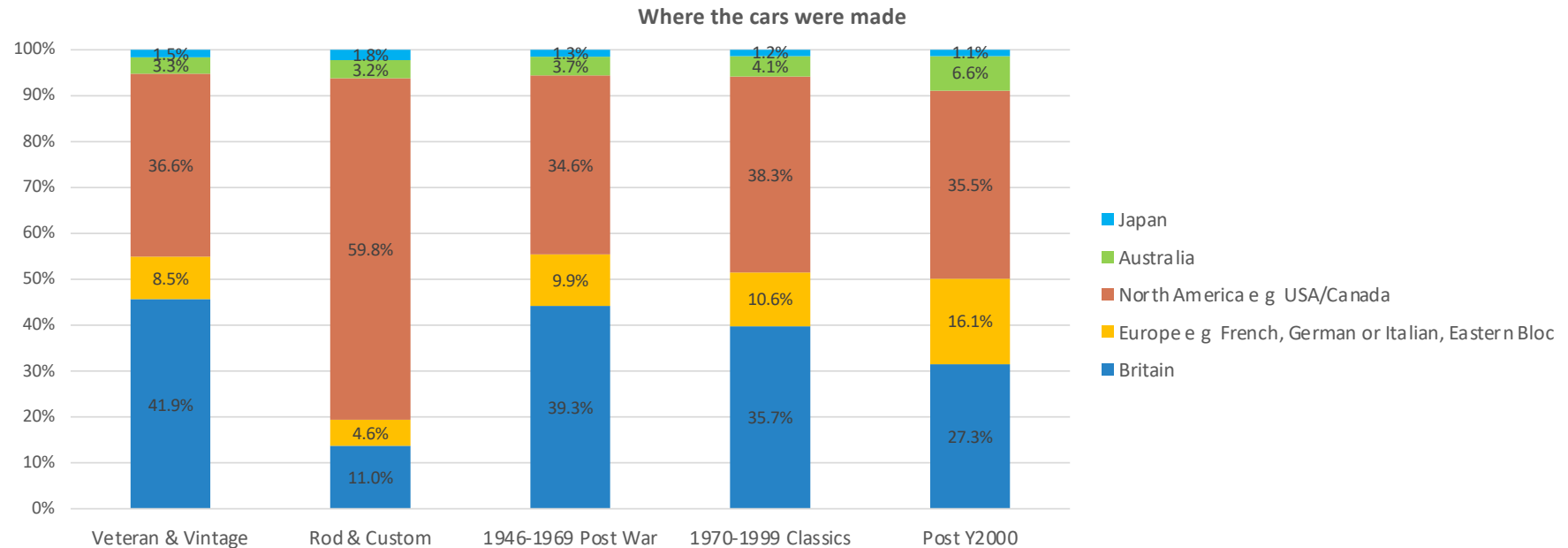


What percent are road registered

**78.6% ARE ROAD REGISTERED**

## Owners report where their cars were made

The car owners in the clubs' survey reported where up to 5 of their cars were made. There is some dilution here – e.g. an owner of predominantly Veteran and Vintage cars may also possess an Australian classic. But split by genre we see a relatively strong presence of European marques among owners of Post Y2000 vehicles, as well as the skew to US sourced vehicles among the Rod and Custom fans.



Running costs of classic cars – regardless of vehicle age

Many vehicles are a work in progress – here we break down the running and restoration costs of these cars.

Total annual costs of the total number of cars in your collection

**\$21,141**

Running annual expenditure varies widely but on average it is about \$6355 per car.

Registration, insurance, club membership

**\$4209**

Consumables – oil, petrol (and polish)

**\$2715**

Storage costs

**\$1545**

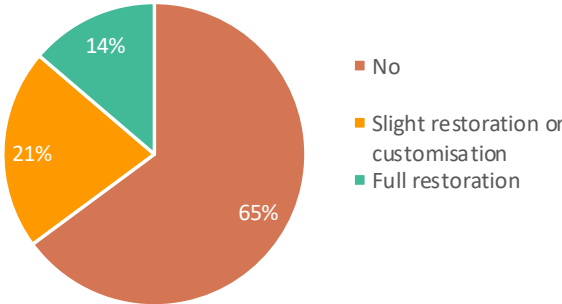
Maintenance, repairs, tyres and shocks etc

**\$4809**

Restoration and customisation of cars in collection

**\$7863**

Are you intending to do any restoration on the machine(s)?



Average road travel.

**3700 Kms**

What percent are road registered

**58% ARE ROAD REGISTERED**

Owners of veteran and vintage cars (incl post-vintage to 1945)

We profile the owners of the most historic cars.



Veteran, Vintage and up to WW2 years: Pre 1945

Public attitudes and the current status of cars owned by members of historic veteran and vintage cars. (Note: they reported up to 5 cars and a few of these may belong to other categories – e.g. post war. )

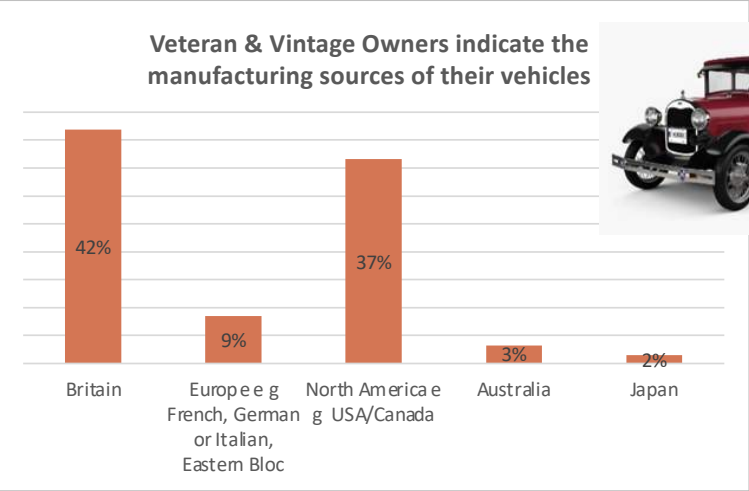
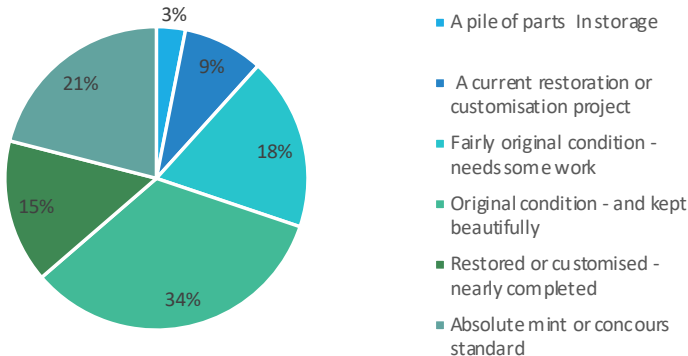
According to the public survey of 1000 New Zealanders some 16% would be tempted or very tempted to own a veteran car (aged older than 1918.) Meanwhile 21% of New Zealanders would be tempted or very tempted to own a vintage car (1918-1932) if they were offered one.

Below, owners who identified as predominantly owning Veteran or Vintage cars reported the status of up to five of their automobiles. 21% are in mint condition while 3% are currently in storage as a pile of parts.



What percent would be tempted or strongly tempted  
**16%**

VETERAN & VINTAGE REPORT THE STATUS OF UP TO 5 OF THEIR CARS



What percent would be tempted or strongly tempted  
**21%**

Veteran, Vintage and up to WW2 years: Pre 1945 – an indication of annual spend: \$4,800 per car

We looked at annual spend from the car owners' point of view and in the calculation is the fair assumption that most - but not all - historic car owners tend to own other historic cars, rather, than, say, hot rods or late model classics. We get an indication of the relative running expense of different car categories.



Historic car owners spend over \$17,000 to run their fleet each year. This includes insurance, storage, restoration, repairs, and petrol – everything – across their entire 'fleet'.

This comes to approximately \$4,800 per vehicle per annum.



Note, the figures below express spend in the last 12 months by historic vehicle owners – i.e. spend across all their vehicles.



Estimated spend per historic vehicle – approximately \$4,800 p.a. \*

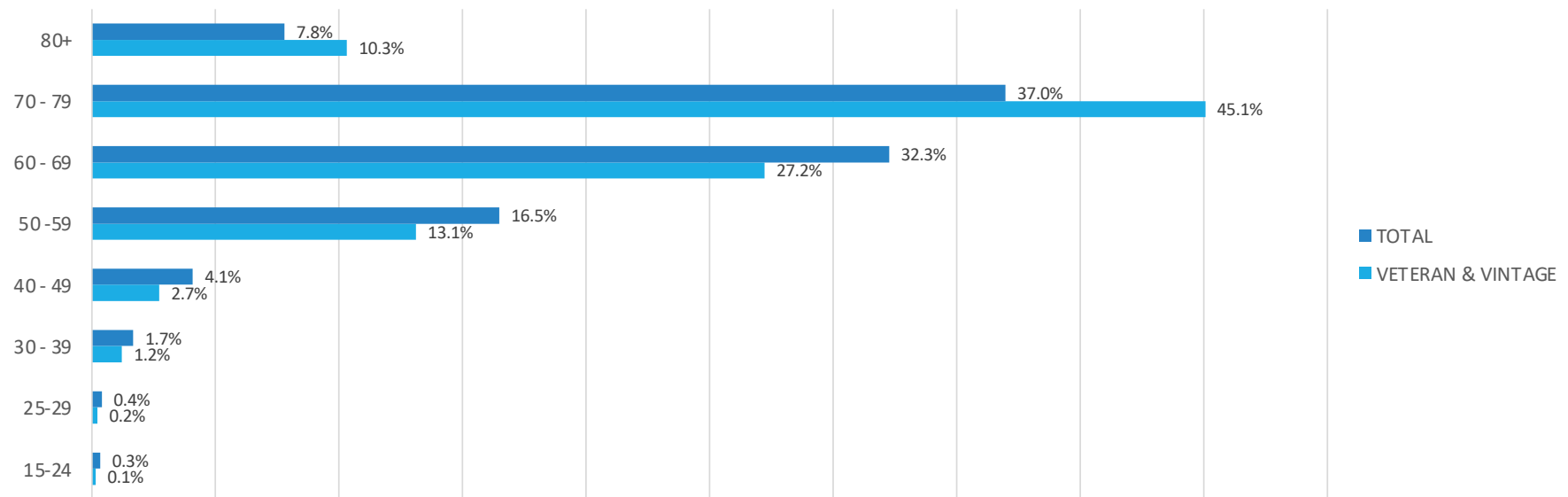
\*This is an informed estimate. Owners of historic cars may own other types of vehicle in their 'fleet' thus the figures may be diluted.



Owners of Veteran or Vintage cars tend to be older than most motoring club members

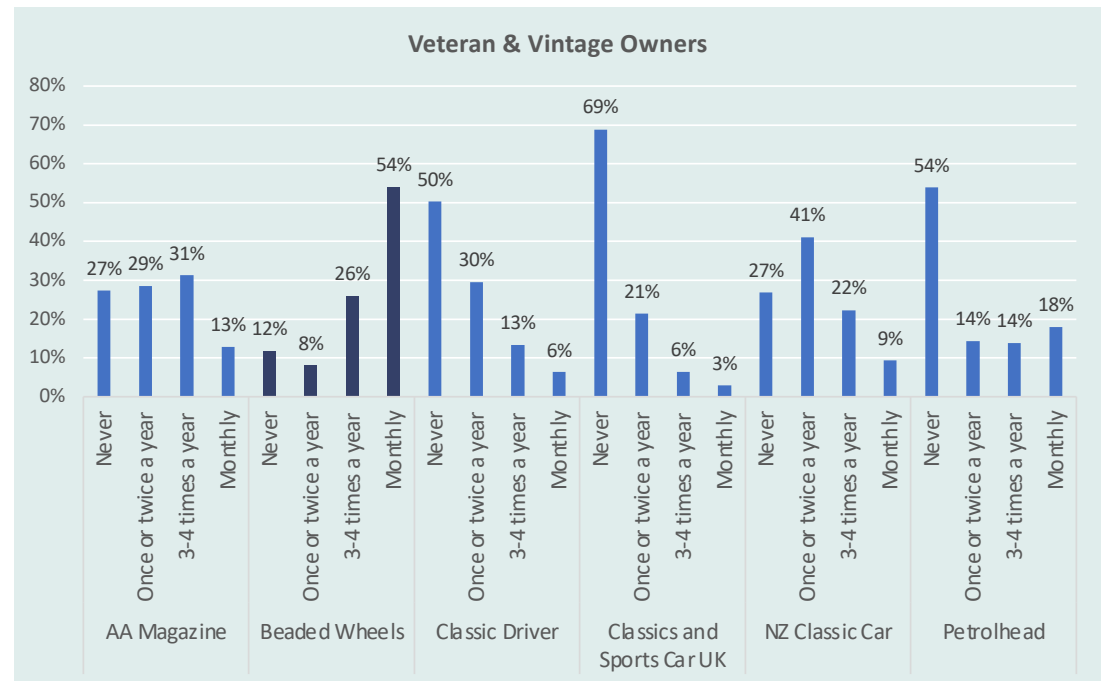
While the universe of club members skews older than the general NZ population, the Veteran and Vintage car owners are significantly more senior again . Some 55% are aged 70+ while 45% of the total survey universe is aged 70+

Age of owners of Veteran or Vintage cars compared to total clubs survey result



## Activities and readership by owners of Veteran and Vintage cars

What percentage have undertaken these club activities at least 3 times in the past 12 months.	Veteran & Vintage
'Gone for a spin' or leisure run in a historic or classic vehicle owned either by yourself or a friend or family member	75%
Taken part in a parade – part of a wider celebration – e.g. Christmas parade	14%
Taken part in a meet-up, short-run outing or event organised by my club	58%
Taken part in a long-run outing or event organised by my club (e.g. over a weekend or grand tour)	18%
Entered an event dedicated to historic classic or custom vehicles E.g. concours, rally, beach hop etc	20%



1396 respondents from the FoMC Club Members survey

1396 respondents from the FoMC Club Members survey

## Owners of Veteran and Vintage cars share their stories

---

“My very first car aged 19 (1967) was a Model A Ford Tudor that I paid \$90.00 for (just after decimal currency conversion). Driven from Papanui near Chch to Palmerston North with an under-power motor and noisy/leaky exhaust! I had the motor rebuilt and restored the upholstery and re-sprayed the paint myself. I was the 12th owner of the car and drove it for 13,000 miles as a student at Otago Medical School. Sold it in 1980 to buy air tickets to go to London for my OE! The Model A is a very simple yet well engineered car that is easy to maintain/rebuild for an 'amateur mechanic' which is why they are so popular. My wife loves driving the Model A Fords and loves the XK150. She's as much of a 'car-lover' as I am which is great for our relationship!”

“Have grown up around model T fords It is a relaxing and enjoyable hobby to find, source and restore vehicles Being able travel around the country in them on organised club rallies as well as when on holiday touring by ourselves.”

“These veteran cars were bought by my father in the 1950s.after he passed away I have been restoring them.”

“I have been interested in Vintage vehicles for a large part of my life. When I was just four years of age I had a ride in a 1912 Austin 12 which my father later owned. It was one of a series of vintage/veteran Austins we restored, motored and generally enjoyed as a key interest in our lives.”

“Both Model As are 1928,the first year of production, both are well looked after, both turn heads, and are brilliant examples of early car design and production.”

“Being influenced by having vintage and veteran Fords my parents restored from a very early age. Enjoying driving, restoring and displaying veteran and vintage cars and having knowledge of the cars and their history.”

## Commentary

---

Owners of veteran and vintage cars tend to be older than most car collectors.

It is clear from their comments (a few of which we have included) that they are strongly motivated by their parents' involvement in cars – for example a dad who taught the current owner how to fix and repair a Model A.

There is also a lively appreciation of the simplicity and genius of these early cars as well as enjoyment garnered from the ability of these cars (some approaching 100 years of age) to turn heads and win smiles.

There is a motivation to preserve these cars.

*“They both have History that we are fast losing - and with climate control coming into force it would be devastating to lose the privilege of vintage, veteran and classic motoring in NZ.”*

Owners of hot rods and custom cars.

We profile the owners and find a particularly sociable cohort.



# Hot Rods and Custom

*“Hot rodding is a life-long passion and a big part of my life. I really enjoy the challenge of building the cars and immense enjoyment out of driving them.”*

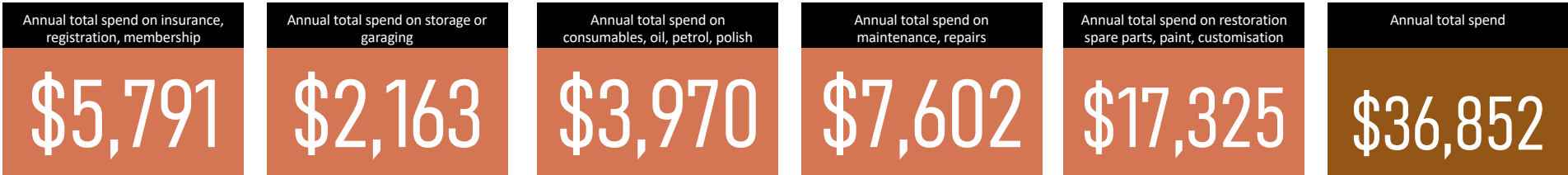
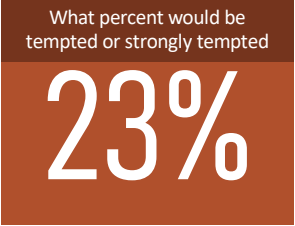
A mix of self expression, Kiwi can-do and a passion for Americana.



According to the public survey of 1000 New Zealanders some 23% would be tempted or very tempted to own a hot rod or custom car.

Hot rod and custom owners, tend to spend more on their accumulated vehicles than do owners of historic cars. Note, the figures below express spend in the last 12 months by these owners – i.e. spend across all their vehicles. Some of these owners own other types of car – which will tend to drag the spending estimates back towards the mean average of all cars.

Hot Rod and Custom car owners spend around \$85 on average to attend motoring shows including classic and custom car events, and in the past 12 months they spent on average \$450 as a family, for accommodation, travel and ferries to take part in events such as Beach Hop.



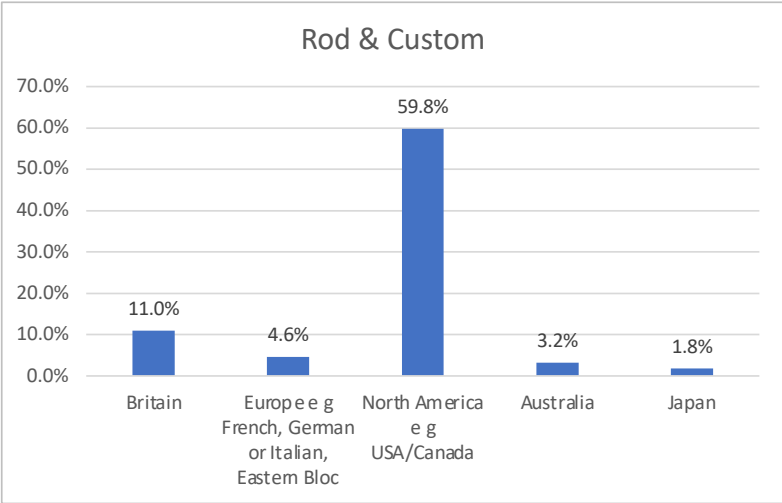
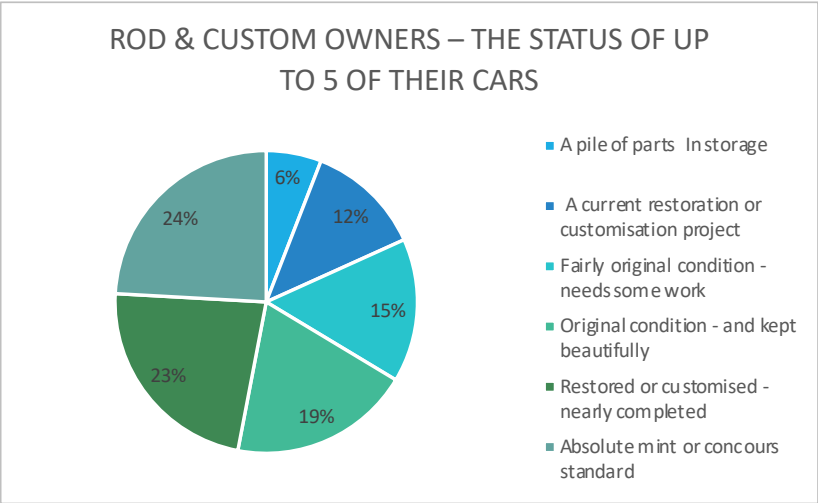
*“It was our wedding car. Our 6 children grew up in it. I have restored it and turned it into a Hot Rod and my family and I LOVE it.”*

Estimated spend per hot rod or custom vehicle – approximately \$8,500 p.a. \*

\*This is an informed estimate. Owners of hot rods may own other types of vehicle in their ‘fleet’ thus the figures may be diluted.

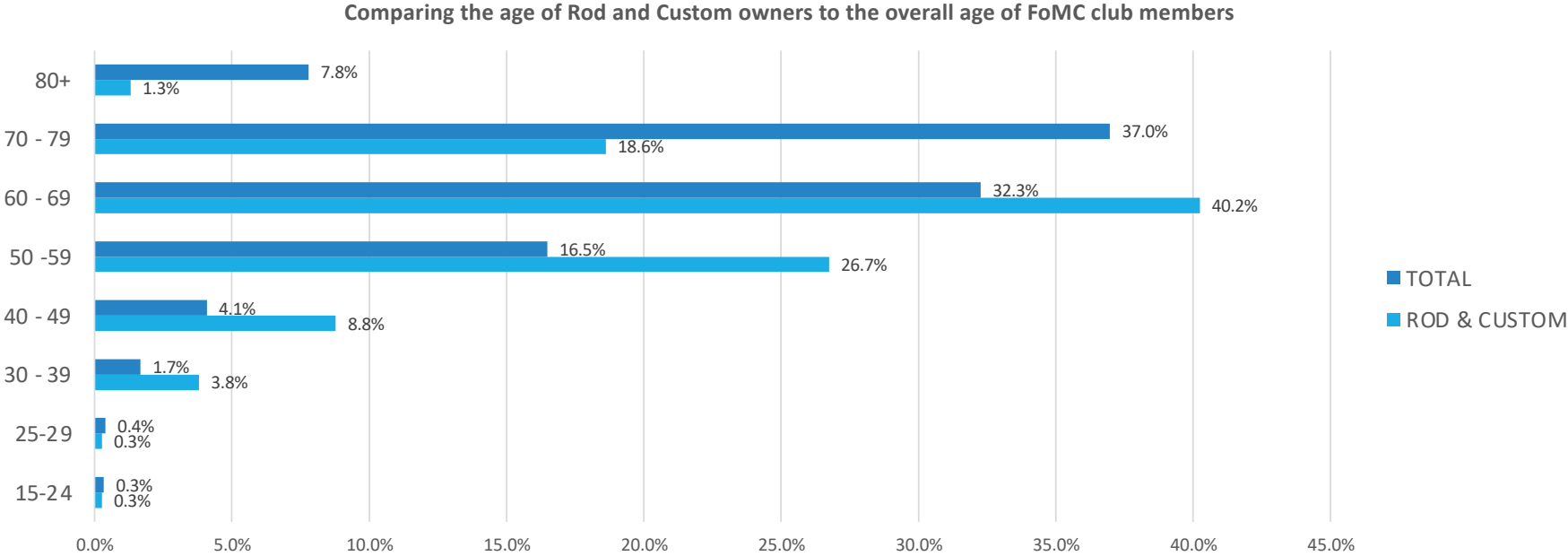
# Hot Rods and Custom

A mix of self expression, Kiwi can-do and a passion for Americana.



Owners of Rods and Custom cars tend to be significantly younger than most motoring club members

Rod and Custom owners are younger than the overall mix of our motoring club respondents. They are only have half the representation in the 70s age group, while they tend to skew towards the 40s, 50s and 60s age groups.





Activities by owners of rods and customised classics

What percentage have undertaken these club activities at least 3 times in the past 12 months.	Veteran & Vintage	Rod and Custom	Post War classics 1949-1969	Classics 1970-1999	Modern Classics Y2000 or newer
'Gone for a spin' or leisure run in a historic or classic vehicle owned either by yourself or a friend or family member	75%	83%	78%	79%	81%
Taken part in a parade – part of a wider celebration – e.g. Christmas parade	14%	22%	16%	13%	16%
Taken part in a meet-up, short-run outing or event organised by my club	58%	71%	61%	60%	66%
Taken part in a long-run outing or event organised by my club (e.g. over a weekend or grand tour)	18%	30%	20%	20%	24%
Entered an event dedicated to historic classic or custom vehicles E.g. concours, rally, beach hop etc	20%	30%	21%	20%	19%

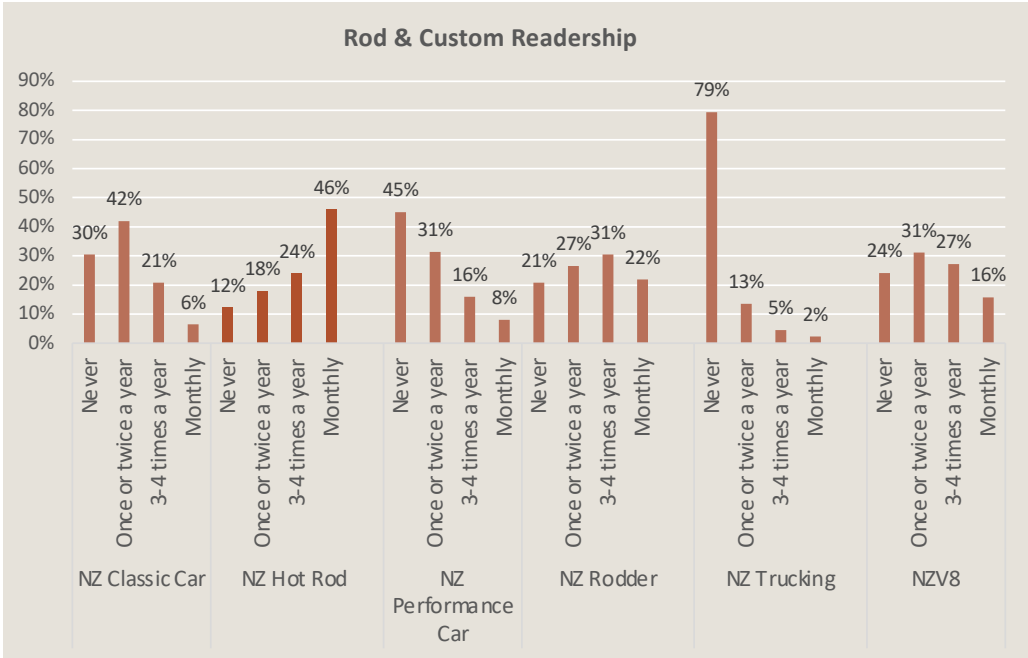
## Activities and readership by owners of Rods and Custom cars

Specialist magazines appear to be right on target amongst rod & custom owners.

New Zealand is a small market well served by motoring media. Rod and Custom car owners are less into NZ Classic Car and Performance Car and more strongly into the specific Hot Rod titles.

*NZ Hot Rod* enjoys 70% (top 2 scores, 3-4 times a year or monthly) while *NZ Rodder* gets a 53% top-2 box score. *NZV8* a 43% top-2 box rating to complete the podium

What percentage have undertaken these club activities at least 3 times in the past 12 months.	Rod and Custom
'Gone for a spin' or leisure run in a historic or classic vehicle owned either by yourself or a friend or family member	83%
Taken part in a parade – part of a wider celebration – e.g. Christmas parade	22%
Taken part in a meet-up, short-run outing or event organised by my club	71%
Taken part in a long-run outing or event organised by my club (e.g. over a weekend or grand tour)	30%
Entered an event dedicated to historic classic or custom vehicles E.g. concours, rally, beach hop etc	30%



763 respondents from the FoMC Club Members survey

## Hot Rod and Custom owners share their stories

---

“I have been a Hot-rodder , custom car nut, for all my life. These vehicles are unique and reflect the evolution of the motor vehicle. They are different and have qualities that a modern car does not. the cars are fun to own and drive. I believe I am only the current caretaker and these vehicles will be passed to the next generation to enjoy.”

“I was born and bred into the hobby of Hot Rodding, my parents own Diff's R Us and I work for NZ Petrolhead magazine. Owning Older American cars is in my blood and I hate to be without them!”

“Hot Rodding has opened up a whole new world of friends both nationally and internationally. We love the events for hot rodding, supporting clubs, categories and businesses We enjoy cruising.”

“I own them and spend time researching and customizing to suit a style and function that me and my wife enjoy.”

“I like building/working on older cars it keeps me sane, good for mental health having to think and solve problems rather than plugging a computer into it and pressing a reset button. Meeting people in the classic/custom car community.”

*“Classic cars and trucks have been a big part of my life and my family’s. Attending hot rod meetings and car runs with like-minded people is something that can't be replaced.”*

## Commentary

*“Customised to my liking. Part of who I am and what I enjoy doing.”*

*“I love working on cars, thus the customised C10. Wanted a club car to drive that the wife could also enjoy with the Dodge, enjoy meeting and interacting with alike people.”*

Owners of Rod and Custom cars are somewhat younger than the other ownership groups we have studied. (Of course several owners of one type of car may own other types as well.)

But hotrod owners are characterised in their comments as enjoying the customisation and building of these cars to their own tastes – as well as sharing the results with other like-minded individuals.

This is a sector with heavy family involvement and a ‘sociability rating’ that if there were such a thing would be off the scale with this group. Their cars are full of character but their main role appears to provide the entree to meet other rodders and customisers.

This group of owners spend more on the ongoing restoration or customisation than do other groups of owners yet judging by their comments they get great social and family returns from this investment.

## Owners of post-war vehicles 1946-1969

For baby boomers these are the cars they grew up with.



## Post-War Classics 1950s to 1960s

The heartland of classic car collections in New Zealand is a battleground between British and American sensibilities.

According to the public survey of 1000 New Zealanders between 14% to 35% would be tempted or very tempted by an offer to get a post-war classic. Austere post-war British cars are less appealing than the sheet metal classics from Detroit but chic British sports cars have appeal.

Amongst owners of these post-war cars, most own British cars and these include such long lost marques as Singer, Jowett, Standard, Humber, Alvis and Wolseley as well more widely known brands.

33% on the Temptation Index

14% on the Temptation Index

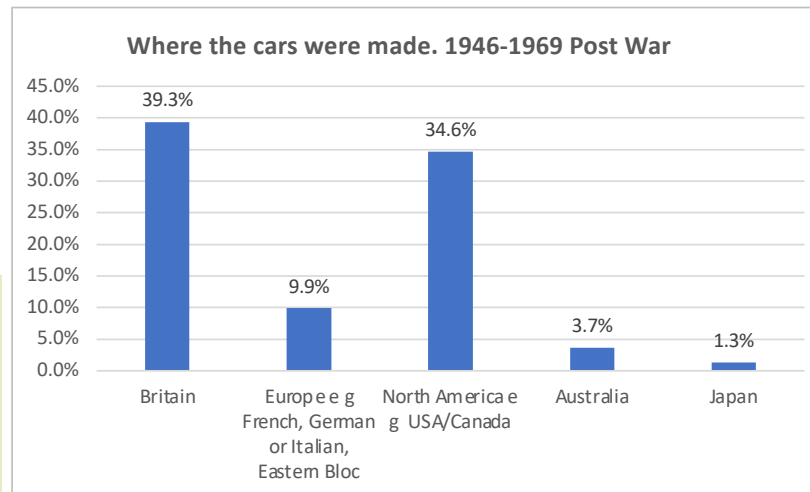
21% on the Temptation Index

35% on the Temptation Index

24% on the Temptation Index

29% on the Temptation Index

*"Always loved MGs, this is the third one I've owned, I just love old British cars. It has the ability to take my breath away and I actually have people driving past, yell out, that's a great car!"*



Post-war austerity. What percent would be tempted or strongly tempted

**14%**

60s Chic. What percent would be tempted or strongly tempted

**21-29%**

Americana. What percent would be tempted or strongly tempted

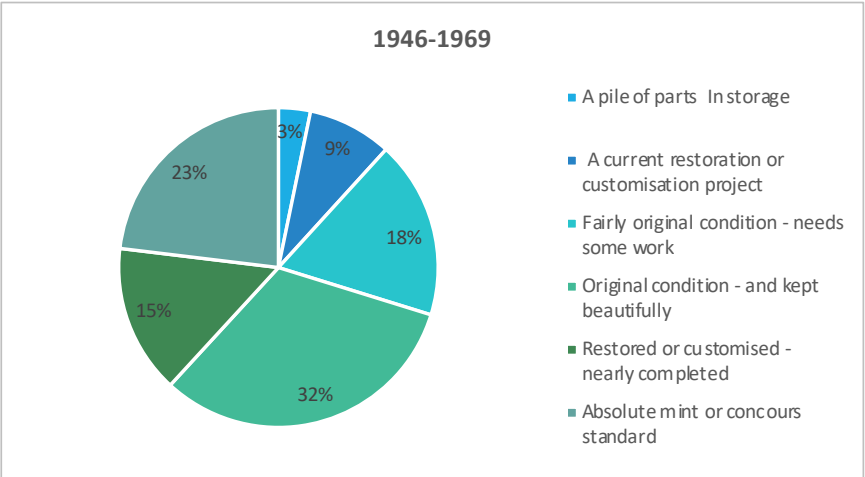
**35%**

## Post-War Classics 1950s to 1960s

The heartland of classic car collections in New Zealand is a battleground between British and American sensibilities.

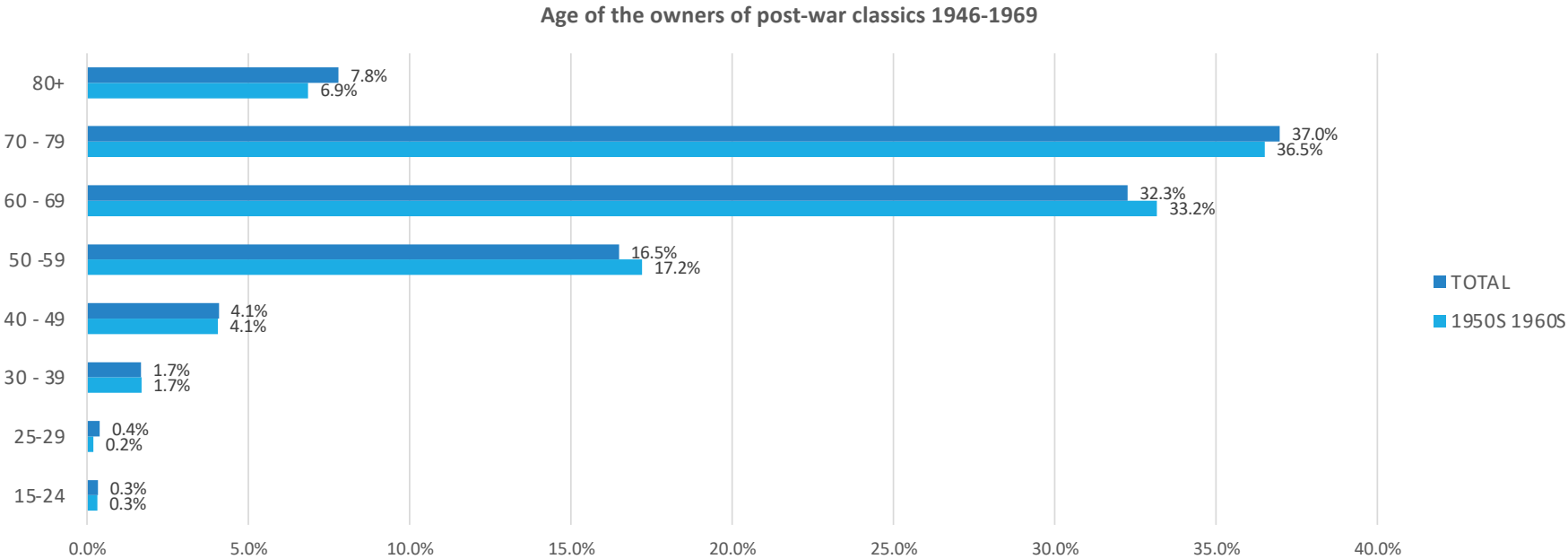
According to the public survey of 1000 New Zealanders between 14% to 35% would be tempted or very tempted by an offer to get a post-war classic. Austere post-war British cars are less appealing than the sheet metal classics from Detroit but chic British sports cars have appeal.

What percentage have undertaken these club activities at least 3 times in the past 12 months.	Post War classics 1946-1969
'Gone for a spin' or leisure run in a historic or classic vehicle owned either by yourself or a friend or family member	78%
Taken part in a parade – part of a wider celebration – e.g. Christmas parade	16%
Taken part in a meet-up, short-run outing or event organised by my club	61%
Taken part in a long-run outing or event organised by my club (e.g. over a weekend or grand tour)	20%
Entered an event dedicated to historic classic or custom vehicles (e.g. concours, rally, beach hop etc)	21%



### Owners of Post-War cars 1946-1969 have a strong cohort in their 70s

The profile of post-war car owners is virtually identical to the overall respondent profile. Thus we see a strong presence of those in their 70s: they make up 37% of this ownership group. A big theme in this data centers on the question of how their motoring assets will be passed down to younger generations. Are classic cars simply the domain of retirees with enough cash?



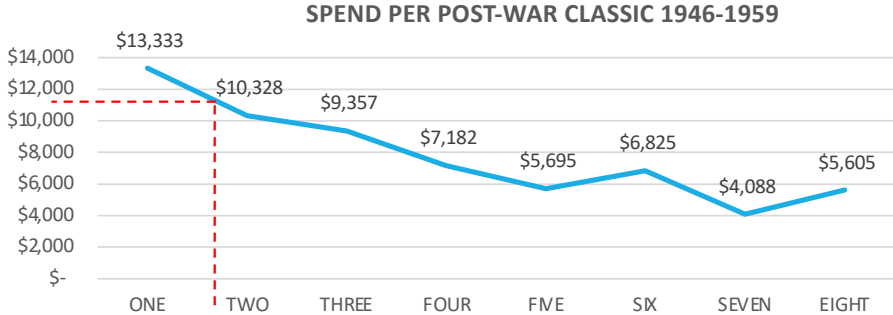


Post WW2 cars: Spent last 12 months

How much are owners spending on their post-war classics 1945-1969

Below: Owners of post-war classics express their spend in the last 12 months – that is, spend *across all their vehicles*. Right an indicative graph showing how the annual cost per vehicle goes down the more vehicles one owns.

2001 Respondents in the Clubs' survey own at least one vehicle 1946-1959. The average is 1.7.



Annual total spend on insurance, registration, membership  
**\$3,812**

Annual total spend on storage or garaging  
**\$1,353**

Annual total spend on consumables, oil, petrol, polish  
**\$2,372**

Annual total spend on maintenance, repairs  
**\$4,535**

Annual total spend on restoration spare parts, paint, customisation  
**\$7,715**

Annual total spend  
**\$19,787**

Annual total spend per car  
**\$11,411**

Estimated spend per vehicle – approximately \$6,100 p.a. \*

\*This is an informed estimate. Owners of modern classics may own other types of vehicle in their 'fleet' thus the figures may be diluted.

## Postwar classic car owners share their stories

"1957 Fairlane is a Fairly Rare Car , Once finished it will be a Very Good example of Classic American Car That are Getting very sort after 1958 Fairlane Is A Beautiful example of A Classic American Hard Top 2 door ,These are becoming very Valuable As they are fairly Hard To Find."

"The Jaguar is a car to be driven. I had my first first Jaguar, an XK120, when I was a 10-year-old roading engineer. The XK120 was either Fun Ho or Triang and we built roads with our pocketknives in clay banks. The beautiful lines of the XK120 came through in the model. I enjoy the camaraderie of the Drivers Clubs."

The E Type is the 29th E Type built by Jaguar and possibly the 10th or 12th oldest car in the world, so is a very special and rare car. It has won the Ellerslie Classic Car Show twice (Masters Class and Teams Class 2016 & 2017) and in 2017 scored the highest marks in the Show's 46 year history. I stripped and rebuilt the car myself other than the body work and trim that I subcontracted to a UK specialist.

"I love the look of it and driving it. I spent over 100k on restoration. It is my baby. Also the comradeship of the Auckland Triumph Car Club is great. It is such a friendly club and we have good runs. I enjoy taking my Spitfire to car shows and have children sit in it and be photographed. It is such a thrill for them."

"AH 3000 ownership was a boyhood ambition which was achieved later in life. These vehicles are one's I recall as new when I was growing up as a teenager, and I now more fully appreciate their significance to preserve for the future generations."

*"A big fan of MG cars I have owned six MGs in the last 30 years. The Morris is from the same stable as the MGs and in my retirement, it gives me something to potter around with."*

*"These vehicles bring alive memories of my youth. I enjoy being the caretaker of the 1965 Mustang so that future generations can also get to drive this historic vehicle."*

*"XK150 was a dream since childhood (when my family didn't own a car. Came true in 1995."*

## Commentary

*“Zodiac is a lovely reminder of family days gone by.”*

*“1967 MGB is an all-original example of a NZ New British Sportscar , it makes you smile and laugh when you drive the car, using the manual gearbox with the soft top lowered is a joy.”*

Owners of post-war classics to 1969 are a diverse group with some serious fans of lost British marques or badges as well as champions of well known British brands such as Jaguar, Rover , MG and Triumph.

These owners are characterised either by nostalgia – associating certain brands with their childhood or family memories – or by long-held desires to own cars that were once only a dream. The XK150 the Bentley or Mini Cooper.

Both groups are offset by the fans of postwar Americana including the 1950s Fords and Chevys that in their day were aspirational but today quite iconic of a golden age. The fandom of American cars was further fuelled by the arrival of pony cars – the Mustangs and Camaros that got added to the bucket-list of the baby-boom generation.

Owners of this broad era of car are clearly proud to have either preserved their relatively humble vehicle associated with their childhood, or to have fulfilled their dreams. They enjoy the process of restoring their cars, and they get a kick out of sharing their experience either with family or with other enthusiasts in their circle – whether it is Mustang owners or the fellow restorers of brands that have not quite been forgotten.

These owners are aware that they have preserved these cars (and rescued these brands,) for posterity.

## Owners of modern classics 1970-1999

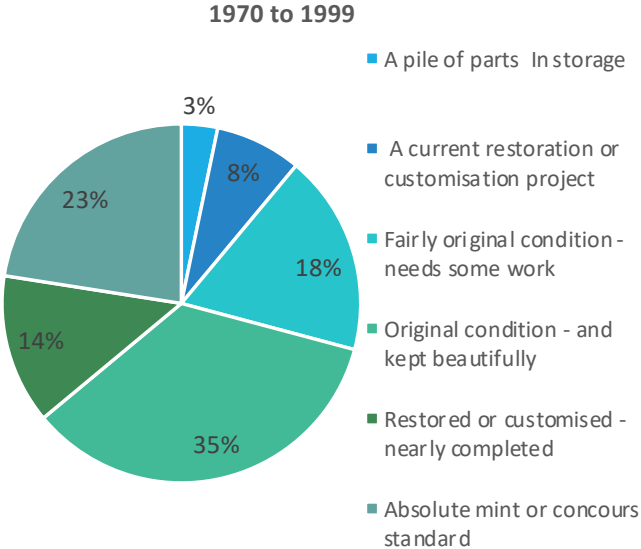
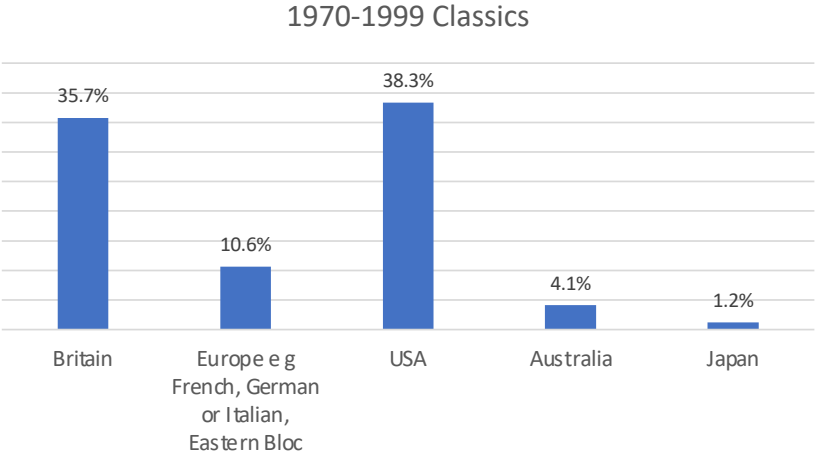
Relatively recent cars that have become highly appreciated



### Cars 1970 to 1999

Recent classics are highly desired. A challenge when estimating numbers comes down to the hazy definition of modern classic. It is a concept very much in the eyes of the beholder.

Owners of these cars are still most likely to relate to American or British marques while less than 2% of these vehicles is Japanese. It suggests that the FoMC portfolio of clubs has the opportunity to embrace the active classic-Japanese car scene.



What percent would be tempted or strongly tempted

**32%**



What percent would be tempted or strongly tempted

**30%**

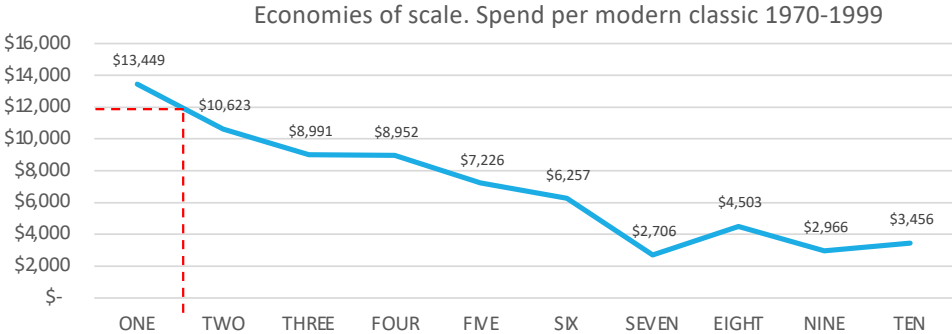
According to the public survey of 1000 New Zealanders some 11.9% report owning a classic from the 70s, 80s and 90s. That's around 226,000 households and out of proportion compared to the percentage of recent classics held by the aggregate of FoMC clubs. We also went through Waka Kotahi registration figures and applied a filter to give us only **exclusive** brands such as Lamborghini, Mercedes Benz,, Aston Martin. Applying this criterion to the data we arrived at a figure around 12-15% of the total number of vehicles.

Modern but Classic: 1970-1999

Annual total spend. Across all the historic or classic vehicles that I own. (Must include cars 1970 -1999.) The spend figures are indicative only – owners of cars.

Below: Owners of modern classics 1970-1999 express their spend in the last 12 months – that is, spend across all their vehicles. Right an indicative graph showing how the annual cost per vehicle goes down the more vehicles one owns.

2001 Respondents in the Clubs' survey own at least one vehicle 1970-1999. The average is 1.7.



Annual total spend on insurance, registration, membership  
**\$3,643**

Annual total spend on storage or garaging  
**\$1,098**

Annual total spend on consumables, oil, petrol, polish  
**\$2,371**

Annual total spend on maintenance, repairs  
**\$3,831**

Annual total spend on restoration spare parts, paint, customisation  
**\$6,268**

Annual total spend per owner  
**\$17,211**

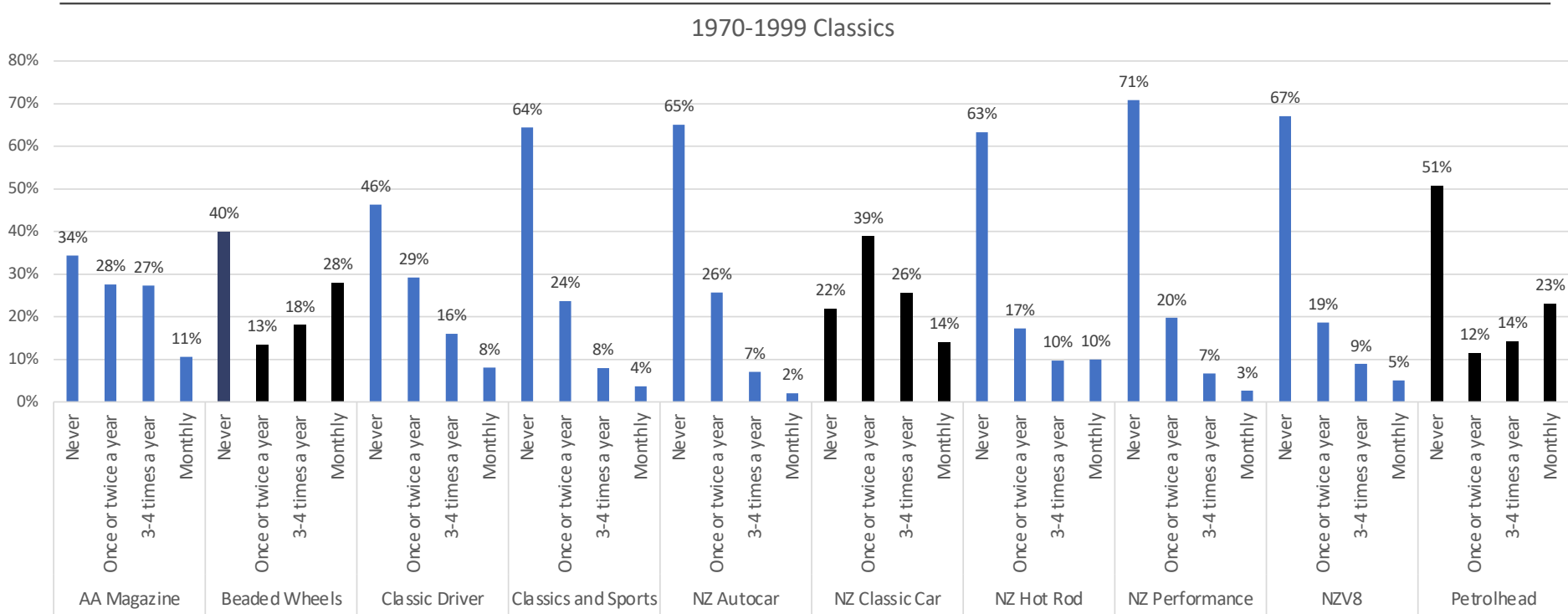
Annual total spend per car  
**\$11,858**

Estimated spend per vehicle – approximately \$11,858 p.a. \*

\*This is an informed estimate. Owners of modern classics may own other types of vehicle in their 'fleet' thus the figures may be diluted.

Owners of Modern Classics Cars 1970 to 1999 select their media

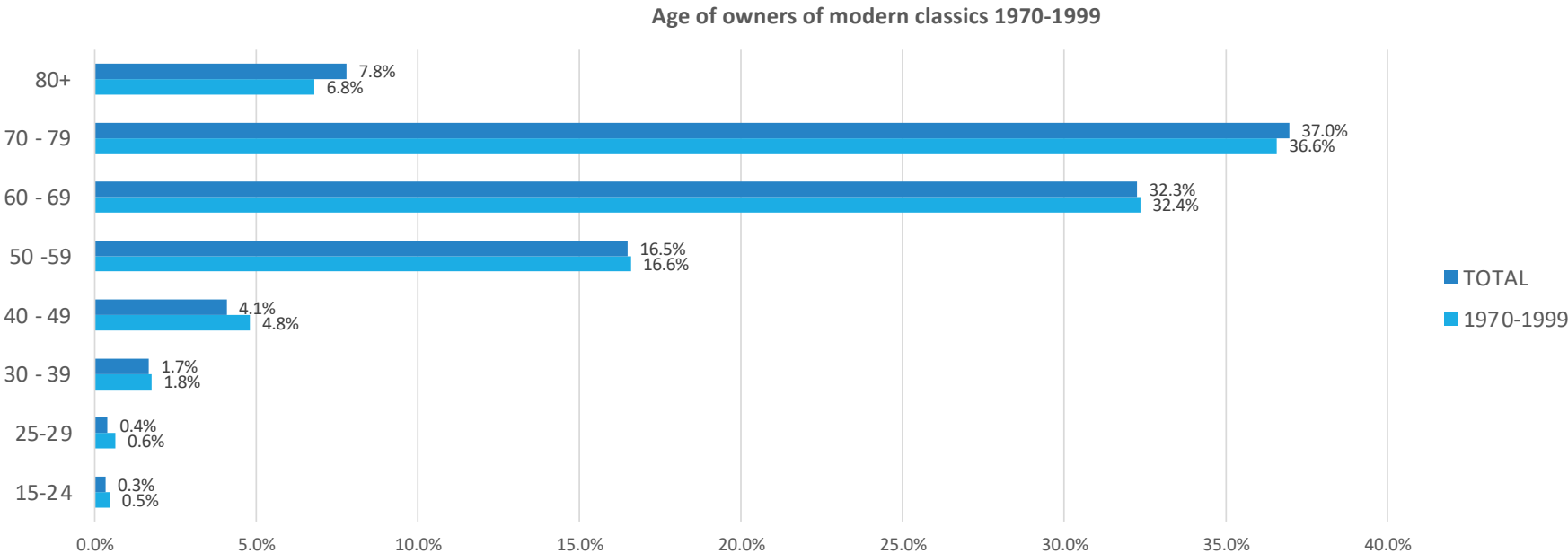
Specialist magazines hit the spot for owners of modern classics 1970 to 1999



1706 respondents from the FoMC Club Members survey

### Owners of Modern Classics 1970 to 1999 – their age profile

We see, as we did with owners of post-war classics to 1969, an age profile that matches the overall respondent base. Owners of classics from 1946 through to 1999 basically define the heartland of the FoMC affiliated clubs.





### Activities by owners of recent classics 1970-1999

What percentage have undertaken these club activities at least 3 times in the past 12 months.	Classics 1970-1999
'Gone for a spin' or leisure run in a historic or classic vehicle owned either by yourself or a friend or family member	79%
Taken part in a parade – part of a wider celebration – e.g. Christmas parade	13%
Taken part in a meet-up, short-run outing or event organised by my club	60%
Taken part in a long-run outing or event organised by my club (e.g. over a weekend or grand tour)	20%
Entered an event dedicated to historic classic or custom vehicles (e.g. concours, rally, beach hop etc)	20%

*“This car is one of just 183 designed and built solely in NZ. Developed by Chris Amon, with corresponding unique features, all intact. This car is the earliest built and still running example (number 006). A landmark car for Toyota, the first time an overseas offshoot had made such modifications, and backed the result with full factory warranty. Surviving numbers limited, accelerated by the 4AGE Twin cam engine and the rust issues that plagued the era.”*

Owners of late 20th Century classics may be keen owners of American V8s or Special Interest vehicles from Europe, and even Japan – but they express interest in travelling around New Zealand – one quarter of these club members own a campervan or caravan (including retro style,) and they are open to hybrids and electric cars as well.

Do you own a motorhome, campervan or caravan?	Owners of 1970 to 1999 modern classics
No	75%
Yes	22%
Yes - retro style	4%

Do you or any of your household own a hybrid or electric vehicle?	Owners of 1970 to 1999 modern classics
Yes	10%
No	90%

Are you planning or thinking seriously about acquiring a hybrid or electric vehicle in the next year?

Yes	10%
No	90%

## Owners of 1970-1990s cars share their stories

“What can I say, I like Jaguars, The Mark IV was my Father’s and hopefully one day I will restore it. The XJ6 was my first Jag and is special as it is a Factory Manual Overdrive Gearbox. The XJS is a V12, what more is there to say. The XJ8 is a V8 Supercharged car.”

“Have always loved BMW's success in motorsport. My two road-going cars are factory-built motorsport spec road cars and the race car has extensive history, including a series winner and been driven by greats such as Tony Longhurst, Denny Hulme and Paul Radisich.”

“They mark a milestone on my life journey with working and saving to reach ownership.”

“They have been customised to my taste. The 1970 Camaro has had its chrome blacked out and its 'special' factory rims widened. Upgraded engine. Spoilers added, rally stripes added. Etc. The 1968 Corvette has stripes added, roll bars, side pipes, custom seats, custom off-set wheels, upgraded engine. The 2010 Corvette has custom wheels, spoiler, exhaust system.”

“Bought Camaro and Corvette with cancer money received from melanoma.”

“Interceptor. A friends dad turned up one day at cricket 1973 with one. Totally in awe as a 14 year old, always wanted one! Love the look, sound, design, power. An article in a car mag a few years back compared the Jensen and the comparable Aston Martin of that era and concluded 'if you put it in the context of the music of the day the Aston is like the Electric Light Orchestra, the Jensen is like Led Zeppelin - says it all for me. Daily driver is a Saab 9000 manual aero 1994.”

“As a boy I always watched Bathurst and had an ambition to own a Monaro when I was able too. I didn't realise this was to take 17 years of hard work and costs to get completed. So I have always been a Holden fan and now no longer being manufactured, is quite important to me to retain some examples. Although I'm leaning more to the Hk HT HG series Holdens now.”

“All 3 Peugeots were designed by Italian design house PininFarina, 2 were built by the PininFarina factory-1990 Peugeot 205 CTi Cabriolet and 2002 Peugeot 406 Coupe V6 5 speed. I started my motorsport career in my 1st P.205 CTi Cabrio doing hill climbs and Targa New Zealand tours before moving on to P 405 Mi16 to compete in Targa NZ events for 2.5 years. Admired the 406 Coupe from when first appeared in 1997-8, bought the 1 owner car from Dunedin in 2007 & drove it back to Auckland, only used for touring not as a daily driver. Admired the P 40.4 for its rugged reliability, so purchased the 1970 car from a fellow Vintage Car Club member and have taken it all over N.Z. during the succeeding 16 years.”

## Commentary

---

*“I spent time living in the US as a child and loved American Muscle cars. When I finally got to a time in my life when I could afford one I bought a RHD Mustang. When Chevy announced the production of RHD Corvette with mid-engine I had to have one. I drive these cars for pleasure, not as daily transport, I have an electric UBCO moped for that.”*

*“The Leyland P76 was owned by my father and was our family car for many decades and when he passed away I bought it off my mother. It has been in the family now for over 40 years. The Camaro was a car I have wanted to own for over 20 years and I finally imported it (through a dealer) and bought it last year.”*

Owners of modern classics 1970 to 1969 are a diverse group including those who own vintage and veteran cars (hence a solid readership of Beaded Wheels as well as Classic Car and Petrolhead.)

There is still a fairly even split between British marques versus American brands – though another 4% possess an Australian classic – including iconic Holdens and Falcons but also Chryslers and the Leyland P76.

Meanwhile 11% of these owners possess European cars – for example BMWs and Alfa Romeos – while ownership of Japanese cars – this was the era of classics such as the Nissan 240 and 260 series and the Toyota twin cam as well as the much loved Starlet amounts to just 1.2% of the total.

This group of owners is open minded to electric or hybrid vehicles and caravanning (4% own classic-style caravans) and they are active promoters of classics – taking part in parades, and other social events.)

What stands out when they tell their stories is their intense interest in the cars themselves. This group of owners are apt to quote the number produced, the specifics of the make and model and the qualities that made this particular model a classic worth collecting and maintaining. These stories also incorporate the passion and life-long connection the owners have with their vehicles. There is even a sense of sacrifice – saving up over a lifetime: the purchase marking a milestone achieved.

## Owners of modern or instant classics Y2000+

Special interest vehicles from the last 20 years. It's not about nostalgia.



## Cars newer than year 2000: Modern but Classic

### Modern classics as rated by the owners. An overstatement?

Waka Kotahi registration figures clearly demonstrate that the number of vehicles on the road grows dramatically with recency. But how many of the recent cars – whether Bentleys or Toyotas – meet the definition of modern classic?

Again, according to the public survey of 1000 New Zealanders a very significant percentage identify as owning a modern classic: 32%. Where does one draw the line? The definition of veteran and vintage cars is very clear, but with modern cars (covering virtually the last quarter century) there are mixed opinions about what counts as a classic.

Based on the public survey there are 600,000 vehicles in this category. Meanwhile only a minority of cars dating newer than year 2000 are represented in the FoMC club data or in Museums or private Vehicle Collections.

Time is the best arbiter of what becomes a classic. We doubt that an owner in 1961 of an economical Fiat Bambina would have reckoned that they were buying a car that 50 years later would become a much loved classic. In our estimations of vehicle numbers we have let FoMC club figures temper the estimates from the Public Survey, and to put a limit on how many modern cars – shown in the Waka Kotahi registration figures ought to be classed as modern classics.

<p>Some of the jury is still out. Club members were asked if they agree with this statement.</p> <p>What makes a vehicle historic or a classic changes from generation to generation. Some cars newer than 1980 should now be regarded as classics</p>	Disagree	7%
	Neither Agree/Disagree	18%
	Agree	74%



What percent would be tempted or strongly tempted

**44%**



What percent would be tempted or strongly tempted

**30%**



What percent would be tempted or strongly tempted

**52%**

Cars newer than year 2000: Modern but Classic

52% on the Temptation Index



At the edges of the classic and historic vehicles modelling is the question: where are the boundaries? The most debatable 'genre' of cars is the most recent. We split this group out of the main club survey data so we could estimate how much they spend on running costs. The spend figures are indicative.

44% on the Temptation Index

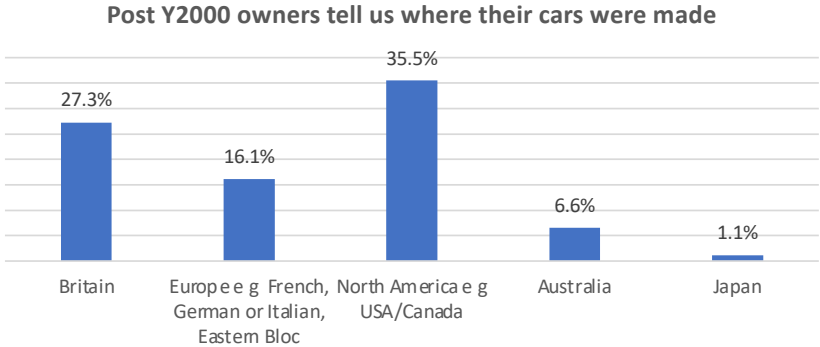


Below: Owners of modern or instant classics express their spend in the last 12 months – that is, spend across all their vehicles. Spend on insurance is the highest of any classic vehicle category but relative spend on mechanical repairs or restoration is lower.

30% on the Temptation Index



Right an indicative graph showing most of this instant classic group are American – though European marques have a relatively strong presence compared to earlier vintages of motor vehicle



Annual total spend on insurance, registration, membership  
**\$4,960**

Annual total spend on storage or garaging  
**\$1,569**

Annual total spend on consumables, oil, petrol, polish  
**\$2,939**

Annual total spend on maintenance, repairs  
**\$4,806**

Annual total spend on restoration spare parts, paint, customisation  
**\$7,445**

Annual total spend  
**\$21,717**

*"I am 30 years old and have owned my Skyline since I was 18 It has been with me for almost half my life and has incredible sentimental value!"*

Estimated spend per vehicle – approximately \$6,100 p.a. \*

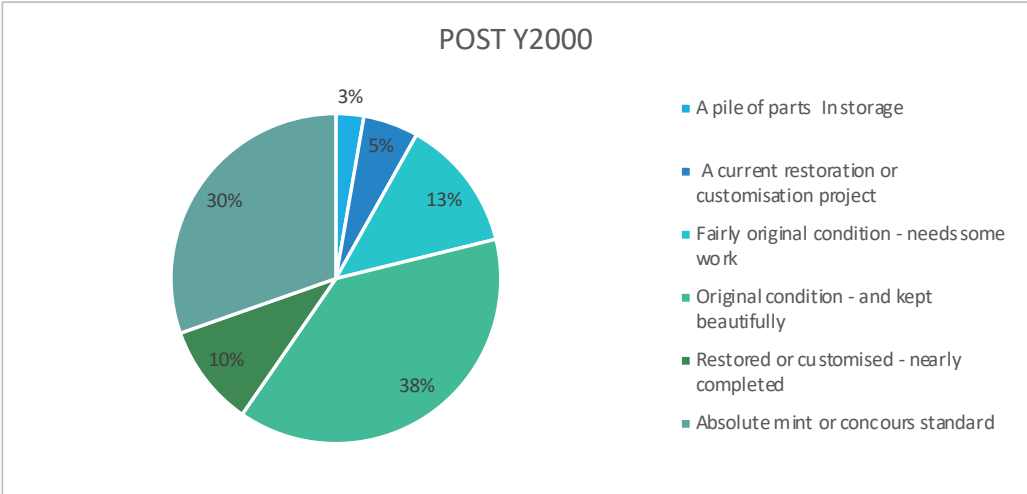
\*This is an informed estimate. Owners of modern classics may also own other types of vehicle in their 'fleet' thus the figures may be diluted.

## Activities by owners of recent classics Y2000 or newer

Owners of recent classics carry their fair share of public interactions whether taking friends for a spin or – as do one in every six – fronting up in local parades. These owners also mix readily with like minded car buffs and club colleagues with two thirds having been on a club outing in the past 12 months, longer events and special events that typically take place over the summer months.

What percentage have undertaken these club activities at least 3 times in the past 12 months.	Modern Classics Y2000 or newer
'Gone for a spin' or leisure run in a historic or classic vehicle owned either by yourself or a friend or family member	81%
Taken part in a parade – part of a wider celebration – e.g. Christmas parade	16%
Taken part in a meet-up, short-run outing or event organised by my club	66%
Taken part in a long-run outing or event organised by my club (e.g. over a weekend or grand tour)	24%
Entered an event dedicated to historic classic or custom vehicles E.g. concours, rally, beach hop etc	19%

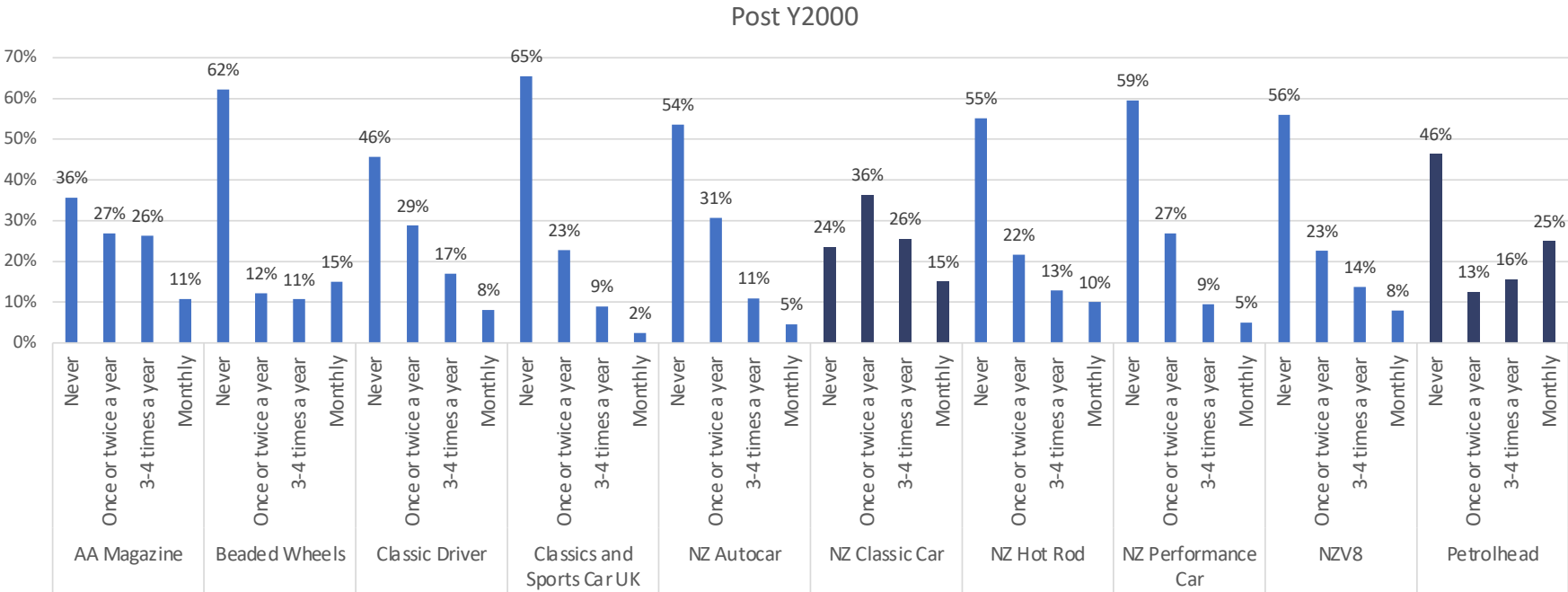
1706 respondents from the FoMC Club Members survey



What repair status do these owners report? Again we remind readers that club members were asked to nominate the repair status of up to five of their cars so a subset of these may include older vehicles or barn finds. Note, more than two-thirds are in beautiful or absolute mint condition.

### Motoring Readership among owners of classics from Y2000 or more recent

Owners of modern classics have broad tastes in motoring magazines. This reflects, in part, the mixed ownership by genre. Some of these owners have older classics or historic vehicles in their collection, some focus on the UK scene while others focus on the roar of the Hot Rod and V8 media.

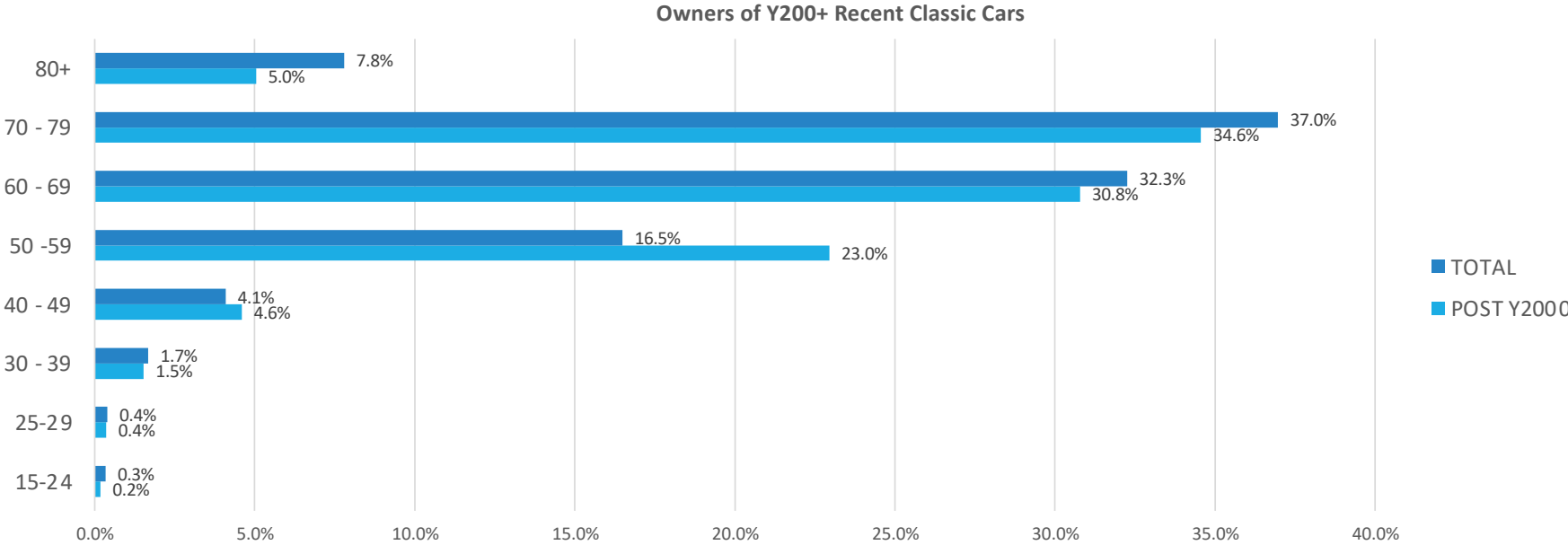


1111 respondents from the FoMC Club Members survey



### Age profile of owners of recent classics

Compared to the core club membership in this survey owners of recent classics skew relatively strongly to their 50s and even 40s. 27% of these owners belong to their 40s-50s while 21% of the overall club membership reside in these groups.



## Owners talk about their recent classics Y2000+

In your own words, what are two or three things that make this/these vehicles a significant and important part of your story?

---

“The looks of the Jaguar and Porsche and the pleasure of ownership.”

“We enjoy the history of the Mustang. It’s a big part of our social life. We enjoy meeting people and telling them our story.”

“Diablo is 1 of 30 RHD 6L cars made NZ New. If I didn't buy it, the car was going to leave NZ. Porsche Carrera 3.2 air cooled car had 25 years, Ferrari 328 a classic collectable car. I have other rare cars that I am trying to keep in NZ. I take cars to car shows and I have a car on display at a car museum. The vehicles bring joy to others including young children.”

“Ferrari - Always been a fan and they are an iconic and historic.”

“Always been a car guy and as I get older these are the most practical and useful vehicles. Having been around for so long, I often get asked about 'why should I buy that car' and my advice is always 'what are you going to do with it'. That seems to make people think and help with the decision about buying a vehicle. My cars have always had a purpose. I've owned about 150 and enjoyed every one for a one reason or another.”

“Unique, have always owned a car of this marque. Like owning something different from the norm.”

## Owners talk about their recent classics Y2000+

In your own words, what are two or three things that make this/these vehicles a significant and important part of your story?

---

Nissan z350 - makes my heart sing, good summer car

The C55 was a low volume Mercedes Benz AMG only built for two year's 2005/2006 and the most reliable AMG built. The GLA45 is a later model high performance 2-liter small SUV.

I just love the way they look and sound, and smell, and soooooo much fun doing burnouts

I love V8 cars, and particularly this one's sporty looks with white body and black stripes. It was made in USA 2006 but first sold in Japan. It was then brought to NZ. It has now done only 23,600 km as verified by its original tyre's serial number. It is in mint condition. Its only change from new is its original Japanese radio has been changed to suit NZ frequencies.

## Commentary

---

*“Shelby GT 500 was the ultimate machine to own when I found it on the internet just 6 months old just beautiful, and the 2020 was a purchase of passion at retirement*

*“I have been diagnosed with terminal cancer and this car is my dream car and was top on my bucket list. My husband died three months before I purchased it but knew I was going to buy a Camaro eventually. The car has brought huge happiness into my life and will continue to do so until I die.”*

Owners of modern classics Y2000 or newer are somewhat younger – on average – compared to the general profile of club owners. There are relatively more aged in their 50s and 40s.

Reflecting the decline of the British motoring industry relatively fewer in this group own a British car and these are typified by Jaguars or Aston Martins. Of the American cars, the new generation of Ford Mustangs dominate the story.

Once more, Japanese cars don't appear to be the domain of the FoMC affiliated clubs. Meanwhile 16% of these owners possess European cars.

These owners are as liable as any other to involve their cars in local parades but the comments and stories they tell are far less about the social aspect of car clubs and more about “how I relate to the machine.” Once more there is the sense of reward, of reaching a milestone and attaining a real pleasure of ownership.

## The pleasures in owning classic and historic cars

The stories shared by respondents in the club members survey identify six sources of satisfaction and pleasure of owning a special vehicle. This may provide a framework for clubs. The question: are we hitting the right buttons?



## As important as historic building or artworks

In your own words, what are two or three things that make this/these vehicles a significant and important part of your story?

---

*“Nostalgia, as I saw the Brabham race at the Levin circuit in the 1960's. The race car has now been restored to its original 'Formula Junior' condition; as it raced as a National Formula car in NZ. The car has significant history as it was driven in period by Denis Hulme, Robbie Francevic, and Graeme McRae.”*

- “Driving sports cars is a pleasure and a joy. I have two with manual gearboxes that I enjoy immensely and one which has the flappy paddles necessary for a super car's rapid acceleration. They all have different personalities and are engaging in different ways. We (my family) have always had fun cars at home and being a member of various clubs has allowed me to spend time with like-minded folks all over the country. Car people are good people generally.”
- “Was introduced to vintage motoring as a child, many of these vehicles are family owned and have passed through a number of generations. Driving them gives an enormous amount of pleasure, a number of them have traversed the entire length and breadth of the country. I enjoy not only the pleasure of motoring them but also maintaining them.”
- “I consider classic vehicles to have as much importance in NZ history as any historical building or structure. These vehicles have given myself and family/ friends much pleasure over the past years and have had a major part in social connections.”

“These types of vehicles are part of our history, and take us back to the days when a car was an important piece of our history, not just a mobility device to get to work. Most people remember a friend/uncle/relative who had one or similar, and it brings back the nice memories. One of the pleasures of driving my classic is the friendliness and happiness it brings to people, who smile, wave or give the thumbs and it obviously brings a ray of sunshine into their lives.

## As important as historic building or artworks

In your own words, what are two or three things that make this/these vehicles a significant and important part of your story?

---

*“My Austin 7 was built by my father when he was a teenager, and he taught me everything I know about cars when he handed it to me when I was 15. We rebuilt the car together, and it's incredibly special to me and holds many memories.”*

- “The Essex was a barn find that had been in storage at Southward's museum for over 50 years and has had no major restoration. The motor was reconditioned, it had a new tonneau cover and hood made, a few replacement wooden pieces in the doors and that's it!!!! It's in absolutely original condition and is a real showstopper!!!!”
- “Motoring these vehicles, we have travelled all over New Zealand, going to places we wouldn't ordinarily have gone to and made many life-long friends. We have taken part in many events all over the country such as international and national rallies and Art Deco. We are driving our history.”

- “The Ford Mustangs are an iconic American motor vehicles, we love displaying them to the general public and have attended many car shows in them, such as Beach Hop, All USA and all Ford days. The MGF is a great little convertible that my wife really loves driving. The VW motorhome is our 'happy place' the we enjoy travelling twice yearly to attend various airshows in both the North and South Islands.”

## As important as historic building or artworks

In your own words, what are two or three things that make this/these vehicles a significant and important part of your story?

---

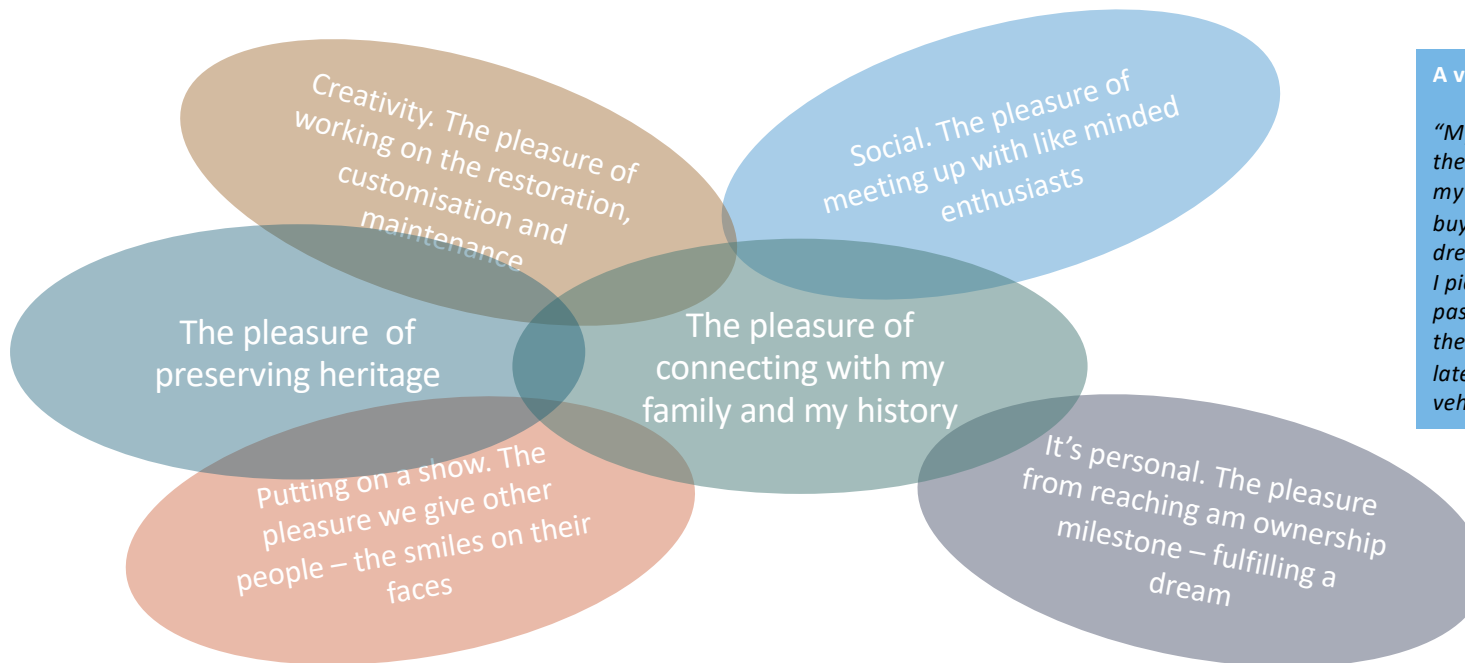
*“I have always been passionate about classic cars. To me they are works of art I am lucky enough to own and drive. Some people hang their art on the wall I drive mine.”*

- “We are the caretakers of these beautiful machines. They are loved by all at events we attend in all communities we visit. We get to meet like-minded people on a regular basis and having pride in keeping these forms of art in pristine condition.”
- “We both enjoy the hot-rodding scene in New Zealand and have made many friends throughout New Zealand through hot rodding.”
- “These vehicles are part of New Zealand's Motoring History , and the cars are now fairly rare and we are very pleased to be able to drive them and display them for the public to see and enjoy . It brings back a lot of memories for people and often have people come up and say they had cars like these or similar.”



## The different facets of enjoyment derived from classic vehicle ownership

There are at least six facets of pleasure in owning historic or classic cars, rods and custom cars. Hot rod owners put special emphasis on the social and family aspects of the equation. Other clubs emphasise the preservation role, and the collegiality of the restoration workshop.



### A verbatim that hits several buttons.

*"My favourite movie as a kid was Tokyo Drift and the fast and furious franchise, Doms charger was my dream car. I bought my dodge as an impulse buy after I was dumped, it was the closest to my dream car I could afford at the time. Also the day I picked it up my grandfather was my first passenger who unfortunately had a heart attack the next morning and passed away a few months later. His memory will forever be tied to that vehicle."*

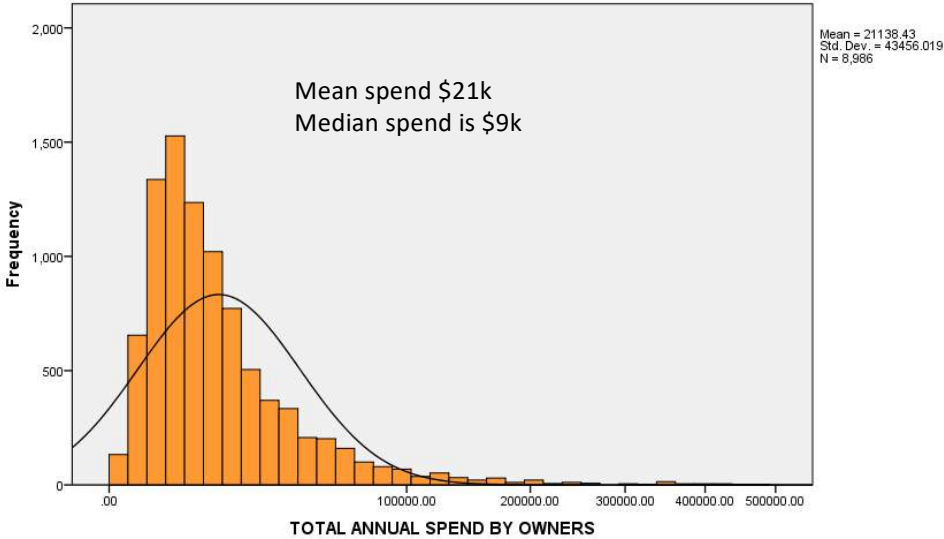
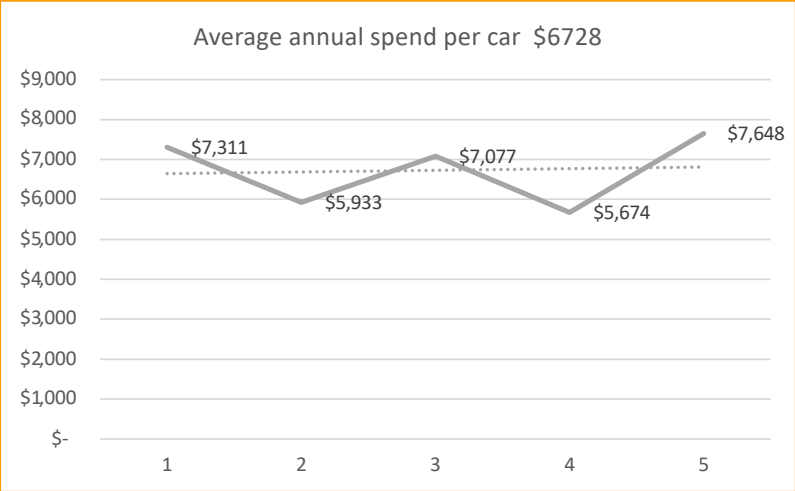
## Annual running costs

The economic impact and overall valuation of the historic, custom and classic cars is a construction made of many moving parts. One of the most significant of these is the estimation of annual running costs per vehicle.



# Annual running costs

How much do owners spend on their historic, classic, hot rods and custom cars? The answer is a spread based on the number of cars they own as well as the level of spend in restoring and maintaining their vehicles. On average the total spend is around \$21k or around \$6700 per car

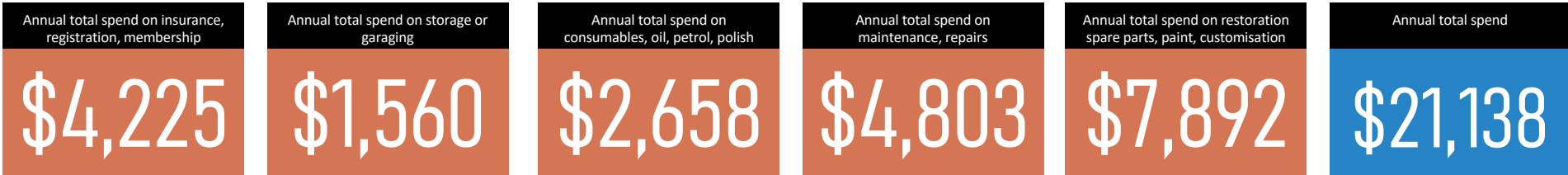


Spend per car per annum hovers around the \$6350 to \$6700 mark (depending on whether we included outliers or not.) However, right, there exists a long tail of ultra high priced restorations (see right hand chart) which propels the mean spend per annum to a level of \$21k while the bulk of owners spend less – the median being \$8944,

Note logarithmic scale.

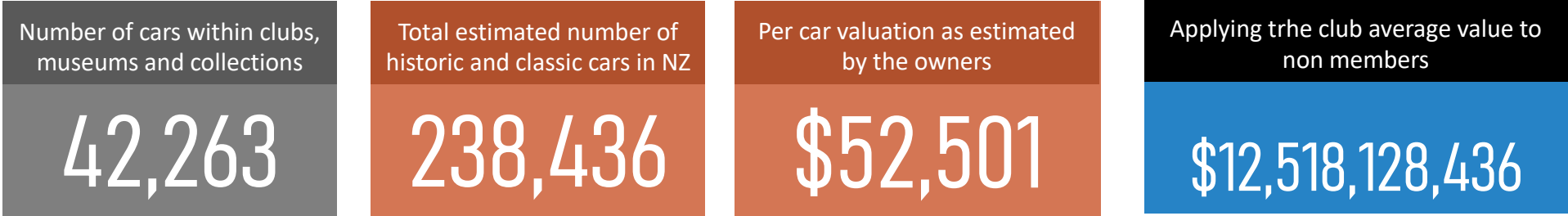
### Historic and classic cars – running costs

The participants in the club members’ survey indicated how much they spend on running their vehicles. Note in the first box: insurance makes up the major portion of spend. Below, the estimated number and value of historic and classic cars in New Zealand



Estimated spend per vehicle – approximately \$5,284p.a. \*

\*This is an informed estimate. Based on the members survey, historic and classic car owners average 3.58 vehicles per person. Rather than divide the annual total spend by 3.58 we applied a more pessimistic approach, dividing the reported annual total spend by 4.



## Classic cars are important to me and my family

Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months? And other indicators of enthusiasm. Note, we have reported both the mean and median spend on attendance – the median scores differ from the mean scores indicating that a relative minority of respondents spend a great deal more than the bulk of classic and historic car owners.

Club members reported their spend, and these figures were applied to the estimated universe of the owners of historic and classic cars.

Average spend by vehicle owners and their families to attend historic and classic museums and events.

**\$624**

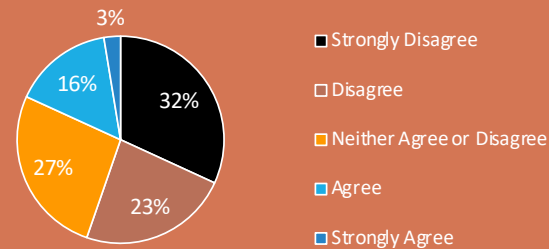
Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months? **Median \$150**

Average spend by vehicle owners and their families on attending events.

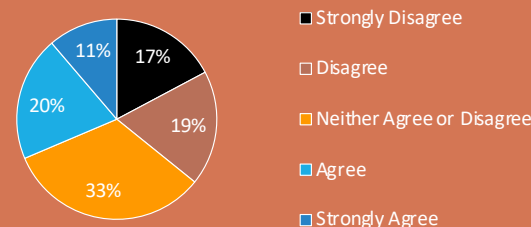
**\$1,973**

Approximately how many dollars have you and your family spent on travel, ferries and accommodation to take part in car rallies, events such as Beach Hop, Concours and other get togethers that have revolved around historic, classic vehicles. **Median \$550**

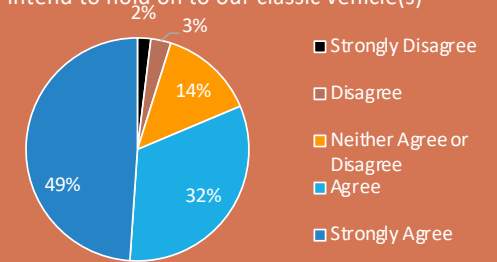
In the next 5 years I intend to reduce my current collection by selling some or all the vehicles in my collection



In the next 5 years I intend to add to my current collection by buying another vehicle



The historic, classic vehicle(s) we own is/are an important part of my family – we intend to hold on to our classic vehicle(s)



Classic car owners – those in clubs - are actively involved in the historic, classic or custom hot rod scenes. 55% agree that they intend to hang onto their machines while 19% are considering divestment. As to whether they would add to their current ownership, 31% indicate that they might, while 36% intend to stick with the status quo (or divest.)

## The vehicles that built and defended this nation

Tractors, trucks and military machines are recognised by thousands of kiwis who preserve these vehicles with a strong sense of loyalty.

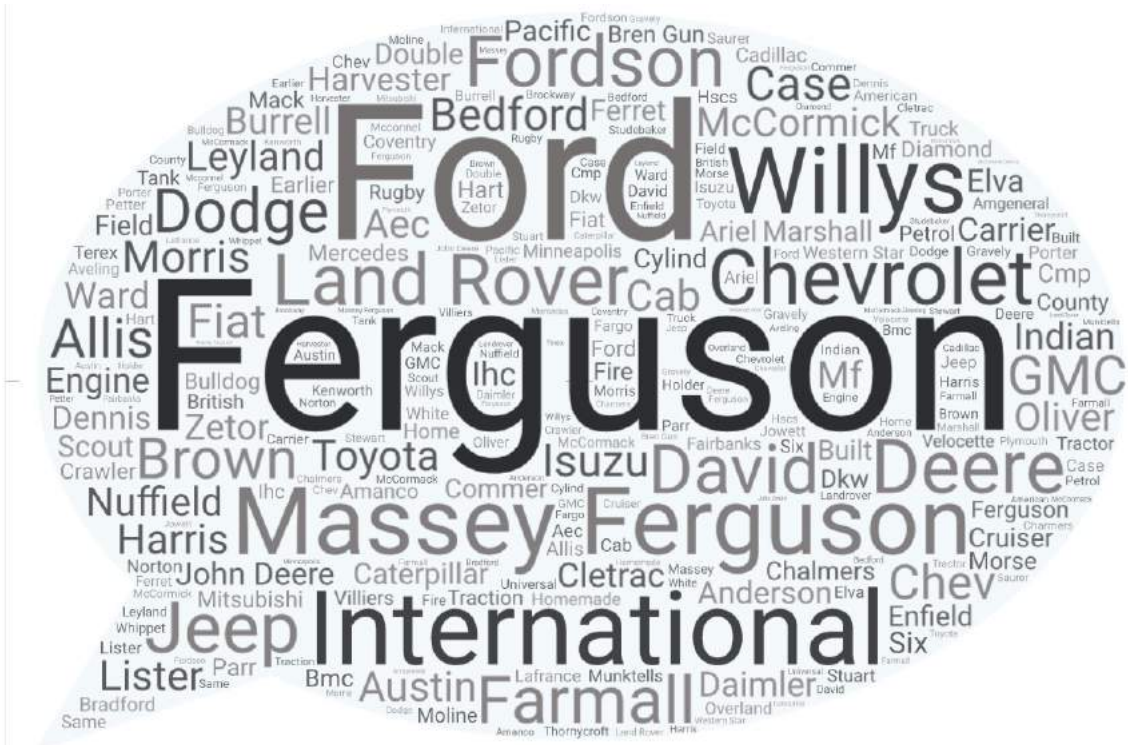


## There is a lively interest in agricultural machinery and military vehicles

11% of historic and classic vehicle owners have an affection for the machines and vehicles that broke-in the land, served during World War 2 or hauled heavy freight.

Of the 4776 club members who took part in the survey, 506 (11%) said they own agricultural vehicles (some own stationary engines as well). They have a Propensity to live in the south island.

Median number of these vehicles per owner 1.85  
 Mean number per owner is 4.1, (A few collectors own many vehicles and bring up the average score.)



## Ownership tends to be generational

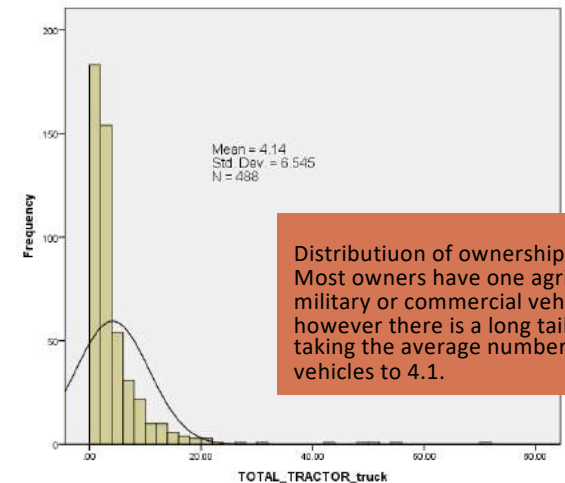
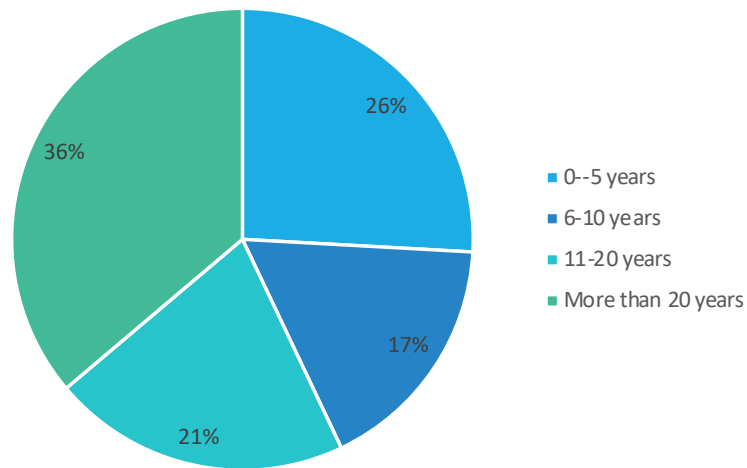
Looking at farm vehicles, trucks and military vehicles the average length of ownership is 15 years however 36% of these vehicles have been in the same hands for 21 years or more. These vehicles form a legacy inter-generational collection of particular meaning to farmers and those with connections to the military.

There is a real passion for these specialist vehicles and machines. Owners don't simply cite the attributes of the vehicles as an attraction or reason for relating: they also cite the nation building role of their classics.

For younger owners there is often a connection to a father or grandfather who used either this machine or one just like it.

Likewise older owners are keen to pass down these classics, and the stories they embody, to the younger generation.

Duration of Ownership



Distribution of ownership. Most owners have one agri, military or commercial vehicle, however there is a long tail taking the average number of vehicles to 4.1.

*“These are an important part of NZ military history and should be preserved and displayed”*

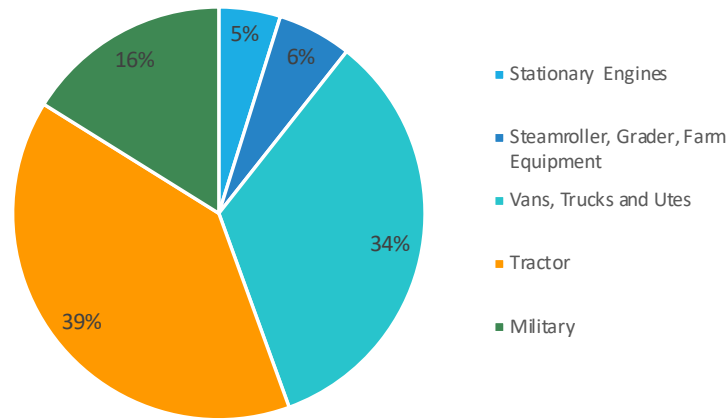


Ownership average is 15 years

Breaking down ownership by vehicle classification. Owners tend to specialise and there is a strong rural affinity for Stationary Engines and classic tractors.

Agricultural, Trucks and Military - the ownership mix

- Average year of manufacture, of military vehicles. 1946
- Average year of manufacture, of special purpose vehicles. Steam rollers, graders, farm equipment 1944
- Average year of manufacture, of these tractors. 1946
- Average year of manufacture, of stationary engines 1928
- Average year of manufacture, of these trucks and vans 1959



*“The Ferguson was brought new by my Grandfather so is a one family owner tractor. Absolutely irreplaceable to me.”*

*“Importance of preserving history and as a monument to those who served our country.”*

Average length of ownership (all categories)  
**15 years**

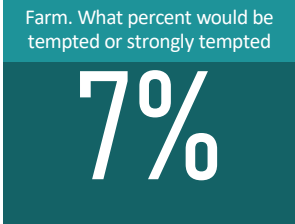
Agricultural commercial and military

Many New Zealanders are very involved in restoring these nation-building machines and vehicles

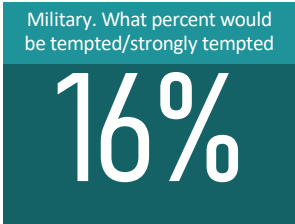
The appeal of the farming, commercial and military vehicles. Public survey.



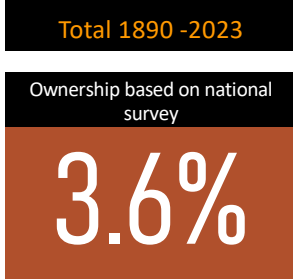
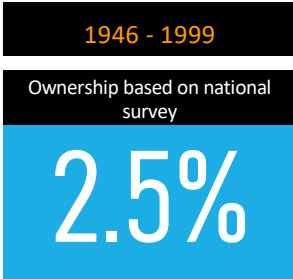
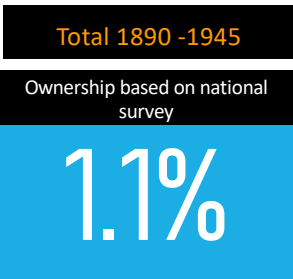
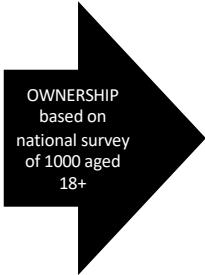
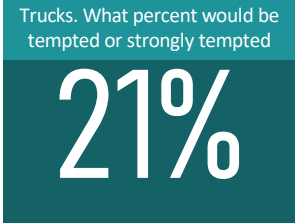
According to the public survey of 1000 New Zealanders some 7% would be tempted or very tempted to own a historic tractor, stationary engine or other agricultural vehicle.



Meanwhile 16% of New Zealanders would be tempted or very tempted to own a classic military vehicle and 21% would be similarly engaged with classic trucks if they were offered one.



While we treat the ownership figures in the general survey with some caution, it is worth noting that our modeling delivered a result quite similar estimation of the number of vehicles in this category.



Working total: 58,900 owners and 68,400 vehicles (1900,000 HHs). Later, our detailed modeling exercise arrived at 72,252 vehicles

## In what condition are these specialised vehicles and machines?

In the club members survey tractors outnumber the trucks and military vehicles. Half of these tractors need some restoration work. Military vehicles are more likely to be in mint or concours condition.

Status or Condition (Percentages read downwards.)	Stationary Engines	Steamroller, Grader, Agri Equipment	Vans, Trucks and Utes	Tractors	Military Vehicles and Equipment	Total
Absolute mint or concours standard	11%	19%	16%	11%	23%	<b>16%</b>
Fairly original condition - and kept beautifully	23%	28%	25%	20%	27%	<b>24%</b>
Fairly original condition – but needs some restoring or customisation	48%	32%	28%	49%	12%	<b>35%</b>
Neither mint or original condition	0%	2%	1%	2%	0%	<b>1%</b>
Not assembled A current restoration or customisation project	5%	9%	11%	5%	13%	<b>8%</b>
Not assembled – a pile of parts In storage A future restoration or customisation project	2%	0%	4%	1%	1%	<b>2%</b>
Restored or customised - needs just a bit more work	9%	9%	13%	9%	20%	<b>12%</b>
<b>Percentage of vehicles within this category</b>	<b>5%</b>	<b>6%</b>	<b>34%</b>	<b>39%</b>	<b>16%</b>	<b>100%</b>

## Checking the odometers

In the club members survey tractors outnumber the trucks and military vehicles. Half of these tractors need some restoration work. Military vehicles are more likely to be in mint or concours condition.

Road Registered?	Stationary Engines	Steamroller, Grader, Agri Equipment	Vans, Trucks and Utes	Tractors	Military Vehicles and Equipment	Total
No	66%	72%	36%	69%	37%	<b>53%</b>
Not applicable	30%	11%	1%	4%	1%	<b>4%</b>
Yes	5%	17%	63%	28%	61%	<b>43%</b>
Average Kms travelled in the last 12 months	115 kms	52 kms	1,205 kms	82 kms	519 kms	<b>532kms</b>

Average road travel.

532 Kms

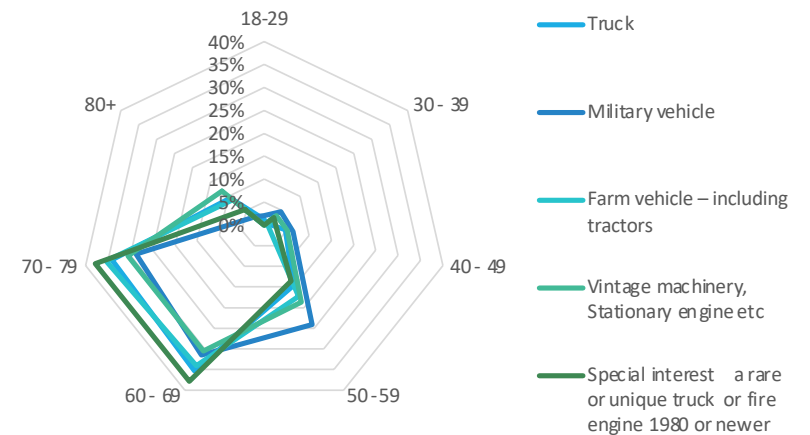
*“Saw it rusting in a paddock near us. We purchased for our young teenage son for Xmas. He and his Dad have cleaned it up got it running and painted, and now use it regularly on our lifestyle block.”*

## The age of these owners

Within a generation we are about to witness a massive transfer of motoring heritage from the current ownership to either younger collectors, or via consolidation to large collections - or perhaps to overseas collectors.

	Truck Owners	Military vehicle	Owners of Farm vehicle – including tractors	Vintage machinery, Stationary engine etc	Special interest - a rare or unique truck or fire engine 1980 or newer
18-29	1%	2%	0%	0%	0%
30 - 39	1%	5%	3%	3%	3%
40 - 49	5%	6%	1%	5%	3%
50 -59	15%	24%	17%	19%	14%
60 - 69	35%	31%	34%	31%	38%
70 - 79	34%	29%	35%	31%	38%
80+	9%	3%	9%	12%	5%

A stark illustration of the age groups



## Buyer intent outweighs seller intent

Overall there are more owners contemplating more purchases over the next five years compared to the number who indicate that they might sell

In the next 5 years I intend to add to my current collection by buying another vehicle	Truck	Military vehicle	Farm vehicle – including tractors	Vintage machinery, Stationary engine etc	Special interest - a rare or unique truck or fire engine 1980 or newer
Strongly Disagree	12%	7%	12%	7%	22%
Disagree	14%	16%	16%	24%	8%
Neither Agree or Disagree	38%	37%	38%	37%	30%
Agree	22%	24%	21%	14%	32%
Strongly Agree	14%	16%	13%	19%	8%

## Valuations and expenses

When we break down the value ascribed by the owners of these different vehicles, we see the tractors have a lower valuation possibly because they have been ‘written off’ over the years by the farming families that still own them

Valuation	Stationary Engines	Steamroller, Grader, Agri Equipment	Vans, Trucks and Utes	Tractors	Military Vehicles and Equipment	Total
Owners report the value (mean)	\$ 12,157	\$ 18,043	\$ 31,993	\$ 7,981	\$ 34,924	\$ 21,234
Mean excluding big ticket outliers	\$8,751	\$15,496	\$28,107	\$7,955	\$32,862	\$19,086

What do you collectively spend annually on these machines or vehicles?

**\$9,080**

Annual Costs	Stationary Engines	Steamroller, Grader, Agri Equipment	Vans, Trucks and Utes	Tractors	Military Vehicles and Equipment	Total
Registration, licensing, insurance	\$ 612.16	\$1,235.00	\$ 2,403.47	\$ 894.65	\$ 1,244.27	\$ 1,448.47
Oil and consumables	\$1,070.23	\$1,056.98	\$ 1,425.69	\$ 920.61	\$ 1,455.33	\$ 1,188.12
Storage	\$ 191.41	\$584.19	\$ 947.53	\$ 524.12	\$ 1,638.46	\$ 832.23
Maintenance	\$ 560.70	\$2,636.23	\$ 2,422.22	\$ 1,127.51	\$ 3,546.91	\$ 2,007.85
Restoration costs	\$ 1,988.66	\$ 3,967.92	\$ 3,786.45	\$ 1,167.75	\$ 5,158.68	\$ 2,881.77
<b>TOTAL</b>	<b>\$4,423</b>	<b>\$ 9,480</b>	<b>\$ 10,985</b>	<b>\$ 4,635</b>	<b>\$ 13,044</b>	<b>\$ 8,358</b>

What do you spend annually per machine or vehicle?

**\$2,095**

Owners are actively looking after these machines and vehicles

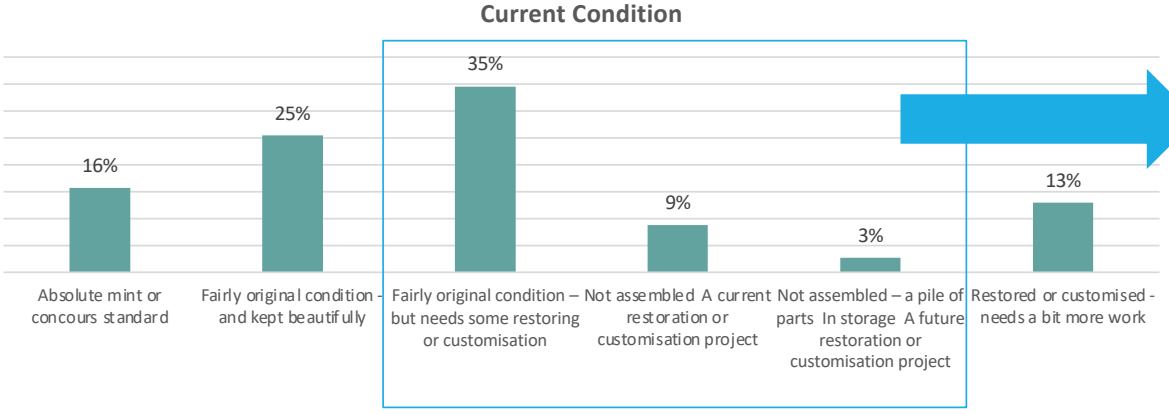
Around half of these machines and vehicles are slated for restoration work.

One example in every 8 is undergoing heavy restoration or exists as a barn-find 'pile of parts.' A further 35% are in original condition but need restoration.

Including the barn finds, the average value of these military, farm and commercial vehicles is in excess of \$19,000. Annually their collection of machines attracts \$9080 in running costs or approx. \$2,095 in annual running costs per vehicle

Average value of these machines and vehicles

**\$19,086**



What percent are current or future restoration projects?

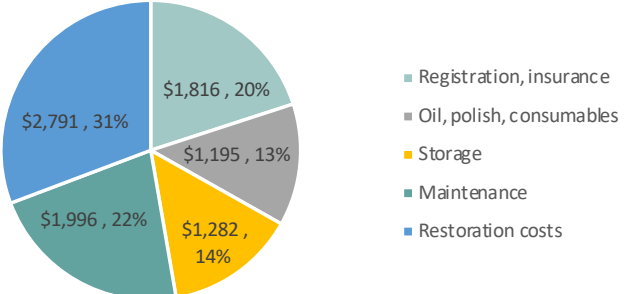
**47%**

Average road travel.

**532 Kms**

What do you spend annually on these machines or vehicles? Note, several machines are owned by the average owner.

**\$9,080**



What percent are road registered

**42% ARE ROAD REGISTERED**



## Owners tell their story

- “This model of tractor made NZ the great farming producer it is today.”
- “I have 3 Anderson stationary motors, 1917,1930,1931 these are built in NZ, part of our history , the 1930 was a concrete mixer , what has this built in it's time here? The ford Jailbar has been a commercial vehicle, I too have used it as a work vehicle for many years roofing.”
- “The Ferguson was brought new by my Grandfather so is a one family owner tractor. Absolutely irreplaceable to me. The Landrover is the only one of its kind in existence, built by REME workshops Waiouru as a workshop vehicle to recover M113 armoured personnel carriers.”
- “The Mack is very rare here in NZ, let alone in the USA where it was manufactured. I have had people from the USA approach me out of the blue, wanting to buy it for many hundreds of thousands of dollars.”
- “They are vintage and classic tractors . an important part of our country’s heritage.”
- “They are a major part of the history of our country and need to be retained in this country to stop the next generation shipping them of shore.”
- “Rare tractors and in great condition.”
- “All these vehicles came from my area and are all very iconic farming vehicles.”
- “The jeep is used in ANZAC parades and I take it to the rest homes to cheer up the old people, especially those who served.”
- “Our mission is to preserve historic machinery/vehicles to display at club displays And some have been used on family farms for generations.”
- “Part of automotive history, played an important part in developing NZ & I enjoy maintaining them.”
- “Importance of preserving history and as a monument to those who served our country.”
- “They are a part of the NZ and NZ army history. The LP2 carrier is the earliest chassis serial number known to still exist out of the Petone workshops in Wellington. NZ wartime production to protect NZ in the case of invasion and only approximately 1100 ever made.”
- “In 2009 we sent the Dodge 1/2 ton to Istanbul and drove it around Europe to attend the 65th celebrations of D-Day. 6000km. We then bought it home. In 2014 we sent the Dodge ambulance to Palermo, Sicily, and drove it through 11 European countries to attend the 70th anniversary of D-Day. 7200km. We then shipped it home. This is a very rare vehicle worldwide.”

## Owners share their story

- “They are good basic workhorses and are used on the farm regularly. They are simple to repair and maintain yourself with no computers that need diagnosis to fix. They are also an interesting part of our collection.”
- “They are examples of the vehicles which I rode in/worked on as a member of HM Forces UK during the Cold war. Plus Land Rovers are what I grew up with in rural East Sussex, they were the backdrop to my childhood.”
- “They are all part of the history of the development of New Zealand, each with its own special story to tell.”
- “They are all part of NZ's military history. I am committed to maintaining them in road legal condition in order to use for displays as well as getting out with other jeep owners on excursions.”
- “They are a preservation of military history.”
- “They are a part of the NZ and NZ army history. The LP2 carrier is the earliest chassis serial number known to still exist out of the Petone workshops in Wellington. NZ wartime production to protect NZ in the case of invasion and only approximately 1100 ever made.”
- “Fire Engines hold a special place in people’s hearts, Look good on the road. History of the era & area they come from & the memories of the areas they give people. special interest to me.”
- “Fire engine was our town's first motorised Fire Engine. Owned since 1960. Tractor is very rare with only three in the country. Cletrac build a club ski field road via my husband.”
- “As these vehicles are show vehicles they are taken two shows so the public can view them talk about them in the past the present and how they have related to them over the years. They are an iconic part of our life.”
- “The Anderson stationary engine is a piece of New Zealand history, used mainly on farms as a power source before electricity became available. It was made in New Zealand. I enjoyed finding one, eventually getting it going and every now and again starting it up.”
- “I have been interested in these trucks all my adult life, as a military vehicle enthusiast and a mechanical engineer and am passionate to preserve our history - all of my vehicles have direct NZ lineage and heritage.”

## The significant passion for historic and classic motorcycles.

Historic and classic motorbikes – including modern classics – attract a devoted following of people who thrive on the exhilaration and freedom of riding a two-wheeled machine, and an older generation who are motivated to recapture the motorbike experiences of their youth

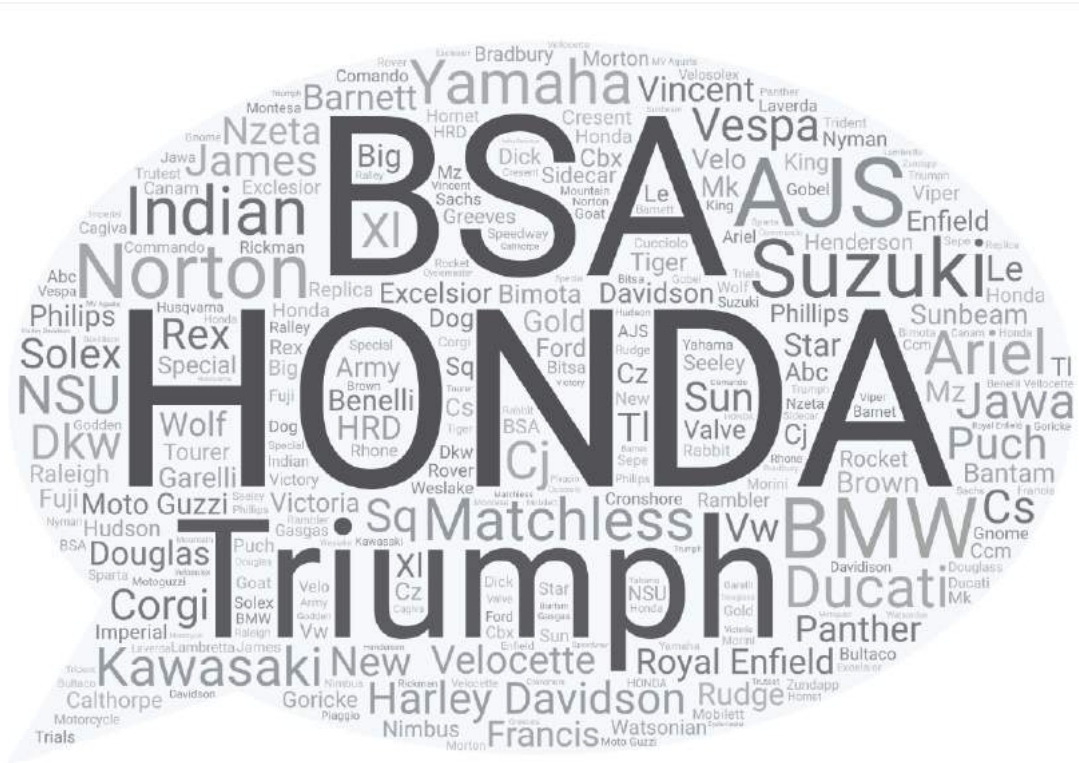


Strong interest in collecting and restoring classic motorbikes

Three values define a classic. Is it historic? Is it a beautiful piece of engineering? And does it recapture the collector's passion and memories?

The survey of the general public aged 18+ records 31% of NZers own or jointly own one or more motorcycles. The data also suggests that 20% of adult New Zealanders would be strongly tempted or absolutely love to own either a classic, historic motorcycle, or a modern touring motorbike. Temptation to own a classic or a road tourer is highest amongst current motorbike owners but even among non-owners some 15% express enthusiasm toward these motorbikes.

Percentage of Households with a classic motorbike. Between 3% - 6% based on the public survey.



## Motorcycles

How many classic or historic motorcycles in New Zealand? The online survey of 1000 New Zealanders 18+ delivers a very optimistic figure



According to the public survey of 1000 New Zealanders some 20% would be tempted or very tempted to own a modern classic motorbike if they were offered one.

Of the 1000 respondents in the nationwide survey, 5.7% own one or more from these categories listed below, (which, when multiplied by the number of HHs in New Zealand suggests 110,751 classic and historic motorcycles. Our final estimation however, once we take into account the Waka Kotahi registration figures as well as data from the FoMC members survey delivers a less optimistic number.

One factor leading to over-reporting is the tendency of respondents to rate their relatively new (post Y2000) as a bona fide classic. The reported rates of 'classic' motorcycle ownership doesn't translate into membership of Motorcycle Clubs. If we treat Y2000 as an eligibility cut-off point, we get 64,119 owners. But the same data demonstrates that only a minority of respondents who report ownership of Y2000 motorcycles are members of a motoring club. (25%.)

In total we estimate **58,900 classic motorbikes.**

**We asked: How many of each of the following do you own?**

Veteran Motorcycles 1918 or older Vintage Motorcycles 1919-1931

1932 – 1945 Post vintage motorcycles

1946 – 1959 Post-war:

1960 – 1969 1960s

1970 – 1979 1970s

1980 - 1999 special interest e.g. classic marque such as Triumph or Harley Davidson or racing motorcycle:

2000 or newer: special interest motorcycles e.g. modern take on a classic marque such as Indian, performance Kawasaki or Ducati

What percent would be tempted or strongly tempted

20%

Ownership based on estimates of club members and Waka Kotahi data

58,900

### The number of classic motorbikes

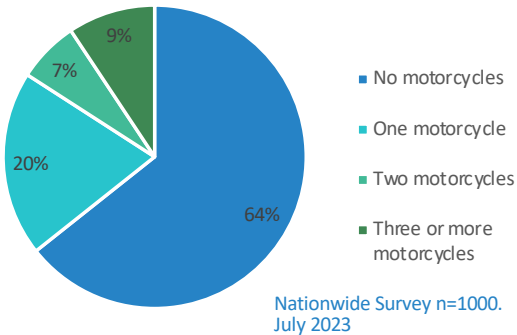
From the owners' club data and from the public survey we can estimate how many classic two-wheeled machines there are in New Zealand

Of the 4776 club members who took part in the survey, 934 own at least one classic motorbike. The bikes range in age from vintage machines 1910 through to modern day classics including collectable machines manufactured in 2023.

While a quarter of these collectors own motorcycles of relatively recent manufacture, (2000 or newer) just 16% *only possess* these more recent machines.

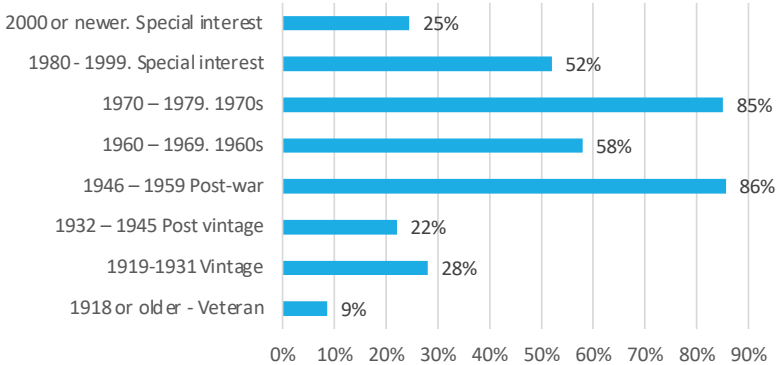
The figures here lay the foundations for calculating the number of special interest motor bikes in New Zealand

NZ-wide survey. Ownership of special interest motorcycles



Number of motorbikes per collector 3.65

Of all motorcycle owners what percentage of their machines belong to these eras?

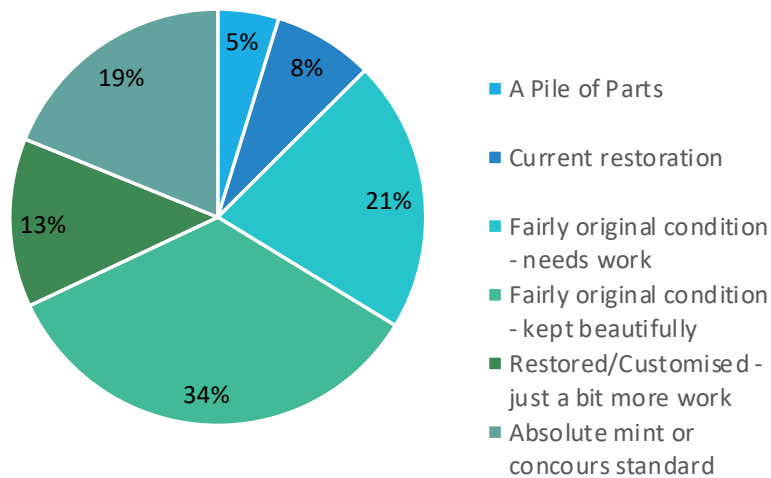


Club Survey. N=934 motorcycle owners. July 2023

Nine Motorcycle clubs took part. An estimated 66% of their members took part in the survey

# Some insights from the club members survey

Current Status of motorbikes



A third of the historic motorcycles are currently being restored or need considerable work.

Some 66% of the motorbikes reported-on by their owners are in 'beautiful condition', or maybe 'need just a little more attention' or are 'in mint condition.'

Some 56% of the motorcycles are registered for road use. The other 44% are, as we see here undergoing restoration and in addition are track bikes, racing machines and those designed to break land speed records.

A broad range of classic motorbikes in New Zealand

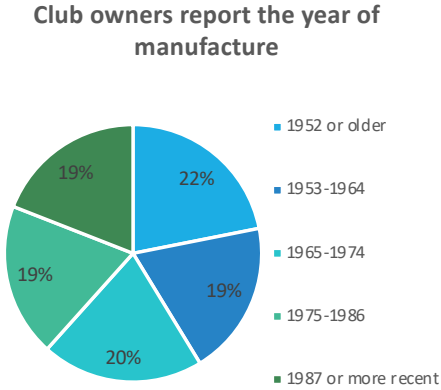
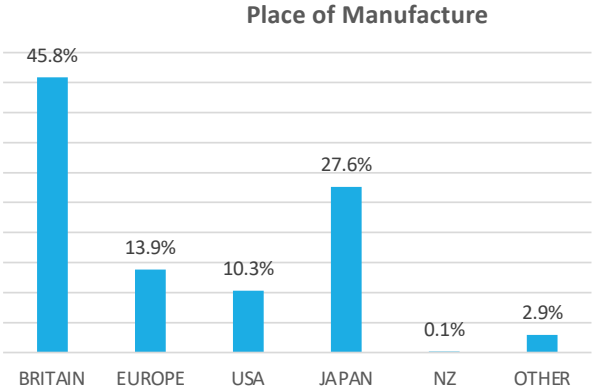
Cut by age, country of origin and current condition

The motorbikes owned by club members reflect a wide range – from the highly collectable Vincents through to the NZeta – the locally assembled Jawa-based scooter from the early 1960s.

Almost half the machines come from Britain, while Japanese motorcycles account for more than a quarter of these classics.

Average value of these machines

**\$10,546**



What percent are current or future restoration projects?

**35%**

Average road travel.

**662 Kms**

Running costs. What do you spend annually on your combined motorbike collection?

**\$3390**

*“The Ducati 748R (limited edition homologation model) is currently parked in my hallway as a piece of art.”*

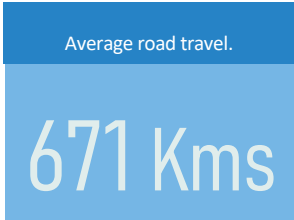
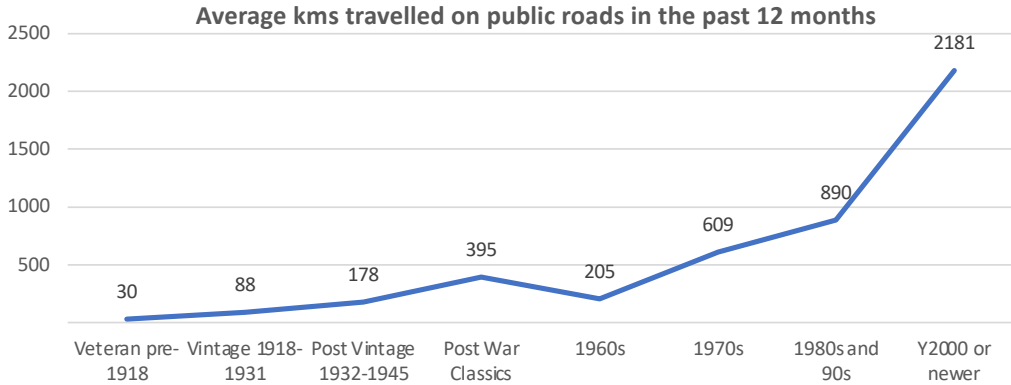
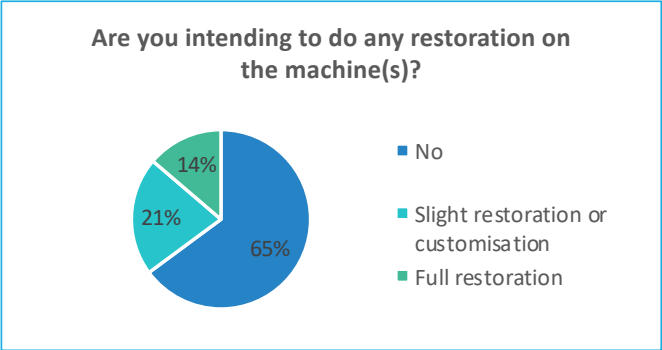
What percent are road registered

**58% ARE ROAD REGISTERED**



### Running costs of classic motorbikes

Owners love riding these machines – but they go easy on the older models. Average annual spend on individual motorbikes is \$1,400 p.a.



These classic motorcycles are important to my family

Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months? And other indicators of enthusiasm

Average spend by motorbike owners and their families to attend historic and classic museums and events.

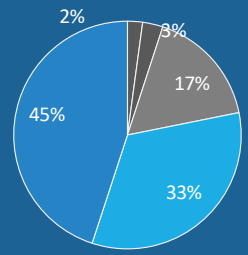
**\$85**

Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months?

Average spend by motorbike owners and their families on attending events.

**\$350**

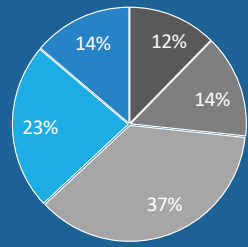
Approximately how many dollars have you and your family spent on travel, ferries and accommodation to take part in car rallies, events such as Beach Hop, Concours and other get togethers that have revolved around historic, classic vehicles



The historic, classic or custom vehicles we own are an important part of my family – we intend to hold on to our historic, classic or custom vehicles

- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Agree

In the next 5 years I intend to add to my current collection by buying another motorcycle



- Strongly Disagree
- Disagree
- Neither Agree or Disagree
- Agree
- Strongly Agree

Classic motorcycle owners – those in clubs - are actively involved in the classic vehicle scene. 78% agree that they intend to hang onto their machines while 37% are considering the addition of buying another motorcycle.

## What makes a classic motorcycle?

The verbatim comments reveal a strong undercurrent of owners recapturing the freedom and joy of their first motorbike.

*“I have been riding British motorcycles since 1971, participated in a number of Classic Nation rallies. My husband and I have done many restorations in the past. We are keen on the history of these motorcycles and are keen to see them on the road to share with others. We are very keen on all motorcycles regardless of their make or age.”*

- “Long term ownership & all the memories that go with that. They represent me & my lifestyle.”
- “Nostalgia re our youth Beauty of British machines of this era.”
- “I am now aged 83. These are the bikes that I grew up with and had many fond memories of.”
- “My Father had owned 15 motorcycles and my first form of transport was a motorcycle. I was able to obtain and restore an identical motorcycle as my first one.”
- “I owned a Ducati 750 sport in my twenties. Was the most fun bike I ever owned. The Ducati 748 and 916 imo are the most beautiful bikes ever designed. When I got the chance to buy a 748R (limited edition homologation model) I jumped at it. It is currently parked in my hallway as a piece of art. The 750 sport I bought out of youth sentiment. Slowly working on getting it back on the road.”
- “MV Agusta is the last MV with 4 round titanium exhaust pipes and is a modern classic and considered Art. The Ducati is the same designer and both bikes are on display inside my house - I'd ride them more but registration is ridiculous for the few times I'd ride them.”
- “In the case of the Guzzi, I appreciate its classic design and love the way it goes.”
- “Enjoy the big American bike feel, sounds great and excellent for touring two up.”

## The role of museums and private collections

New Zealand has a surprising network of motoring museums and private collections



Museums and private collections house a significant number of historic and classic vehicles and provide a real nexus between the general public and the world of historic and classic vehicles, though many private collections operate quietly.

	How many motoring museums have you visited in the past?	Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months
Number of respondents	4774	4774
Mean number of museums visited in the past	6	\$ 624.48
Median	5	\$149.50

Ownership of historic, classic and customised vehicles, and bikes is not solely in the hands of Motoring Club members. There are also a significant pool of these machines held in motoring museums and private collections. So a key to calculating the number of historic and classic vehicles is dependent on our capacity to estimate the number of cars held by club members (those that responded as well as a guesstimate based on those that did not respond), and *secondly* to estimate the number of vehicles that reside in museums and private collections. The third source of data is the registration information held by Waka Kotahi. This latter source focuses on the vehicles.

## These are museums listed or present on the web

---

Packard Motor Museum - Whangarei

World of Wheels – Whangarei

Museum of Transport & Technology - Auckland

Classics Museum – Hamilton

The Gables Classic Car Museum – Feilding

Thompsons Motorbike Museum – Palmerston North

Southward Museum – Kapiti Coast

Nelson Classic Car Museum

Omaka Classic Cars – Blenheim

Harmon's Museum - Bernie's Diner – Kaikoura

Waimak Classic Cars – North Canterbury

Autohaven – Christchurch (by appointment)

Stewarts Classic Car Collection – Christchurch

Mike Pero Motorcycle museum – Christchurch

The Yaldhurst Museum of Transport & Science

Geraldine Vintage Car & Machinery Museum – Geraldine

Classic Sports Car Museum - Cromwell

National Transport & Toy Museum Wanaka

Thornbury Vintage Tractor Museum – Southland

Classic Motorcycle Mecca – Invercargill

Bill Richardson Transport World – (Truck museum) Invercargill

We spoke to eight of these museums to get a general sense of size and range. Four of the eight have been operating for 15 years or longer

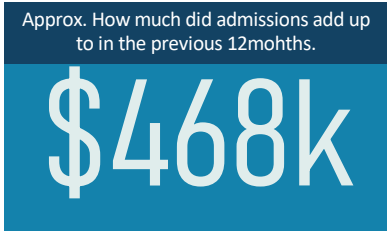
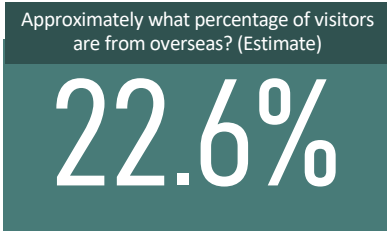
Number of vehicles displayed: 20 (smallest) to 465 (the largest museum.). Average 100

- Number of cars average 90
- Number of motorcycles average 35
- Number of Trucks and military average 7
- Agricultural tractors and machines – average 10

The museums reflect a slightly older stock of vehicles. Some 36% are post vintage or older compared to 24% of the club members’ stock.

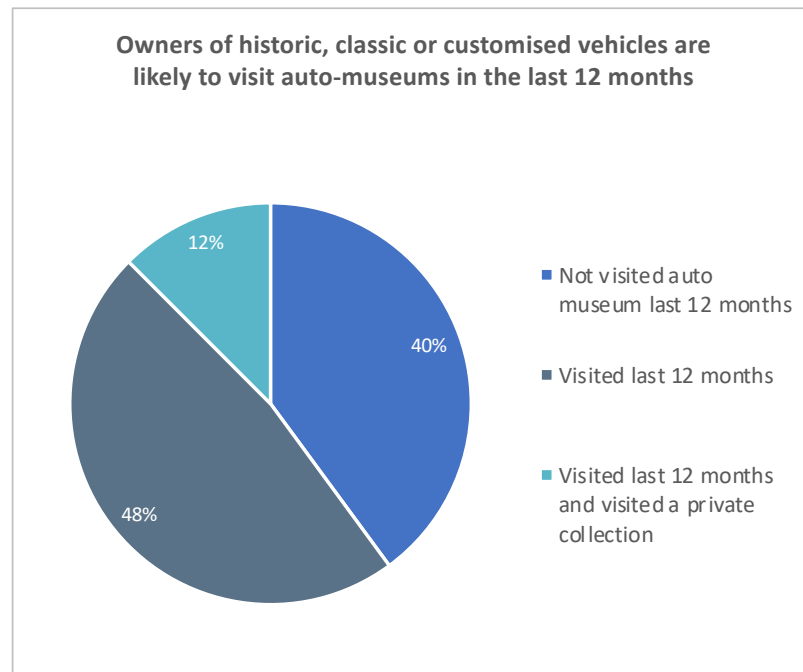
We will assume that these 8 museums represent around 50% of the vehicle stock of all museums in NZ. (Included in our figures is the largest auto museum in NZ.)

Classification	Number of cars	%	Reference club members mix
Veteran 1918 or older	86	16%	2%
Vintage 1919-1931	24	4%	11%
1932 – 1945 Post vintage	84	16%	11%
1946-1959 Post War	185	34%	17%
1960s	40	7%	19%
1970s	99	18%	16%
1980-1999	14	3%	12%
2000 or Newer - Modern or Instant Classics	5	1%	10%
<b>TOTAL</b>	<b>537</b>		<b>100%</b>



Caution: small sample includes NZ’s largest motoring museum.

## There's a hidden world of private collections as well



In the public survey we asked owners of historic, classic and custom vehicles (n=248) whether they have visited auto-museums in the past 12 months.

Some 40% had not (it was a year of Covid and of the Cyclone flooding) but 60 per cent said they had attended at least one, and a fifth of that 60% had also visited at least one private collection as well.

One of the challenges for this project is to estimate the number of private collections in New Zealand. Many operate under the radar.



## An estimate on the number of private collections

As part of the overall exercise 24 private collectors were approached by the NZFOMC to garner some information enabling us to more accurately scope out the size and number of private collections.

The figures on the right represent the average across the 24 private collections.

Of note is this sector's own estimation of the number of private collections. Their informed guess: 356. If we take out the two outliers who estimated in excess of 1,000 then the collective guess is 275.

The per vehicle value of these vehicles is higher than the average value of vehicles held by motoring club members.

When did you begin collecting?	Number of vehicles (include tractors and bikes)	How many visitors in the last 12 months?	Guesstimate of the number of private collections in NZ
31 years ago	67	620	356 (275 conservative)

How many cars	How many agricultural, military or trucks	How many motorbikes in the collection	Approximate value of collection
41 cars	21 vehicles and machines	7 motorbikes	\$ 4.68m

## An estimate on the value of private collections

Here we took the average value of the private collections interviewed, and removed the 5 largest private collections (values exceeded \$10million) to arrive at an average value of \$3,616,500. We then multiplied this by the estimate of 275 private collections in NZ. In this estimation we removed the outliers who suggested more than 1000 private collections. So we've been fairly conservative. What is the estimated value of all vehicles held in the private collections?



Conservative estimate based on opinions and estimates of private collectors

<b>275 Estimated collections</b>	<b>Each with 46 estimated number of vehicles</b>	<b>12650 vehicles</b>	<b>\$60,000 average value</b>	<b>Total value \$759m</b>
----------------------------------	--------------------------------------------------	-----------------------	-------------------------------	---------------------------

## Events, interactions and spending

Historic and Classic vehicle owners share their passion via events. In doing so they create an additional economic footprint.



## How much does the general-public spend on visiting motor shows and attending events?

Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months? And other indicators of enthusiasm. Total household spend on admission to shows \$151,317. Total household spend on attendance (ferries and accommodation included) is \$ 340,426.

All data based on online survey of 1000 New Zealanders aged 18+. Household spend is based on the HHs in the survey multiplied by the StatsNZ number of HHs in New Zealand.

Average spend by NZ households on admission to car shows, events including motor racing

**\$79.64**

Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months?

Average spend by New Zealand households on attending motoring events.

**\$179**

Approximately how many dollars have you and your family spent on travel, ferries and accommodation to take part in car rallies, events such as Beach Hop, Concours and other get togethers that have revolved around historic, classic vehicles.

Visited a museum where they have classic or historic vehicles on show: How often in the past 12 months.



Percentage of general public (18+) who have visited a motoring museum in the past 12 months

**25%**

Percentage of general public (18+) who have visited a private motoring collection in the past 12 months

**3.1%**

In the previous 12 months the general public has shown an appetite for historic and classic vehicles including hot rods and custom, agricultural, commercial and military vehicles. Total household spend on admission to shows \$151,317. Total household spend on attendance: \$ 340,426.

# How much do owners of classic, custom and historic vehicles spend on visiting shows and events?

Club members spend a lot more per household on events and shows than do the general public.

All data based on the club members survey. Note: mean scores and median scores are reported. Mean scores are much higher indicating that there is a relatively small group of 'big spenders.' The median scores provide a better sense of how much 'most people' spend.

Average spend by vehicle club owners and their families on attending events.

**\$1,973**

Average spend by vehicle club owners and their families to attend historic and classic museums and events.

**\$624**

Approximately how many dollars have you and your family spent on travel, ferries and accommodation to take part in car rallies, events such as Beach Hop, Concours and other get togethers that have revolved around historic, classic vehicles. **Median \$550**

Approximately how many dollars have you and your family spent to attend historic, classic or custom vehicle shows or motoring museums over the last 12 months? **Median \$150**

The calculation here was complex. 4776 respondents represent 28104 club members (including those who did not take part. But multiplying the average spend per member by the total of 28,000 isn't quite correct. Membership of clubs includes partners and we estimated 20% of actual club members have joined alongside their partner. We multiply the raw estimate by 80% to arrive at a ranged estimate taking the partners into account. On average club members belong to 1.8 clubs so we multiplied by 54.9% to take this overlap into account.

Total spend by vehicle club owners and their families to attend historic and classic museums and events.

**\$7,708,525**

Average spend

Total spend by vehicle club owners and their families on attending events.

**\$24,373,271**

Average spend

Total spend by vehicle owners and their families to attend historic and classic museums and events. (Based on median spend)

**\$1,853,010**

Median spend

Total spend by vehicle club owners and their families on attending events. (Based on median spend)

**\$6,794,373**

Median spend

## Estimating the overall economic footprint of the historic, classic and custom vehicles sector

Between attending shows and events, not to mention the annual upkeep and ongoing restoration work the sector has a sizeable economic impact.

First, we look at sizing the sector



## 1. Sizing the sector

Here we apply what we have learned via the surveys and we incorporate estimates of owners who are independent of clubs.



## How we estimated the numbers

Using Waka Kotahi figures as a reference point we can estimate the degree to which FoMC affiliated club members account for these numbers

---

Waka Kotahi has the most comprehensive vehicle registration data available in New Zealand. Registered vehicles are classified by year, year of first registration and vehicle type and brand.

When we look at the older vehicles – the veterans and vintage cars to 1932, there is a close and comparable count of vehicles registered nationally and the number that are accounted for by clubs and museums and private collections.

But as we look at progressively more recent figures the comparability becomes more problematic. There are well over 1 million vehicles first registered since Y2000 according to Waka Kotahi, yet this age band is only represented by 10% of the vehicles accounted-for within the collective FoMC clubs.

One complication comes from the lack of consistent definitions within the category. One person's old daily run-about car could be another person's classic because of the memories or personal significance of the vehicle.

The answer is to use the stock of vehicles of clubs affiliated under FoMC as a guideline. This helps us temper the massive numbers. In effect we use the free market of enthusiasts to arbitrate the question of what counts as a classic or otherwise.



Showing our working

Veteran and Vintage Cars

## Estimation of the number of historic, classic and custom cars

Cars	Raw Club Member Counts	Raw Museum Counts	Raw Private Collection Counts	Adjusted Club Member Counts (multiplied by 2.02)*	Adjusted Museum Counts (multiplied by 2.25)	Adjusted Private Collection Counts (multiplied by 11.45)	Category Proportion	Registered CARS - Waka Kotahi	Percentage of Members cars registered	Approx Total Cars	Tempering (True Classic percentage)	Estimated total Classic Cars (Excluding unregistered)	Estimated total Classic Cars (Including unregistered)
1918 or older. Veteran	329	86	103	652	194	1184	5%	567	76%	745	100.0%	567	745
1919-1931 Vintage	1701	26	103	3373	59	1184	11%	4,354	74%	5,924	100.0%	4,354	5,924
1932 – 1945 Post vintage	1740	84	103	3451	189	1184	11%	5,596	72%	7,772	100.0%	5,596	7,772
1946 – 1959 Post-war	2626	84	117	5208	189	1341	16%	13,123	74%	17,782	100.0%	13,123	17,782
1960 – 1969 1960s	2949	40	115	5848	90	1318	17%	33,109	77%	43,055	100.0%	33,109	43,055
1970 – 1979 1970s	2538	99	115	5033	223	1318	16%	48,843	77%	63,847	100.0%	48,843	63,847
1980 - 1999 Modern Classic and/or special interest vehicles	1914	14	115	3796	32	1318	12%	407,625	79%	515,329	9.7%	39,527	49,970
2000 or newer Modern Classic and/or special interest vehicles	1620	5	162	3213	11	1856	12%	3,091,639	84%	3,663,079	1.3%	41,644	49,341
<b>Total</b>	<b>15,417</b>	<b>438</b>	<b>934</b>	<b>30,575</b>	<b>986</b>	<b>10,702</b>	<b>100%</b>	<b>3,604,856</b>	<b>84%</b>	<b>4,317,533</b>	<b>5.3%</b>	<b>186,763</b>	<b>238,436</b>

\* Adjusted Club Member counts is based on the upweighting to reflect total club membership, not just those approximately 50% who responded. Similarly we upweighted museum counts as well as collections counts.

## Estimation of the number of agricultural vehicles, stationary engines, trucks and military vehicles

Agri-Military	Raw Club Member Counts	Raw Museum Counts	Raw Private Collection Counts	Adjusted Club Member Counts (multiplied by 2.07)	Adjusted Museum Counts (multiplied by 2.25)	Adjusted Private Collection Counts (multiplied by 11.45)	Category Proportion	Registered Agri/Military - Waka Kotahi	Percentage of Members Agri/Military registered	Approx Total Agri/Military	Tempering (True Classic percent age)	Estimated total classic Agri-Military (Excluding unregistered)	Estimated total classic Agri-Military (Including unregistered)
1918 or older - Veteran	39	27	62	75	61	712	9%	161	76%	212	100.0%	161	212
1919-1931 Vintage	141	20	62	272	45	712	11%	745	74%	1,014	100.0%	745	1,014
1932 – 1945 Post vintage	471	0	62	908	0	712	18%	1,510	72%	2,097	100.0%	1,510	2,097
1946 – 1959 Post-war	465	6	62	897	14	712	18%	5,559	74%	7,533	100.0%	5,559	7,533
1960 – 1969 1960s	257	2	62	496	5	712	13%	5,781	77%	7,518	100.0%	5,781	7,518
1970 – 1979 1970s	169	3	62	326	7	712	11%	14,974	77%	19,574	100.0%	14,974	19,574
1980 - 1999 Modern Classic and/or special interest vehicles	173	0	62	334	0	712	11%	147,683	79%	186,704	10.5%	15,497	19,592
2000 or newer Modern Classic and/or special interest vehicles	38	0	62	73	0	712	9%	823,958	84%	976,254	1.5%	12,418	14,714
<b>Total</b>	<b>1753</b>	<b>58</b>	<b>497</b>	<b>3380</b>	<b>131</b>	<b>5695</b>	<b>22%</b>	<b>1,000,371</b>	<b>84%</b>	<b>1,200,904</b>	<b>6.0%</b>	<b>56,646</b>	<b>72,252</b>

Showing our working

Motorcycles

## Estimation of the number of historic, classic and custom motorcycles

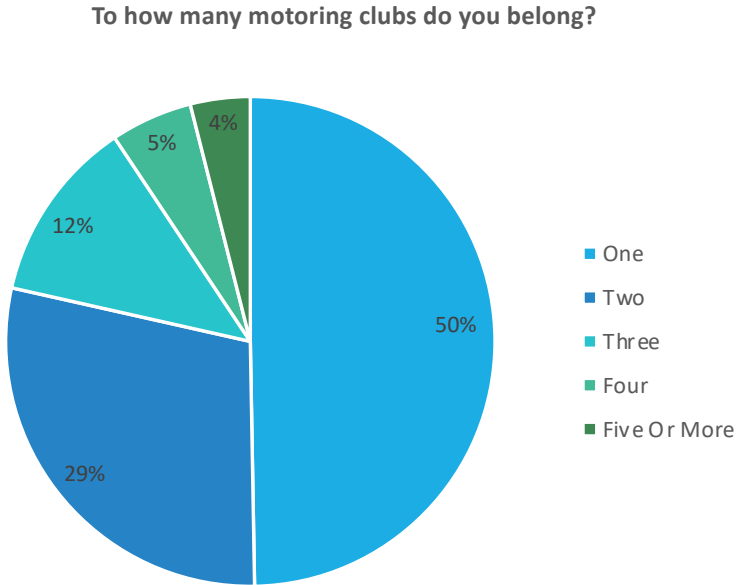
Motorcycles	Raw Club Member Counts	Raw Museum Counts	Raw Private Collection Counts	Adjusted Club Member Counts (No adjustment)	Adjusted Museum Counts (multiplied by 2.25)	Adjusted Private Collection Counts (multiplied by 11.45)	Category Proportion	Registered Motorcycles - Waka Kotahi	Percentage of Members Motorcycles registered	Approx Total Motorcycles	Tempering (True Classic percentage)	Estimated total classic Motorcycles (Excluding unregistered)	Estimated total classic Motorcycles (Including unregistered)
1918 or older - Veteran	83	10	11	83	23	130	4%	130	58%	225	100.0%	130	225
1919-1931 Vintage	262	23	11	262	52	130	8%	463	41%	1,121	100.0%	463	1,121
1932 – 1945 Post vintage	208	48	11	208	108	130	8%	675	49%	1,380	100.0%	675	1,380
1946 – 1959 Post-war	800	22	25.6	800	50	293	20%	3,325	59%	5,598	100.0%	3,325	5,598
1960 – 1969 1960s	543	22	25.6	543	50	293	15%	3,286	54%	6,119	100.0%	3,286	6,119
1970 – 1979 1970s	796	39	25.6	796	88	293	20%	11,100	57%	19,542	100.0%	11,100	19,542
1980 - 1999 Modern Classic and/or special interest vehicles	487	75	25.6	487	169	293	16%	36,934	58%	64,010	24.6%	9,092	15,757
2000 or newer Modern Classic and/or special interest vehicles	229	13	25.6	229	29	293	9%	155,237	78%	198,006	4.6%	7,180	9,158
<b>Total</b>	<b>3408</b>	<b>252</b>	<b>162</b>	<b>3408</b>	<b>567</b>	<b>1856.25</b>	<b>100%</b>	<b>211,150</b>	<b>73%</b>	<b>296,002</b>	<b>20.3%</b>	<b>35,250</b>	<b>58,900</b>

## 2. The economic footprint

The annual spend by this sector is significant



### Background note. Factoring-in multiple memberships and non-respondents



In the calculation we took into account the fact that 50% of members are apt to belong to more than one motoring club. On average they belong to 1.8 clubs.

We were also mindful that actual membership may be predominantly in the hands of just one household member, there is still a degree to which membership is held by partners as well.

To avoid double counting we deducted 20% off the membership numbers where we were using these figures to calculate owner activities such as going to motoring events, or where we were assessing expenditure.

**This is a 'moving part' in our calculations. Some clubs have closer to a 50/50 gender split – with partners enjoying joint membership.**

In our calculations, where this weighting was relevant, we multiplied the estimated number of owners by 80% (to compensate for couples and partners effectively double-counting) and by a further 55% to eliminate the effect of multiple club memberships.

## Showing our working

Estimation of the economic impact – 1. Spend by owners of historic, classic and custom vehicles

Total Annual Spend by historic, classic and custom cars owners

**\$1,280,497,340**

Median Cars per Owners	Cost per Car	Value per Car	Total count of Car owners in NZ	Total Car Cost	Total Car Value	Mean Cars per Owners	Total count of Car owners in NZ
2.00	\$ 5,284	\$ 52,500	<u>113,667</u>	<u>\$1,259,897,894</u>	<u>\$ 12,517,910,571</u>	3.56	<u>66,977</u>

### Calculation of Annual running costs/spend.

Total costs per vehicle, multiplied by the estimated number of owners multiplied by 80% to account for double household memberships and further multiplied by 55% to compensate for the multiple club memberships. **This is a movable part in the calculations and average annual spend could be adjusted to reflect the median spend.**

Attending museums, shows	\$4,045,747
Travel, accommodation , ferries	\$16,193,699
Annual running costs/spend	<u>\$1,259,897,894</u>
<b>TOTAL</b>	<b>\$1,280,497,340</b>

Showing our working

Total Annual Spend by owners of agri, military and trucks

**\$156,937,122**

## Estimation of the economic impact – 2. Agricultural, Military and Trucks

Median Agri/Truck/Military vehicles per Owner	Cost per Agri/Truck/Military vehicle	Value per Agri/Truck/Military vehicle	Total count of Agri/Truck/Military vehicle owners in NZ	Total Agri/Truck/Military vehicle Cost	Total Agri/Truck/Military vehicle Value	Mean vehicles per Owner	Total count of Agri/Truck/Military vehicle owners in NZ
2.00 Range	\$ 2,095 107 - 6276	\$ 19,086	<u>33,506</u>	<u>\$151,367,826</u>	<u>\$ 1,379,000,635</u>	3.99	<u>18,108</u>

Attending museums, shows	\$1,191,144
Travel, accommodation , ferries	\$4,378,152
Annual running costs/spend	<u>\$151,367,826</u>
<b>TOTAL</b>	<b>\$156,937,122</b>

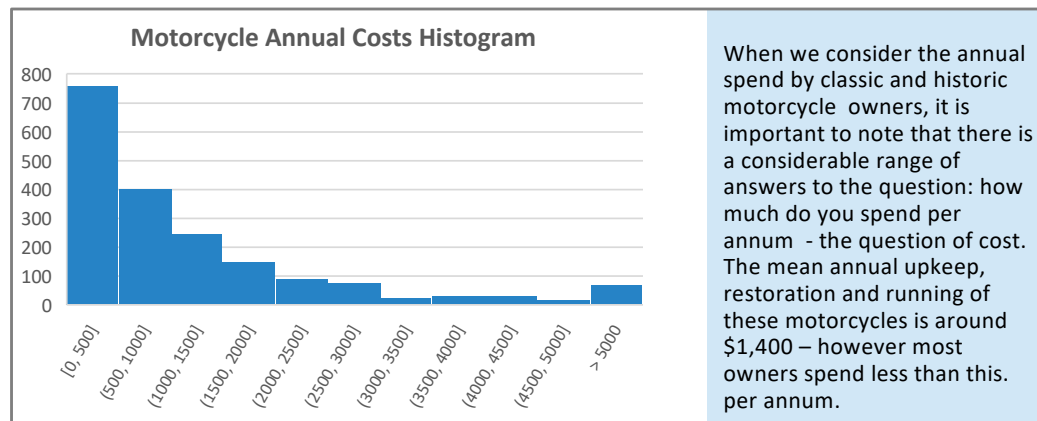
## Showing our working

Total annual spend by owners of classic and historic motorcycles.

# \$86,834,965

### Estimation of the economic impact – 3. Motorcycles

Median Motorcycles per Owner	Cost per Motorcycle	Value per Motorcycle	Total count of Motorcycle owners in NZ	Total Motorcycle Cost p.a.	Total Motorcycle Value	Mean Motorcycles per Owner	Total count of Motorcycle owners in NZ
2.00	\$1,400	\$10,546	<u>28,531</u>	<u>\$ 82,459,309</u>	<u>\$ 621,154,197</u>	4.14	<u>14,227</u>
Range 72 - 4194							



Attending museums, shows	\$ 935,852
Travel, accommodation , ferries	\$3,439,804
Annual running costs/spend	\$82,459,309
<b>TOTAL</b>	<b>\$86,834,965</b>



Showing our working

Total annual spend by owners of classic and historic and custom vehicles.

**\$1,528,549,597**

The bottom line. Adding together the whole sector

Cars	
Attending museums, shows	\$4,045,747
Travel, accommodation , ferries	\$16,193,699
Annual running costs/spend	<b><u>\$1,259,897,894</u></b>
<b>TOTAL</b>	<b>\$1,280,497,340</b>

Agri, Military & Trucks	
Attending museums, shows	\$1,191,144
Travel, accommodation , ferries	\$4,378,152
Annual running costs/spend	<b><u>\$151,367,826</u></b>
<b>TOTAL</b>	<b>\$156,937,122</b>

Motorbikes	
Attending museums, shows	\$ 935,852
Travel, accommodation , ferries	\$3,439,804
Annual running costs/spend	\$82,459,309
<b>TOTAL</b>	<b>\$86,834,965</b>

Plus club related. Based on Club Exec Survey	
Club Income (This has been counted under the annual expenses of owners.	\$ 3,519,929
Club Expenditure	\$ 3,250,756
Big Events annualised	\$ 650,151
Events Revenue annualised	\$ 379,163
<b>TOTAL</b>	<b>\$4,280,170</b>

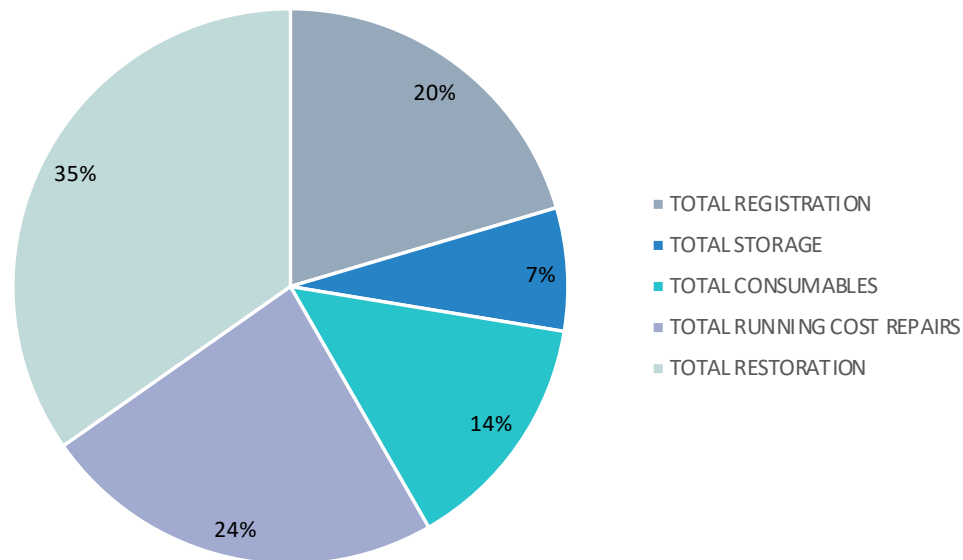
## Showing our working

The bottom line. Employment. The historic and classic and custom vehicles sector gerates at least 5,200 full time jobs at \$80k

Total annual spend by owners of classic and historic and custom vehicles.

**\$1,528,549,597**

Where the vehicle expenditure goes.



Registration, insurance and club memberships account for 20% of the spend. (Insurance takes the lion's share here.)

But note the role of expert trades. Approximately 60% of total spend is on repairs or restoration.

So if we multiply the total annual spend by 60% we get \$917m. On average amongst the 29 trades and restoration specialists some 45% of income was spent on labour. Overheads and parts account for (on average) 55% of income. So 45% of \$917m is \$412million

If we divide that by an annual income of \$80k we can see that the money spent on renovation and general repairs would pay the salaries of 5,200 FTEs.

## What those in the servicing and repairs sector tell us

---

We surveyed 29 specialists and trades people who work in the vehicle restoration arena. Half work in organisations of less than 4 FTEs

They conduct a range of services including panel and paint, mechanical repairs, chassis and suspension, bumper to bumper restoration.

They report approximately 45% of their revenue pays labour costs. (Which is the basis of our employment calculations.)

In their view the sector is stable (38%) or growing (62%)

“Currently we have a few vintage vehicles from the Napier/Hawkes bay floods. These are tricky restorations but always well worth the end result to bring these beauties back to life.”

“No particular project stands out. When people find me they are desperate and the mission is always impossible.

The work is really reconstructive archaeology for electrical parts from around 1900 onwards. It is usually possible to bring items back from the dead, it is about imagination and time. Fortunately it is an international need.”

“One project that stands out was a 1940 Ford Single Spinner convertible: restored and retro fitted with later running gear in America. Owner failed to get it certified for NZ road conditions. We stripped the bottom half of the car removing a large amount of filler, sealer and underseal; rebuilt with metal, then repaint fit up and certified it for the Client. Client won Peoples Choice Award and Best American Trophy at a local show. Challenge was rebuilding back to factory spec without original panels to use as patterns.”

## Motorhomes and Caravans

A review of the Motorhomes and Caravan owners reveals an interesting overlap between these groups and the overall population of Classic car owners.



## An important adjunct to the classic and historic vehicles. Motorhomes and Caravans

The passion for special vehicles extends beyond the universe of historic and classic vehicles – including farm vehicles and military trucks. The caravan and motorhome culture provides a vibrant segment of New Zealand’s motoring mix.

Four sources of data were used to help provide an estimate of ownership.

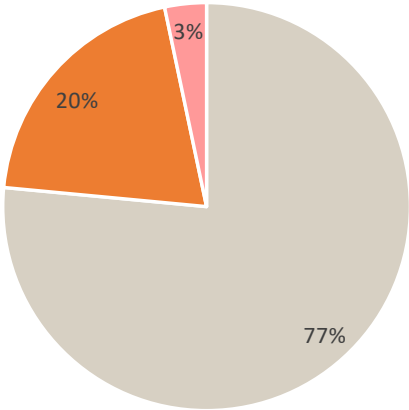
1. Nationwide online survey of 1000 New Zealanders 18+.
2. Membership data courtesy of FoMC affiliate NZMCA.
- 3 A brief additional survey of NZMCA members.
- 4 The Historic, and Classic clubs survey.



Do you own a motorhome, campervan , caravan or similar?	Don't Own	Own a contemporary Model	Own a Retro Model
NZ Public survey (n+1000 aged 18+)	91.4%	7.7%	0.8%

The FOMC club members survey indicates an ownership rate of around 25% among club member households. The ownership mix is fairly consistent across the different historic and classic vehicle eras.

Do you own a motorhome , campervan , caravan or similar?

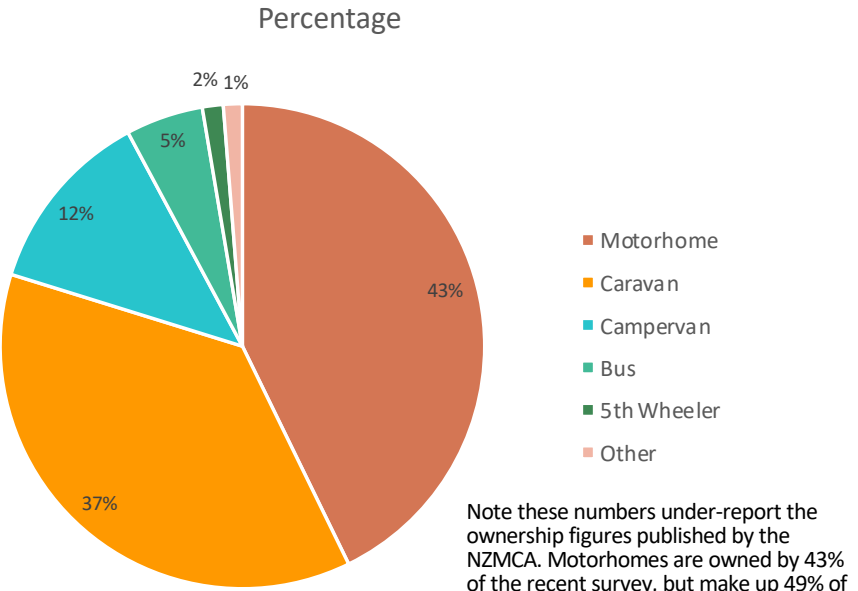
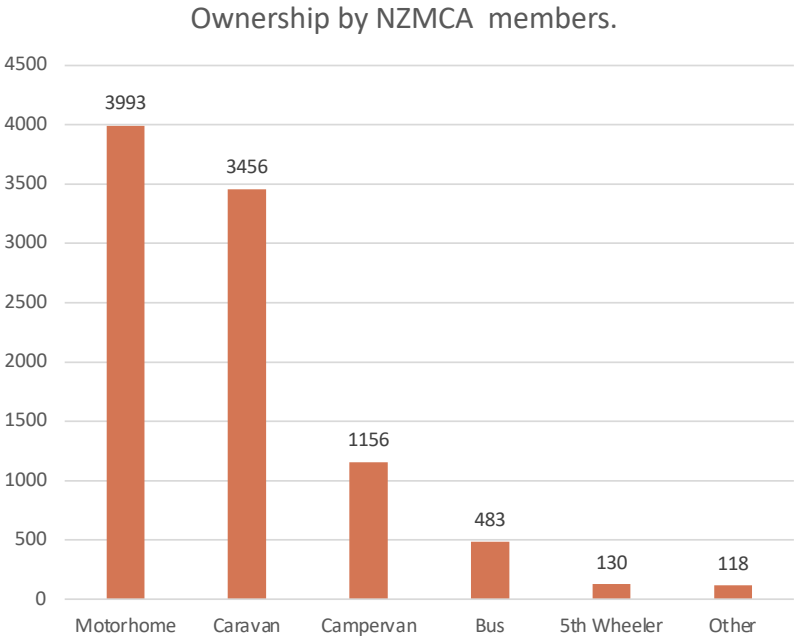


■ No ■ Yes ■ Yes - retro stlye

Do you own a motorhome, campervan , caravan or similar?	Don't Own	Own a contemporary Model	Own a Retro Model
Veteran & Vintage to 1945	72.3%	24.1%	3.6%
Postwar Classics 1945-1959	72.6%	22.6%	4.8%
Late 20th Century Classics 1970-1999	74.5%	21.6%	3.9%
21st Century 2000-2023	76.1%	21.2%	2.7%

There is a slight relative skew with owners of post-war classic vehicles erring slightly more toward retro-model caravans and motorhomes.

The NZMCA distributed a short internal survey to members in July 2023. Over 9000 members took part (9141) and from their responses we can draw-up a simple profile.



Note these numbers under-report the ownership figures published by the NZMCA. Motorhomes are owned by 43% of the recent survey, but make up 49% of the club's count of vehicles. The published figures don't include Campervans however, and if this 12% is redistributed the overall figures are much closer.

## The NZMCA survey figures broken down by motorhome/caravan type

The average value for all motorhome or caravan types is \$92,764

Which of the following do you own?	Motorhome	Caravan	Campervan	Bus	5th Wheeler	Other
Based on survey of 9141 NZMCA members.	43.7%	37.8%	12.6%	5.3%	1.4%	1.3%
Average value	\$127,578	\$65,142	\$63,850	\$73,988	\$97,523	\$65,403
Kms travelled last 12 months	13,783 kms	5,430 kms	20,878 kms	11,867 kms	5,017 kms	7,509 kms
Bed nights last 12 months	118	126	70	127	114	75

Of the NZMCA respondents 97.9% own one motorhome type while 2.0% own two and just 6 (0.1%) possess 3 of these vehicles.

We treated as missing those who nominated their vehicle value as Zero. The zero scores were counted as 'in' for the distance travelled calculation.

Average valuation – all types

\$92,764

Average KMs travelled last 12 months

11,283 kms

Average bed/nights driver and passengers

115 nights



The spend on the recreation vehicle as well as the vacationing expenditure for the last 12 months

Which of the following do you own?	Motorhome	Caravan	Campervan	Bus	5th Wheeler	Other
Annual spend on the motorhome, caravan, campervan etc (Last 12 months). Includes servicing and maintenance, registration, insurance, club fees, equipment and accessory upgrades etc for this vehicle?	\$4685	\$3400	\$3634	\$5474	\$5158	\$3913
How much (approximately) have you spent in the last 12 months on travel related expenses like fuel, ferries, camping ground fees, groceries, local meals whilst on the road, etc	\$3993	\$4265	\$3775	\$5165	\$4732	\$4832

Average annual spend on the vehicle

\$4,098

Average annual vacation spend - travel, fuel, camping fees etc

\$4,330

Market turnover. One owner in every seven is contemplating selling their current recreational vehicle in the next 12 months

	What is the current value of this vehicle	Do you intend to upgrade or sell this vehicle in the next year? (Percentage who say yes)
Motorhome	\$127,578	14%
Caravan	\$65,142	14%
Campervan	\$63,850	17%
Bus	\$73,988	19%
Fifth wheeler	\$97,523	25%
Other	\$65,403	24%
<b>Total</b>	<b>\$92,530</b>	<b>14.8%</b>

An active market. One in every seven owners is considering putting their motrhome on the market – either to upgrade or capitalise.

**We checked. There is absolutely no correlation between running costs and desire to upgrade or sell.**

## Appendix One

How classic and historic vehicles are viewed by the public

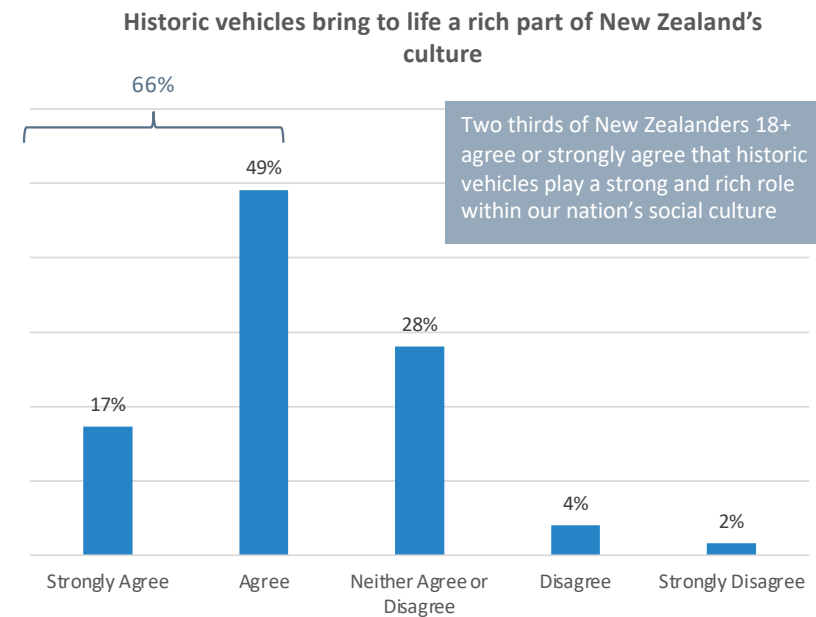


## Measuring the strength of connection between the public and the historic vehicles

### PURPOSE OF THE PUBLIC SURVEY

- An important part of the overall research project was to establish the overall strength of connection between the general public and the nationwide 'fleet' of historic and classic vehicles.
- The survey also delivered figures about historic and classic vehicle ownership – figures that assist us in the task of estimating the ownership figures of these vehicles.
- Finally the survey sought to measure the opinions (and emotions,) people hold toward these vehicles.

Note: The survey was conducted in July 2023. It was an online survey reflective of the age, gender and geographic breakdown of the actual NZ population 18+. Maximum margin of error is  $\pm 3.1\%$  at a 95% level of confidence.



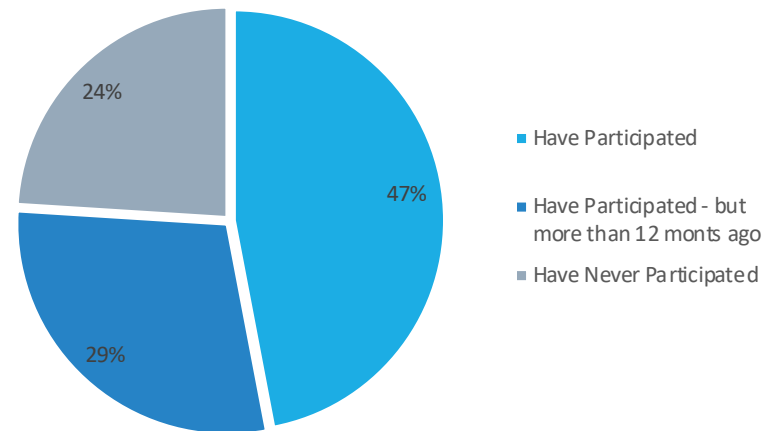
Virtually half of New Zealanders have experienced at least one touch-point with historic or classic vehicles in the past 12 months

### PERSONAL ENGAGEMENT

Far from being hidden from view, the survey results demonstrate that members of the general public are quite likely to enjoy an interaction with historic or classic vehicles.

Respondents were given a list of 9 different classic vehicle activities (parades, closed road events, motoring museums etc) and 47% reported having been involved in at least one activity in the past 12 months. By contrast just a quarter of New Zealanders aged 18+ report never having been involved in any of these activities. (Table on the next page.)

Participated in a classic or historic motoring activity



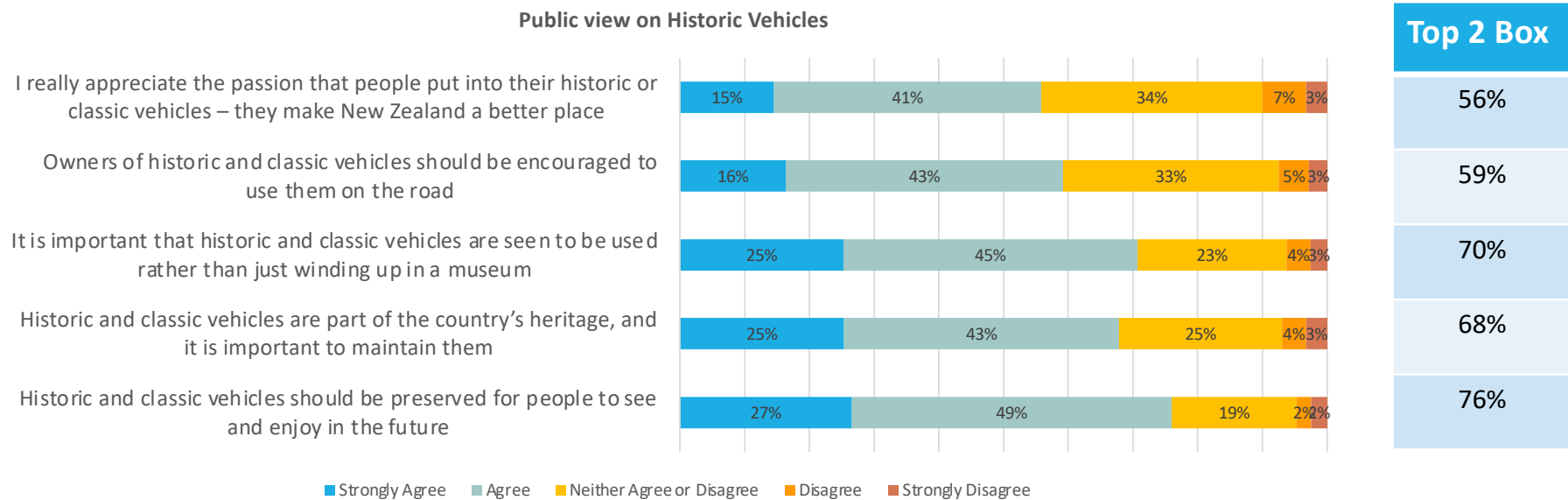
## Appendix One. Public Survey

How often do members of the public connect with historic and classic cars, motorbikes and special purpose vehicles?

	'Gone for a spin' or in a historic or classic vehicle owned either by yourself or a friend or family member	Viewed a parade of classic or historic or custom vehicles – e.g. a Christmas parade, Mustang parade etc	Taken part in a meet-up or short run outing organised by a car club	Taken part in a long-run outing or event organised by a car club	Attended a swap meet of car club enthusiasts	Paid admission to see an event dedicated to historic or classic or custom vehicles e.g. concours, rally, hot rod show etc	Been a spectator or taken part in a race or hill-climb on a track or closed road where historic or classic or custom vehicles took part	Met up with owners of Japanese custom and performance cars	Visited a museum where they have classic or historic vehicles on show
Never	59%	42%	70%	76%	73%	57%	74%	82%	36%
More than 12 months ago	20%	28%	15%	13%	14%	25%	14%	7%	39%
Once in the last 12 months	9%	19%	8%	6%	9%	11%	7%	5%	16%
Twice	6%	8%	4%	3%	3%	4%	3%	3%	6%
3-5 times	4%	3%	2%	1%	1%	2%	1%	1%	2%
6 or more times	3%	1%	1%	1%	0%	0%	1%	1%	1%
<b>Aggregated participation in the last 12 months</b>	<b>22%</b>	<b>30%</b>	<b>15%</b>	<b>10%</b>	<b>14%</b>	<b>19%</b>	<b>12%</b>	<b>11%</b>	<b>25%</b>

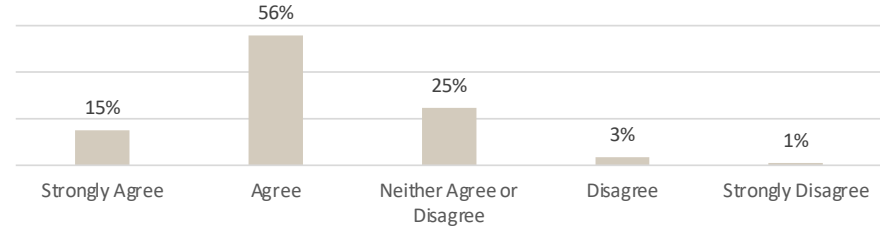
There's a 50/50 chance that a member of the public has done at least one of these things in the past 12 months. (53% who haven't versus 47% who have.)

Don't fence me in. The general public views historic, classic and custom cars favourably and they want to see these vehicles out and about on the road.



Pros and cons of historic and classic vehicles. Just 20% of the public express a disinterest toward historic and classic vehicles.

For me, what makes a classic car is mostly about the way they reflect a different age The engineering and history of the vehicle shows us the way things used to be



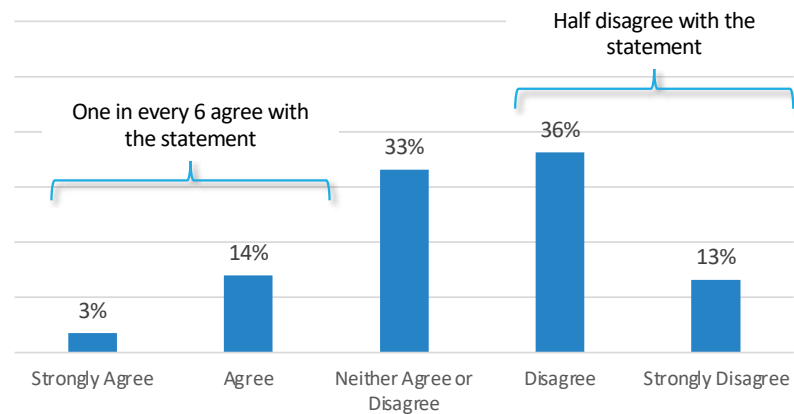
	Historic vehicles bring to life a rich part of New Zealand's culture	Vintage cars are slow and should be kept off the road – especially motorways	There are some brand new cars that should be considered as classics already You know it when you see it	For me, what makes a classic car is mostly about the way they reflect a different age The engineering and history of the vehicle shows us the way things used to be	For me, what makes a classic car is mostly about the emotion – the style and the way it reflects and reminds us of our dreams and aspirations	Classic or vintage cars simply don't interest me	I'm much more interested in the latest cars on the market rather than the classics	In my experience drivers of historic and classic cars show courtesy and let other faster cars pass safely
Strongly Agree	17%	3%	5%	15%	10%	7%	8%	14%
Agree	49%	14%	24%	56%	45%	13%	23%	49%
Neither Agree or Disagree	28%	33%	42%	25%	37%	27%	39%	32%
Disagree	4%	36%	20%	3%	6%	33%	21%	4%
Strongly Disagree	2%	13%	8%	1%	2%	20%	9%	1%



## Two measures of on-road tolerance

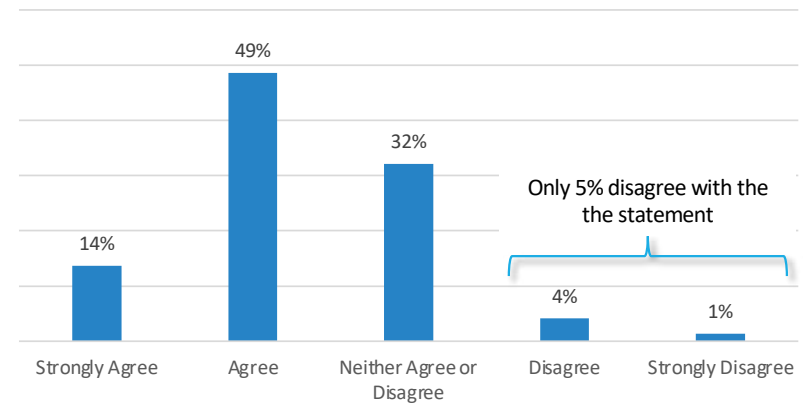
### ARE THESE VEHICLES TOO SLOW?

Vintage cars are slow and should be kept off the road – especially motorways

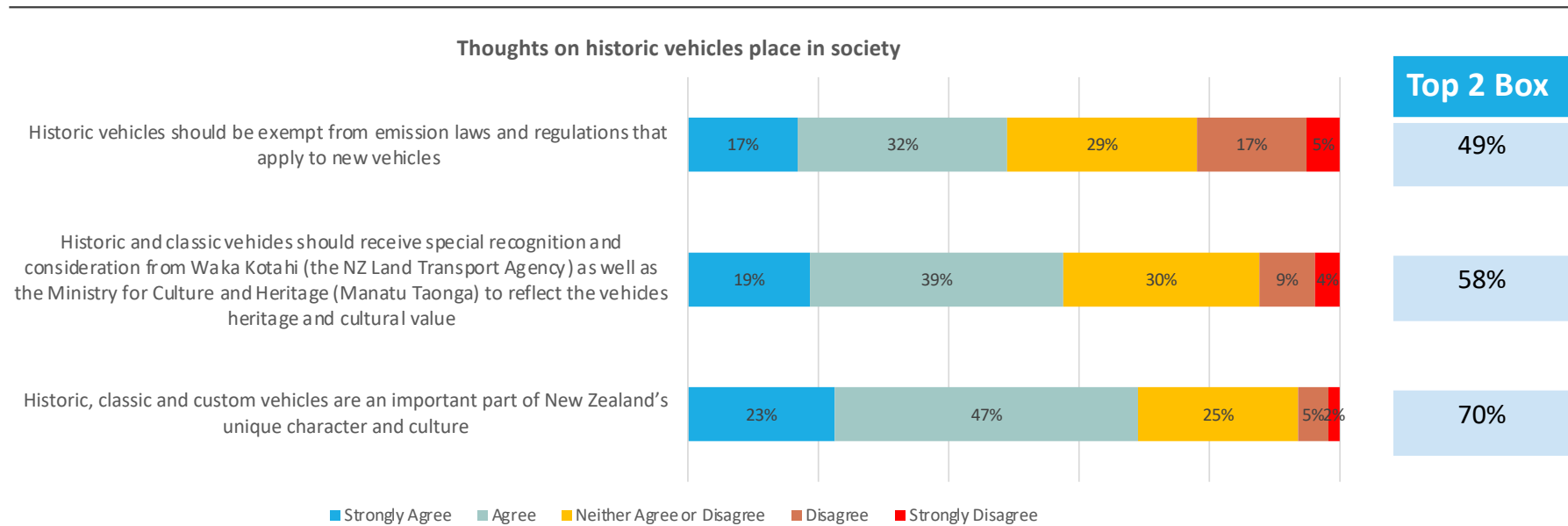


### DO THE OWNERS OF THESE VEHICLES SHOW COURTESY OR ARE THEY HOLDING US UP ON THE ROAD?

In my experience drivers of historic and classic cars show courtesy and let other faster cars pass safely



The general public expresses a strong degree of support for recognising and protecting the role of historic and classic vehicles.



## Summary of public opinion

---

### MAIN POINTS

- There is a high level of interest in this sector. Just 20% of the public express a disinterest toward historic and classic vehicles while 53% express interest.
- Virtually half of New Zealanders have experienced at least one touch-point with historic or classic vehicles in the past 12 months
- The interaction between the general public and historic cars generates economic activity
- The general public views historic, classic and custom cars favourably and they want to see these vehicles out and about on the road.
- The general public expresses a strong degree of support for recognising and protecting the role of historic and classic vehicles.

## Appendix 2. The temptation exercise

A measure of the desire NZers have toward historic and classic vehicles reveals a qualitative understanding of this sector.



## The Temptation Exercise

### How do you measure the passion? What we did

---

We wanted to measure the level of indifference or enthusiasm that the public holds for historic or classic or custom vehicles. By using visual props we were able to tap into the emotive rather than just rational reactions people have toward each type of vehicle - a great advantage of the online survey.

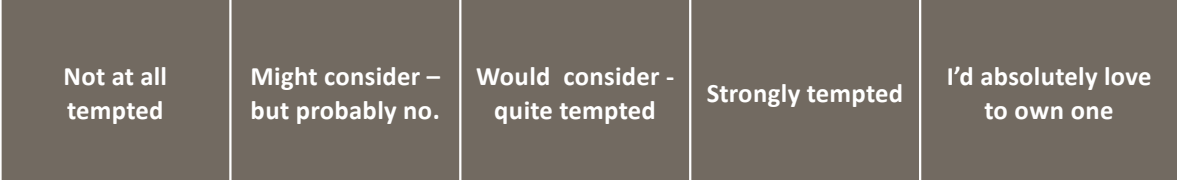
We asked 'rational' questions elsewhere in the questionnaire. What is clear is that a resounding majority of people in New Zealand feel some connection with historic or classic or custom vehicles. Only 22% say they have no interest in these vehicles.

We presented all 1000 of the public survey respondents with a fun exercise. They were shown nineteen different classic and historic vehicles, each representing a type – for example, a Chevrolet Camaro represented American muscle cars. Each vehicle was labelled in terms of type.

The instructions were: *If a vehicle similar to this was offered to you as a gift, how tempted would you be to keep it?*



*A restored Veteran car*



n=1002

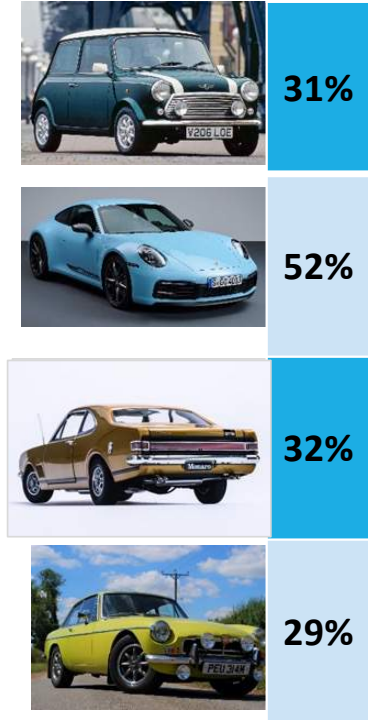
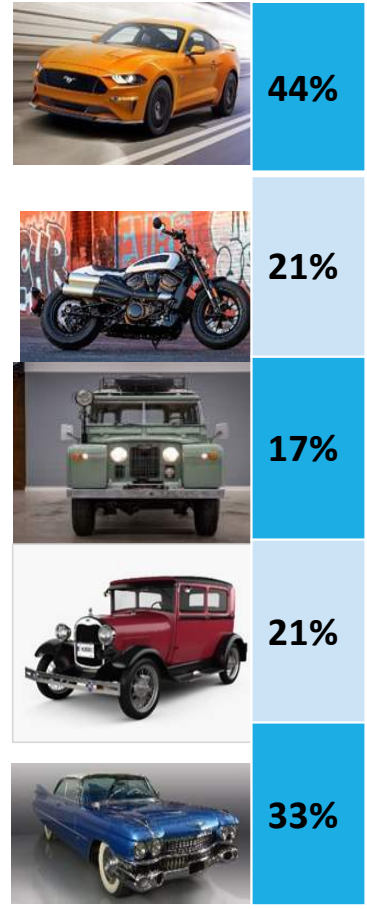
## The Temptation Exercise



19 vehicles were offered to the respondents. Each pictured and labelled. The public could choose or reject any of the 19 candidates.

n=1002

# The Temptation Exercise

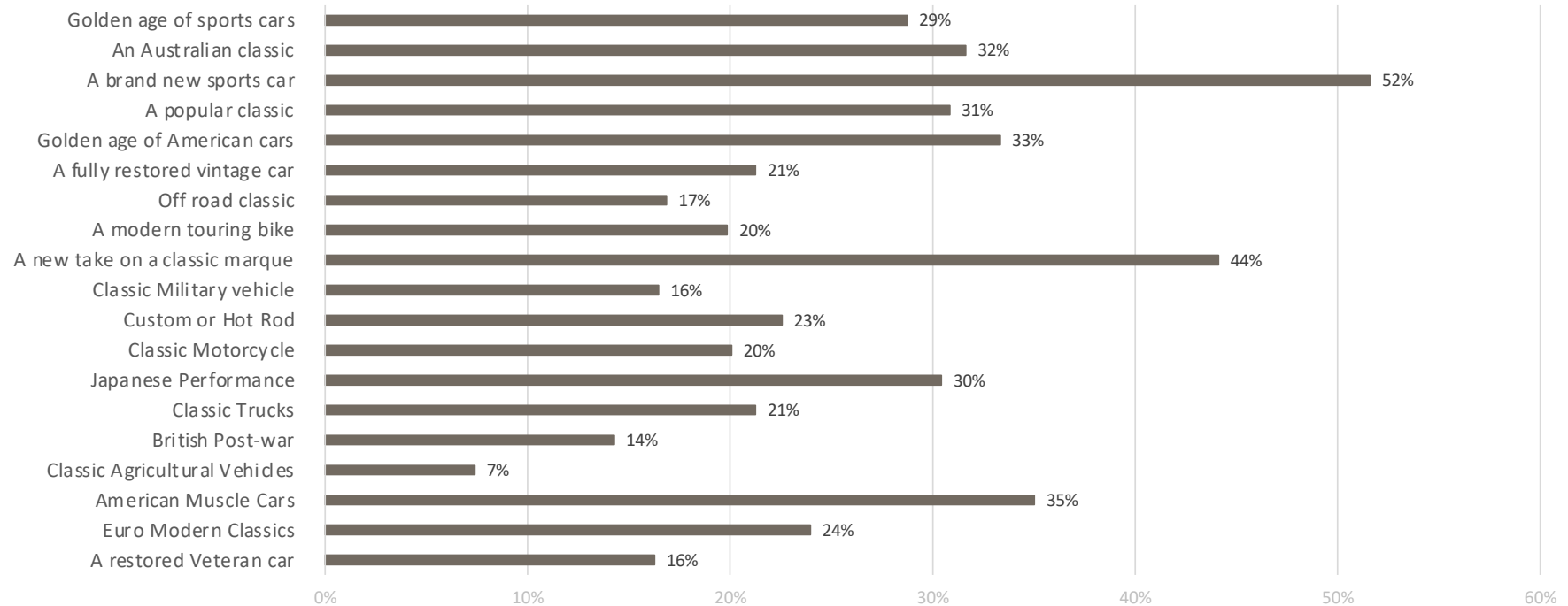


Percentage of NZers 18+ who are strongly tempted or would absolutely love to own one

n=1002

## The Temptation Exercise

Total result. Percentage who are strongly tempted or would absolutely love to own one



n=1002



## The Temptation Exercise

The average level of desire for the vehicles is 26%. This trails off for older NZers to a still substantial 11%.

Percentage who are strongly tempted or would absolutely love to own one	Age				Total
	18-29	30-49	50-69	70+	
A restored Veteran car	16%	18%	18%	8%	16%
Euro Modern Classics	32%	27%	22%	7%	24%
American Muscle Cars	41%	43%	30%	13%	35%
Classic Agricultural Vehicles	9%	8%	7%	3%	7%
British Post-war	17%	16%	13%	8%	14%
Classic Trucks	21%	27%	21%	5%	21%
Japanese Performance	48%	38%	18%	10%	30%
Classic Motorcycle	23%	24%	19%	8%	20%
Custom or Hot Rod	26%	29%	20%	5%	23%
Classic Military vehicle	19%	21%	14%	6%	16%
A new take on a classic marque	51%	52%	39%	20%	44%
A modern touring bike	30%	26%	13%	3%	20%
Off road classic	22%	19%	16%	5%	17%
A fully restored vintage car	23%	24%	18%	16%	21%
Golden age of American cars	43%	41%	26%	13%	33%
A popular classic	32%	35%	29%	21%	31%
A brand-new sports car	59%	60%	47%	27%	52%
An Australian classic	36%	38%	30%	11%	32%
Golden age of sports cars	30%	32%	27%	22%	29%

n=1002

## The Temptation Exercise

The average level of desire for the vehicles is 26%. For males this figure is 28% while for females the figure is 23%.

Percentage who are strongly tempted or would absolutely love to own one	And which best describes you?		
	Male	Female	Total
A restored Veteran car	19%	13%	16%
Euro Modern Classics	26%	22%	24%
American Muscle Cars	40%	30%	35%
Classic Agricultural Vehicles	7%	8%	7%
British Post-war	14%	15%	14%
Classic Trucks	22%	21%	21%
Japanese Performance	34%	27%	30%
Classic Motorcycle	22%	19%	20%
Custom or Hot Rod	24%	21%	23%
Classic Military vehicle	20%	14%	17%
A new take on a classic marque	50%	39%	44%
A modern touring bike	24%	16%	20%
Off road classic	19%	15%	17%
A fully restored vintage car	21%	21%	21%
Golden age of American cars	34%	32%	33%
A popular classic	31%	30%	31%
A brand-new sports car	58%	46%	52%
An Australian classic	38%	25%	32%
Golden age of sports cars	36%	22%	29%

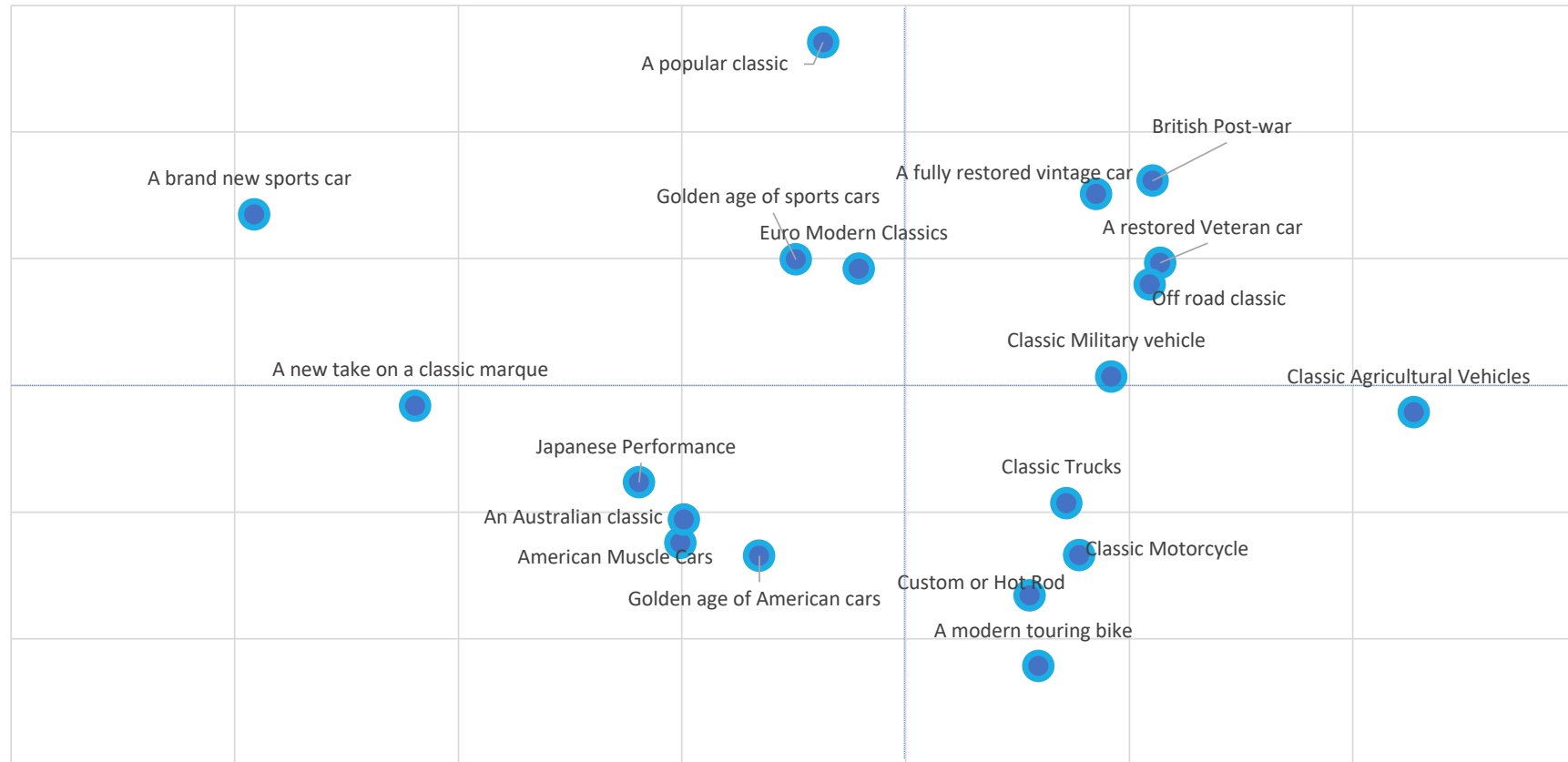
When respondents made their choices they helped populate a perceptual map that groups vehicles in clusters – each cluster giving us a qualitative clue about different segments of the population.

[Let's explore this overleaf.](#)

n=1002

## The Temptation Exercise

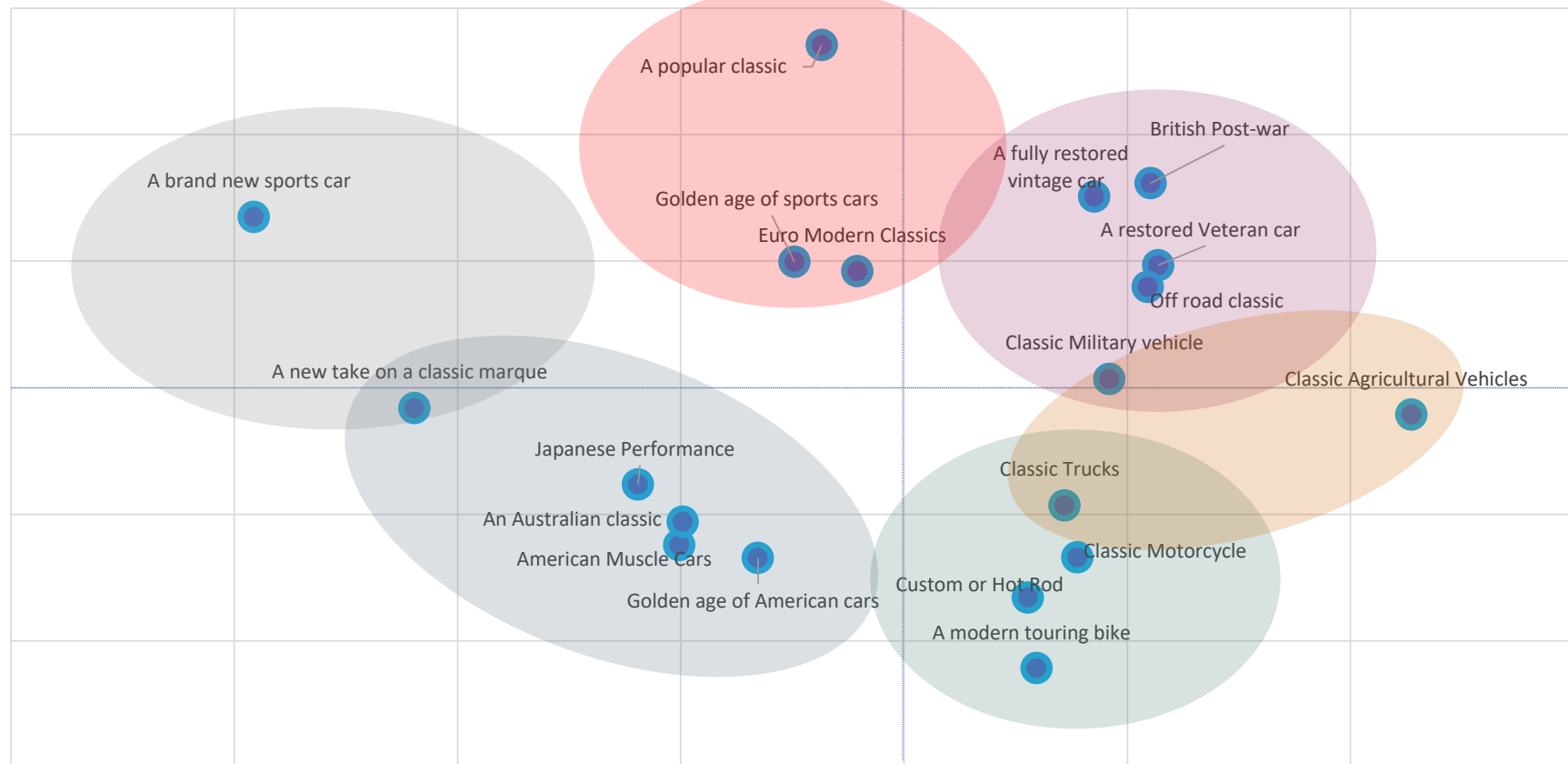
By perceptual mapping of the preferences we can see how some wished-for vehicles are viewed as part of a group of like-minded offers. Overleaf we identify the main themes.



n=1002

## The Temptation Exercise

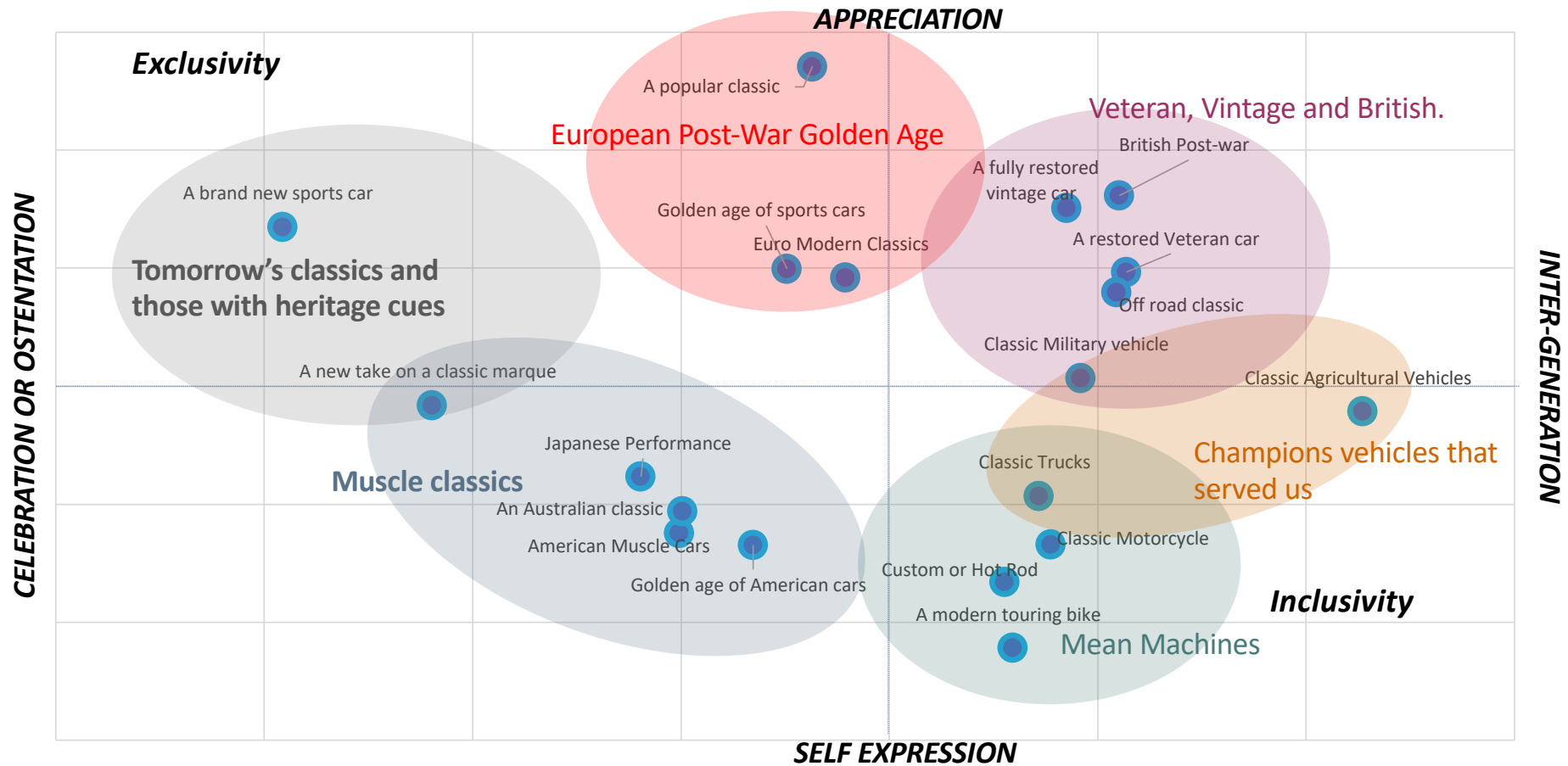
The landscape of motoring desire. Based on how individuals made their choices, we were able to develop a perceptual map that shows distinct precincts of taste. Overleadf we label these themes.



n=1002

# The Temptation Exercise

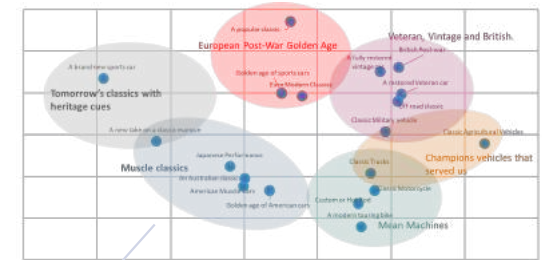
The landscape of motoring desire. Based on how individuals made their choices, we were able to develop a perceptual map that shows distinct precincts of taste and attitude.



n=1002

# The Temptation Exercise

## What we conclude from the exercise – 1



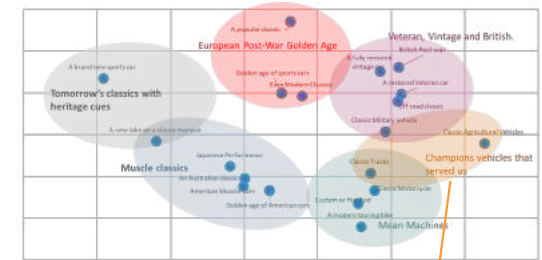
There are six distinct precincts in the historic, classic and custom cars landscape.

The heartland is in the Muscle classics sector. Here the American and Australian muscle cars (Mustangs, Bathurst inspired Holdens) and Japanese performance cars – the Nissan Skylines – are gathered. Retro American automobiles are also parked here. This is where the younger enthusiasts gather. They celebrate their cars, showing them off.

A neighbouring class of vehicle are the Mean Machines. These include hot rods as well as classic and touring motorbikes – Harleys but also Vincent Black Shadows and Norton Commandos. They very much reflect their owners – individualistic and ready to ride. There's an element of self-expression here – and a search to recapture the exuberance of youth.

# The Temptation Exercise

What we conclude from the exercise - 2

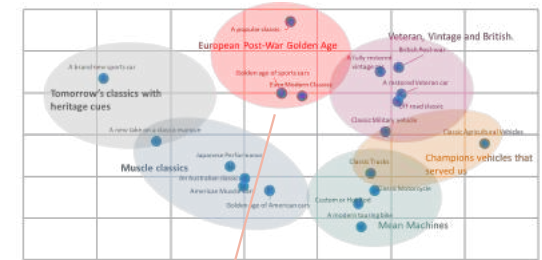


A third segment of the classic fleet of classics are the Champion Vehicles That Served Us. These are the working machines, spearheaded by much loved agricultural vehicles – the Fordson or Massey Ferguson tractors but also complemented by classic trucks and military vehicles. This is a specialist segment well served by collectors and museums. One element at work is the linking of generations – having connections with parents or grandparents.

The Veteran, Vintage and British precinct is where fans of Veteran cars, and bona fide Vintage vehicles (approaching 100 years of history) also share a love for British classics including Post War vehicles. Thus a fan of Veteran cars has a demonstrable affinity for the Austins, Morris Minors and Jowetts. It is beyond the scope of this study to explain why this affinity exists but it may reflect the UK/European model of vehicle preservation and celebration. Restoration rather than customisation. Concours rather than chop topping. There is an appreciation for the engineering that went into these vehicles.

# The Temptation Exercise

## What we conclude from the exercise - 3



The fifth precinct in the historic, classic and custom cars landscape is the *European Post War Golden Era*. Here the elegant European styles (Lancia, Ferrari, Citroen, Mercedes Benz coupes) were complemented by a strong tradition in motor sports on road and track. Porsche, BMW, Alfa Romeo and brands such as Saab and Volvo created vehicles of performance and character. Again, there is a deep appreciation for the engineering and styling that went into these vehicles.

Finally on our map of the vehicular landscape are *Tomorrow's Classic with Heritage cues*. Is a brand new Maserati a classic? Does a brand new Rolls Royce have the same classic-ness as a pre or post war Rolls Royce? How about the current generation of Mini? The jury may be out on these questions but in an era of new and tough regulations – many brands are creating new vehicles but with the famous and familiar cues of their predecessors dialled right up. Here the theme is somewhere between celebration and ostentation.



---

“My dream choice: an L-88 Stingray Corvette in a midnight electric blue. I grew up on 1969 Californian import Mustangs but have always loved the body of the Stingray Corvette especially the 70's models.

Growing up in my father's workshop as a child I saw lots of classic cars pass through as my dad was one of the few mechanics in Wellington who would work on them and knew what he was working with.

It was a really awesome experience for a little kid and has helped me put many boyfriends throughout high school to shame when they realised their girlfriend knew more about vehicles than they did.”

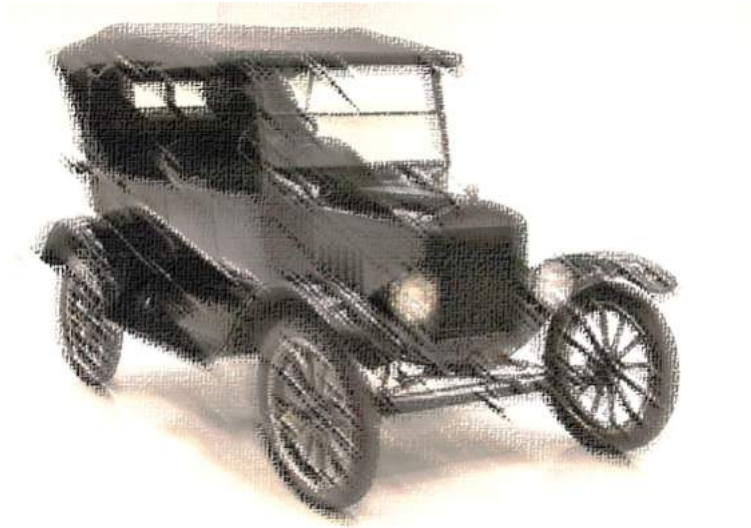
### Appendix 3. Motoring Media

Club members were asked about which motoring magazines or TV programmes they follow.



Thinking back over the last 12 months, approximately how often have you read or followed these motoring media – including online via YouTube, Instagram, etc.

---



This question was like an appendix designed to answer the question: how do you reach your target?

We nominated 20 publications and broke frequency of readership by males, females and total (also broken down by age.)

The 4 sets of tables each track 5 publications by age and gender. Each has a story – and fulfills a niche role as we'll see in the historic, classic and custom vehicle club members' survey.

One story of note: how AA Directions readership climbs by age.

# Motoring Media

READERSHIP - 1		And which best describes you?														
		Male					Female					Total				
		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
Frequency of reading		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
AA Directions Magazine	Never	67%	47%	28%	24%	41%	57%	60%	38%	29%	49%	61%	53%	33%	26%	45%
	Once or twice in the last 12 months	26%	30%	37%	18%	30%	32%	28%	32%	17%	29%	30%	29%	34%	18%	30%
	3 or more times in the last 12 months	7%	23%	36%	58%	29%	10%	12%	30%	54%	21%	9%	18%	33%	56%	25%
Australian Motorcycle	Never	86%	82%	92%	95%	88%	76%	91%	93%	100%	89%	80%	87%	93%	97%	88%
	Once or twice in the last 12 months	9%	11%	5%	3%	8%	20%	5%	4%	0%	8%	16%	8%	5%	2%	8%
	3 or more times in the last 12 months	5%	7%	2%	2%	4%	4%	4%	3%	0%	3%	4%	5%	3%	1%	4%
Beaded Wheels	Never	86%	88%	88%	92%	89%	83%	92%	95%	94%	91%	85%	90%	91%	93%	90%
	Once or twice in the last 12 months	7%	8%	9%	3%	7%	13%	4%	4%	4%	6%	11%	6%	7%	3%	7%
	3 or more times in the last 12 months	6%	4%	3%	5%	4%	4%	4%	1%	2%	3%	5%	4%	2%	3%	4%
Bike Rider magazine	Never	86%	79%	81%	94%	83%	77%	88%	92%	98%	87%	81%	83%	86%	96%	85%
	Once or twice in the last 12 months	7%	16%	17%	6%	14%	16%	9%	5%	2%	9%	13%	13%	11%	4%	11%
	3 or more times in the last 12 months	6%	4%	2%	0%	3%	7%	3%	3%	0%	4%	7%	4%	3%	0%	4%
Classic Driver	Never	79%	73%	73%	77%	75%	76%	80%	88%	92%	83%	77%	76%	80%	84%	79%
	Once or twice in the last 12 months	14%	18%	23%	17%	19%	17%	16%	10%	8%	14%	15%	17%	17%	13%	16%
	3 or more times in the last 12 months	7%	9%	4%	6%	6%	8%	4%	3%	0%	4%	8%	6%	3%	3%	5%

# Motoring Media

READERSHIP - 2		And which best describes you?														
		Male					Female					Total				
		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
Frequency of reading		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
Classics and Sports Car UK	Never	85%	78%	83%	86%	82%	79%	90%	92%	96%	88%	81%	84%	87%	91%	85%
	Once or twice in the last 12 months	9%	19%	14%	11%	15%	13%	7%	7%	4%	8%	11%	13%	11%	8%	11%
	3 or more times in the last 12 months	6%	3%	2%	3%	3%	9%	3%	2%	0%	4%	8%	3%	2%	2%	4%
Driven (NZ Herald)	Never	63%	51%	50%	59%	54%	65%	70%	72%	71%	69%	64%	60%	60%	64%	62%
	Once or twice in the last 12 months	19%	27%	27%	11%	23%	23%	22%	17%	15%	20%	21%	25%	22%	13%	22%
	3 or more times in the last 12 months	19%	22%	23%	30%	23%	13%	8%	11%	13%	11%	15%	15%	18%	23%	17%
Military Vehicles UK	Never	91%	87%	94%	92%	91%	84%	91%	95%	100%	91%	87%	89%	95%	96%	91%
	Once or twice in the last 12 months	6%	8%	5%	6%	6%	9%	5%	4%	0%	5%	8%	7%	4%	3%	6%
	3 or more times in the last 12 months	2%	4%	1%	2%	3%	7%	4%	1%	0%	3%	5%	4%	1%	1%	3%
Motorhomes, Caravans and Destinations	Never	86%	81%	74%	85%	80%	80%	83%	79%	85%	81%	82%	82%	77%	85%	81%
	Once or twice in the last 12 months	5%	12%	17%	9%	12%	11%	13%	10%	12%	11%	9%	12%	13%	10%	12%
	3 or more times in the last 12 months	9%	7%	9%	6%	8%	9%	4%	11%	4%	8%	9%	5%	10%	5%	8%
NZ 4WD	Never	75%	74%	80%	92%	79%	69%	87%	90%	92%	84%	71%	80%	85%	92%	81%
	Once or twice in the last 12 months	12%	19%	16%	6%	15%	21%	9%	7%	8%	11%	18%	14%	12%	7%	13%
	3 or more times in the last 12 months	12%	7%	4%	2%	6%	10%	5%	3%	0%	5%	11%	6%	3%	1%	6%

# Motoring Media

READERSHIP - 3		And which best describes you?														
		Male					Female					Total				
		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
Frequency of reading		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
NZ Autocar	Never	64%	60%	58%	74%	62%	68%	75%	80%	94%	77%	66%	67%	68%	83%	69%
	Once or twice in the last 12 months	22%	27%	32%	15%	26%	20%	18%	18%	6%	17%	21%	22%	25%	11%	22%
	3 or more times in the last 12 months	14%	13%	10%	11%	12%	13%	8%	3%	0%	7%	13%	10%	7%	6%	9%
How NZ Classic Car	Never	77%	68%	67%	73%	70%	65%	75%	83%	87%	76%	70%	71%	75%	79%	73%
	Once or twice in the last 12 months	12%	23%	26%	20%	22%	21%	18%	12%	12%	16%	18%	20%	19%	16%	19%
	3 or more times in the last 12 months	11%	9%	7%	8%	8%	13%	7%	5%	2%	8%	13%	8%	6%	5%	8%
How NZ Hot Rod	Never	78%	76%	78%	85%	78%	76%	83%	88%	92%	84%	77%	79%	83%	88%	81%
	Once or twice in the last 12 months	14%	18%	16%	15%	16%	16%	11%	9%	8%	11%	15%	14%	13%	12%	14%
	3 or more times in the last 12 months	9%	7%	5%	0%	6%	8%	6%	3%	0%	5%	8%	6%	4%	0%	5%
NZ Performance Car	Never	70%	63%	75%	85%	71%	72%	78%	86%	98%	81%	71%	71%	80%	91%	76%
	Once or twice in the last 12 months	14%	29%	22%	15%	22%	16%	15%	11%	2%	13%	15%	22%	17%	9%	18%
	3 or more times in the last 12 months	16%	8%	3%	0%	6%	13%	6%	3%	0%	6%	14%	7%	3%	0%	6%
NZ Rodder	Never	83%	86%	86%	92%	86%	81%	89%	93%	96%	89%	82%	88%	89%	94%	88%
	Once or twice in the last 12 months	7%	10%	13%	6%	10%	12%	6%	6%	4%	7%	10%	8%	9%	5%	9%
	3 or more times in the last 12 months	10%	4%	2%	2%	4%	7%	5%	1%	0%	4%	8%	4%	1%	1%	4%

READERSHIP - 4		And which best describes you?														
		Male					Female					Total				
		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
Frequency of reading		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
NZ Trucking	Never	81%	81%	86%	92%	84%	80%	87%	85%	92%	85%	81%	84%	86%	92%	85%
	Once or twice in the last 12 months	10%	14%	12%	8%	12%	15%	8%	11%	8%	11%	13%	11%	12%	8%	11%
	3 or more times in the last 12 months	9%	5%	2%	0%	4%	5%	6%	4%	0%	4%	6%	5%	3%	0%	4%
NZV8	Never	80%	79%	84%	92%	83%	77%	88%	91%	100%	87%	78%	84%	87%	96%	85%
	Once or twice in the last 12 months	10%	15%	12%	8%	12%	14%	7%	7%	0%	8%	13%	11%	9%	4%	10%
	3 or more times in the last 12 months	10%	6%	4%	0%	5%	9%	5%	3%	0%	5%	9%	5%	3%	0%	5%
Old Bike Australasia	Never	91%	89%	95%	98%	93%	84%	94%	95%	100%	92%	87%	91%	95%	99%	93%
	Once or twice in the last 12 months	4%	8%	4%	2%	5%	12%	4%	4%	0%	5%	9%	6%	4%	1%	5%
	3 or more times in the last 12 months	5%	3%	1%	0%	2%	4%	3%	1%	0%	2%	4%	3%	1%	0%	2%
Petrolhead	Never	83%	85%	91%	92%	88%	80%	89%	90%	98%	88%	81%	87%	91%	95%	88%
	Once or twice in the last 12 months	12%	12%	7%	3%	9%	14%	8%	8%	2%	9%	13%	10%	7%	3%	9%
	3 or more times in the last 12 months	5%	3%	2%	5%	3%	6%	2%	2%	0%	3%	5%	3%	2%	3%	3%
Wheels (Australia)	Never	81%	81%	81%	86%	82%	85%	92%	92%	98%	91%	84%	86%	86%	92%	86%
	Once or twice in the last 12 months	11%	15%	16%	11%	14%	11%	4%	7%	2%	6%	11%	10%	12%	7%	10%
	3 or more times in the last 12 months	7%	4%	3%	3%	4%	4%	4%	1%	0%	3%	5%	4%	2%	2%	3%

## Motoring Media

VIEWERSHIP - 1		And which best describes you?														
		Male					Female					Total				
		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
Frequency of reading		18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total	18-29	30-49	50-69	70+	Total
Top Gear – TV Series	Never	33%	29%	37%	56%	36%	28%	46%	44%	46%	41%	30%	37%	40%	52%	38%
	1 - 4 times last 12 months	43%	55%	56%	39%	51%	53%	46%	50%	54%	50%	49%	50%	53%	46%	50%
	Monthly or weekly	23%	16%	8%	5%	13%	19%	9%	6%	0%	10%	21%	13%	7%	3%	11%
Richard Hammond's Workshop -TV Series	Never	62%	62%	62%	73%	63%	61%	70%	73%	85%	70%	62%	65%	67%	78%	67%
	1 - 4 times last 12 months	27%	35%	30%	21%	30%	32%	22%	22%	13%	24%	30%	29%	26%	18%	27%
	Monthly or weekly	11%	3%	8%	6%	6%	6%	9%	5%	2%	6%	8%	6%	7%	4%	6%
Icons of Auto (TVNZ+)	Never	81%	81%	88%	95%	85%	80%	89%	94%	94%	89%	81%	85%	91%	95%	87%
	1 - 4 times last 12 months	14%	16%	10%	5%	12%	14%	7%	4%	6%	8%	14%	12%	7%	5%	10%
	Monthly or weekly	5%	3%	2%	0%	2%	6%	4%	2%	0%	3%	5%	3%	2%	0%	3%
Outback Car Hunters (TVNZ+)	Never	74%	77%	79%	92%	79%	76%	82%	84%	94%	83%	75%	80%	82%	93%	81%
	1 - 4 times last 12 months	16%	19%	17%	8%	16%	18%	13%	12%	4%	13%	17%	16%	15%	6%	15%
	Monthly or weekly	10%	4%	4%	0%	4%	6%	5%	4%	2%	4%	7%	5%	4%	1%	4%
Start Me Up (TVNZ+)	Never	84%	87%	92%	97%	90%	84%	91%	93%	100%	91%	84%	89%	93%	98%	90%
	1 - 4 times last 12 months	14%	12%	7%	2%	9%	11%	6%	5%	0%	6%	12%	9%	6%	1%	8%
	Monthly or weekly	2%	2%	1%	2%	1%	5%	3%	2%	0%	3%	4%	2%	1%	1%	2%
American pickers	Never	74%	57%	41%	59%	55%	66%	60%	50%	48%	57%	69%	59%	46%	54%	56%
	1 - 4 times last 12 months	21%	32%	34%	26%	30%	28%	26%	32%	40%	30%	25%	29%	33%	32%	30%
	Monthly or weekly	5%	10%	25%	15%	15%	6%	14%	18%	12%	13%	6%	12%	22%	14%	14%



## Conclusions and Observations

This investigation took us beyond the main mission of conducting a sizing exercise. There emerged a fascinating and rich qualitative picture as well.



## Conclusions and Observations - 1

Summary – New Zealand	Vehicles	Owners
Number of Historic and Classic cars	238,436	66,602
Number of Historic and Classic Agricultural engines and vehicles, Trucks and Military	72,252	18,108
Number of Historic and Classic cars Motorcycles	58,900	14,227
<b>TOTAL</b>	<b>369,588</b>	<b>98,937</b>

By using a range of data sources, and (in particular,) by using the 4,700 responses to the motoring clubs survey we can arrive at a workable ‘sizing’ estimate. The clubs survey enables us to look at the fleet of vehicles in considerable depth. We have been able to get a picture of the vehicles (even if they are in barn-find state,) and assess their on-road mileage, their running costs, whether or not they are registered and their valuation. These analyses help us form a reasonable picture of the overall fleet.

The members survey also gives us an understanding of the owners and their passion for owning their historic or classic vehicles. We urge readers to read the any verbatims we have included on the preceding pages.

The estimates we have arrived at are subject to a few caveats including:

Estimation of museum and private collections.

The number of actual households represented in the FoMC data.

The difference between applying mean versus media scores for annual spend.

Total annual spend by owners of classic and historic and custom vehicles.

**\$1,528,549,597**

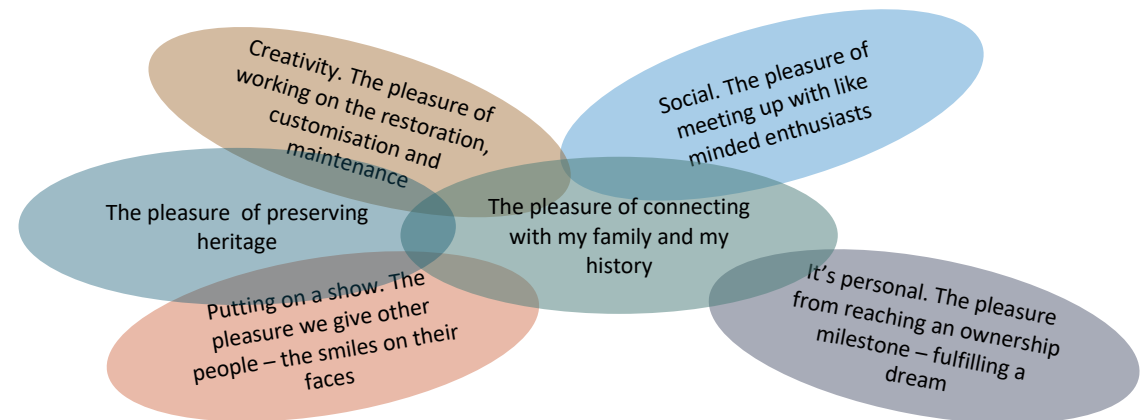
## Conclusions and Observations - 2

A review of the verbatims has helped us deliver a framework of factors that drives satisfaction and pleasure in ownership. (Right.)

Owners have a mix of motivations for getting involved in the restoration and preservation of historic and classic vehicles – though Hot Rod and Custom car owners place a noticeable emphasis on creativity and the social and family dimensions.

By contrast owners of Y2000+ recent classics tend to emphasise the personal fulfillment of a dream.

The framework might be useful for clubs wishing to ensure they are pressing all the right buttons.





## Conclusions and Observations - 3

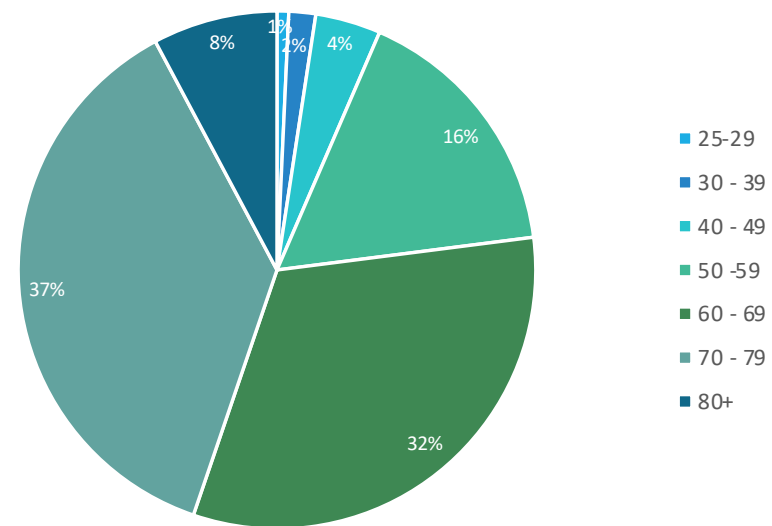
There is a large somewhat existential question looming in the data – and that is one of age.

Some 76% of members are aged 60+. For sure, this reflects life-stage dynamics (kids have left home, the mortgage is fully paid,) whereby older people can afford to buy a vehicle of their dreams.

But within a generation a substantial percentage of the national historic and classic car fleet will be transferred to new owners. Will inheritance account for most of this transfer? Or will the transfer of these historic assets become more consolidated, going to museums and collections both in New Zealand and overseas?

One critical part of these discussion points is the role of Japanese classics. Around 1-2% of the fleet we surveyed are Japanese. Yet this sector is seeing rapid growth with imports, and quickly appreciating prices. The indications are that there is a turning point in taste and a younger generation that may not fully connect with the cars owned by their grandparents. This is a real challenge for the motoring clubs.

Age of Club Respondents





Thank you

Glasshouse Consulting

Colin Yee [Colin@glasshouse-consulting.com](mailto:Colin@glasshouse-consulting.com)

Telephone: 021 741779

NZ Federation of  
**F<sup>O</sup>M<sup>C</sup>**  
Motoring Clubs Inc