

# Profitable NZ Car Hire Business for Sale Auckland



## For Sale

Location: **Auckland**  
Asking: **\$3,490,000**  
Type: **Transport/Automotive**

### Profitable NZ Car Hire with Growth Potential

Want a profitable business with nationwide reach, diverse revenue streams, and a legacy of trust? This business is the one for you.

With over 35 years in the game, this renowned car rental business is a true veteran of New Zealand's booming travel and tourism scene. Operating across the country's most high-traffic destinations- Auckland, Wellington, Queenstown and Christchurch-it has built a rock-solid reputation for affordable, dependable vehicle hire. From budget cars and hybrid SUVs to motorhomes and 2-tonne trucks, the extensive fleet caters to everyone from backpackers to families, tradies to tour groups.

Its longstanding success is driven by smart site placement (airport-adjacent branches), an intuitive customer service model (airport pickups, roadside support, ex-rental sales), and a team of experienced, travel-savvy staff. Add a streamlined online booking system and a national footprint, and this business delivers a ready-made platform for scale.

#### Business highlights:

- \* Proven performer since 1988 - Three decades of consistent market leadership
- \* Prime locations - Multiple branches in NZ's tourism hot spots
- \* Diversified fleet - Cars, vans, campervans, hybrids, SUVs and trucks
- \* Ex-rental sales division - Extra revenue stream with loyal buyers
- \* Strong margins - Lean team and repeat business reduce overhead risk
- \* Customer-first model - Convenience features like airport drop-offs and roadside assistance
- \* Expansion-ready - Untapped marketing channels and potential for new branches
- \* Barrier to entry - High capital/start-up cost keeps competitors at bay
- \* Market value of vehicle fleet - Circa \$2,000,000

Previously owner-operated to great success, the business was sold in late 2024 to a new owner who quickly discovered it wasn't the right fit. This unexpected re-sale opens the door for an ambitious buyer to restore hands-on leadership and re-energise the brand. Step in and drive performance with smart cost controls, marketing savvy, and a fresh growth strategy.

Opportunities like this don't come often-a well-oiled, legacy business with a trusted name, nationwide reach, and massive untapped potential. Whether you're a strategic investor or a seasoned operator, this is your chance to take the wheel of a business built for long-term returns. Reach out and secure this opportunity today!

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\*\*\*Some details of the business for sale are confidential and can only be disclosed upon contacting the broker and a completion of a Confidentiality Agreement. Due to the confidentiality of this business a stock photo image may be used to represent the business.

#wesellbusinesses #auckland #services #hire #rent

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