

Proven Vehicle Hire Business for Sale Auckland



For Sale

Location: **Auckland**
Asking: **Refer to Broker**
Type: **Services-Other**

Proven Vehicle Hire Business, Prime Auckland Base

About this Business for sale in Auckland Surrounds

Reliable vehicle rental business: "20+ Years Strong - Ready for Its Next Growth Journey

Looking for a solid, low-touch business in a booming sector with steady cash flow and repeat customers? This long-established vehicle rental company ticks all the boxes.

Established in 2002, this Auckland-based hire business has earned its reputation as a trusted name in the local market. Operating from two prime Auckland locations, it services a broad mix of private, commercial, and community clients. Known for being easy, fair, and friendly, it enjoys strong loyalty and consistent demand year-round.

A major point of difference is its fleet of small trucks - perfect for customers with a standard car licence. These trucks are in constant demand from movers, tradies, and small businesses.

The well-maintained fleet also includes cars, vans, minibuses and trailers, catering to a wide range of customers.

The dedicated long-serving team has over 80 years of industry experience between them ensuring operations run smoothly and efficiently.

Minimal owner involvement is required, thanks to capable experienced staff and proven operating systems.

Three strong revenue sectors:

- * Small trucks & cargo vans - Consistent, year-round demand from domestic customers, movers, tradies, and small businesses.
- * Minibuses - Perfect for schools, sports teams, and family groups; generates stable, repeat revenue.
- * Cars - Popular with both the tourism market and local business users, ensuring steady utilisation and cash flow.

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Link Business (Ellerslie)
Licensed REAA 2008
Broker Ref: EL05036



Each sector operates as a distinct revenue stream, providing diversification and stability across market cycles.

Business highlights:

- * Specialises in small vehicle hire- capturing all customers with standard driver licences
- * Trusted brand with 20+ years of proven success
- * Two prime Auckland locations with strong visibility
- * Three established revenue streams- trucks, minibuses, and cars
- * Six experienced staff, including long-term management
- * Low owner input- efficient systems and self-sufficient operations
- * Resilient domestic focus with year-round demand
- * Strong online presence
- * Nationwide rental cooperative network
- * Over 400 Google reviews with an average of 4.8 stars
- * Growth potential through fleet expansion and local marketing initiatives
- * Current asset value well exceeds asking price

The Opportunity

Ideal for either an investor looking to enter the growing rental vehicle sector with a well-structured foundation or owner-operator seeking a dependable, profitable business with established operations and growth opportunities.

This is a rare chance to step into a well-established, well-reviewed Auckland hire business with consistent returns, trusted staff, and room to grow. Everything is in place - the systems, the team, the reputation - all it needs is your drive and vision. Opportunities of this calibre in the rental sector are tightly held.

Enquire today to secure the next phase of this proven performer.

Note that revenue and profit figures are based on 4-year average.

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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.

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