



HERITAGE ONLY

MARKET REPORT

H1 2026



OFFICIAL AUCTION PANEL MEMBER FOR VICROADS

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THE HALF IN REVIEW

The rarest plates set the price.

Across four auctions between February and June, one pattern held above all others: the rarest plates drew the strongest bidding, and the very best are now being held back for higher figures still.

87% cleared across the half

39 OF 45 LOTS OFFERED · FOUR AUCTIONS, FEB-JUN

\$9.05M

REALISED
THIS HALF

39

LOTS
SOLD

\$550K

HIGHEST
SINGLE SALE

\$1.33M

TOP LOT
(PASSED IN)

Issued by hand, 1932–1939.



Melbourne, 1930s — the era these plates were born into.

A Heritage plate is one of Victoria's original number plates — issued by hand between 1932 and 1939, and numbered from 1 to 285,000. They were the first plates the state ever produced.

The lower the number, the earlier the plate, and the rarer it is today. Across the half, the lowest numeric plates drew the fiercest competition, while higher-numbered plates changed hands for a fraction of the price — and with supply permanently fixed, the lowest numbers remain the most coveted of all.

Movement by plate length.

Sorted by the number of digits, the half tells one clear story: the lower the number, the firmer and steadier the price. The figures below read the results achieved across all four auctions.

Three-digit	100-999	\$330,000 – \$550,000	FIRM
Four-digit	1,000-9,999	\$122,500 – \$315,000	MIXED
Five-digit	10,000-99,999	\$93,000 – \$170,000	EASING
Six-digit	100,000-285,000	\$22,000 – \$35,500	ENTRY

Three-digit plates led, and held.

The benchmark category, and the steadiest of all. The best three-digit plates barely moved across the half — 368 at \$550,000 in February, 988 at \$550,000 in March, and 130 at \$510,000 in June. A floor has formed above half a million for the lowest numbers, and it did not break all half. Even high three-digit plates still transacted above \$330,000 as the entry level for the category.

Four-digit plates split in two.

The widest category by far. The strongest patterns commanded a clear premium — 4444 reached \$315,000 and 1000 reached \$300,000 in March — while patterned four-digit plates sold for \$122,500 up to \$200,000. Increasingly, pattern, not only length, sets the price within a band.

The categories, read end to end.

Five-digit plates eased.

The one category to soften through the half. The best five-digit results slipped from \$170,000 in February (23888) to \$130,000 in March (88887) to \$93,000 in June (88883). Demand is intact, but the premium is thinning — patterned, aesthetically pleasing numbers held up far better than plain ones.

Six-digit plates remain the entry point.

Only February carried six-digit lots, between \$22,000 and \$35,500. These are the accessible first rung of the market, and where most new buyers begin before moving to lower numbers.

SEPARATE FROM THE REGISTER

A new line arrived in May — not a Heritage category.

Heritage Only was proud to partner with VicRoads for the inaugural Seven Reserve release, which sold out in 36 hours. Recognisable words led, FERRARI at \$328,000 and PORSCHE at \$270,000. It is a distinct market that widens the field rather than competing with the register, and it opens a second route in for new buyers.

Our view: demand for the best numbers has not eased. Competitive bidding held at every sale, the lowest three-digit plates stayed above half a million, and clearance was high across all four auctions. Plate 96 was passed in at \$1.33M in June, below its reserve — at the top of the market, the strongest plates are being held for more.

For owners, and for buyers.

Demand held firm.

The best numbers were as sought-after as ever — competitive bidding at every sale, and clearance high across the half.

If you own a plate.

If you hold a lower-numbered plate, the half confirmed that your asset sits in the strongest part of the market. Prices for lower numeric plates are firm and rising, and the most ambitious reserves of the year were not only set but held. For owners of the rarest plates, patience continued to be rewarded.

REQUEST A FREE ESTIMATE OF YOUR PLATE →

If you are looking to buy.

The traditional low numbers remain the surest store of value, and competition for them is only deepening. The new seven-character plates have opened a second route into the market — one just months old, and still in its first chapter.

BUYING LUXURY DESERVES AN EXPERIENCE TO MATCH →

Our outlook for the second half.

Our outlook for H2 2026 is straightforward: continued strength in the lower numeric plates, a widening gap to higher-numbered plates, and a maturing character market. The forces behind it — fixed supply, growing demand, and a long record of capital growth — are all intact, and none reverse quickly. We expect the second half to be defined by the very top, where the rarest plates command the strongest prices.

HIGHLIGHTS

The results that defined the half.

Five lots stood above the rest — four for what they sold for, and one for what its owner would not let it go below.

\$550,000

Plate 988

Equal-highest sale of the half · 24 March

\$550,000

Plate 368

Equal-highest sale of the half · 10 February

\$510,000

Plate 130

Top sale at the June Auction · 23 June

\$328,000

FERRARI

Best of the new seven-character plates · 26 May

\$1.33M

Plate 96 · Passed in

The half's highest figure, held for more · 23 June

Every sale, in full.

Four auctions · 39 lots sold · \$9.05M realised · 87% cleared

HERITAGE NUMBER PLATES

February Auction

10 FEBRUARY 2026 · 12 OF 16 SOLD

368	\$550,000
855	\$450,000
521	\$400,000
9119	\$200,000
1088	\$180,000
23888	\$170,000
5335	\$161,000
1170	\$140,000
99996	\$118,000
67000	\$101,000
101088	\$35,500
110004	\$22,000

REALISED \$2,527,500

March Auction

24 MARCH 2026 · 8 OF 8 SOLD

988	\$550,000
556	\$500,000
327	\$500,000
4444	\$315,000
1000	\$300,000
3311	\$175,000
88887	\$130,000
18881	\$120,000

REALISED \$2,590,000

June Auction

23 JUNE 2026 · 7 OF 9 SOLD

130	\$510,000
385	\$400,000
985	\$330,000
1992	\$160,000
1011	\$152,000
6889	\$122,500
88883	\$93,000

REALISED \$1,767,500

SEVEN-CHARACTER · SEPARATE RELEASE

Seven Reserve

26 MAY 2026 · 12 OF 12 SOLD

FERRARI	\$328,000	MCLAREN	\$166,000
PORSCHE	\$270,000	6666666	\$139,000
8888888	\$270,000	XXXXXXX	\$130,000
WINNERS CHOICE	\$202,000	1234567	\$109,000
1111111	\$190,000	7654321	\$100,000
9999999	\$185,000	AAAAAAA	\$75,000

REALISED \$2,164,000

TOTAL REALISED · H1 2026

\$9,049,000

WHY HERITAGE ONLY

Where serious plates come to sell.



Home of premium live auctions.

Victoria's premium auction house for Heritage plates, and the Official Auction Panel Member for VicRoads. Our rooms are Melbourne's most distinguished — and the results speak for themselves. Every auction sold out to guests in record time. Luxury deserves a podium, and Heritage Only continues to set the benchmark.

To request a confidential appraisal of your plate, speak with our specialists.

REQUEST A CONFIDENTIAL APPRAISAL →

SELL WITH HERITAGE ONLY

Your plate deserves the right room.



The right room changes the result. Our live auctions gather the country's most serious collectors in one place — and the competition that follows is what sets records. No listing fees, complete discretion, and a valuation prepared by specialists who know these numbers better than anyone.

[REQUEST A FREE ESTIMATE](#)

[APPLY TO SELL](#)

BY INVITATION

An evening for our collectors.

On 15 October 2026, Heritage Only hosts an exclusive evening at Vue de monde — for a select circle of our collectors, at one of Melbourne's most celebrated tables, and a first look at what comes next.

Invitations are extended in September, to those who acquire a Heritage plate with us.

Vue de monde



HERITAGE ONLY

VUE DE MONDE • 15 OCTOBER 2026



Where you sell matters.

The choice of room decides what you achieve. The strongest results are made before the collectors Heritage Only alone brings together. When the time comes to sell, begin with a confidential valuation.

COMPLIMENTARY VALUATION

SECURE YOUR LISTING TODAY

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