



The future shape of the electric car market

cap hpi consulting

Matt Freeman

20th November 2023

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Agenda

- Recent BEV markets
- Recent RV performance of BEVs
- What does the future BEV marketplace look like?
- Future BEV remarketing challenge

Recent BEV markets

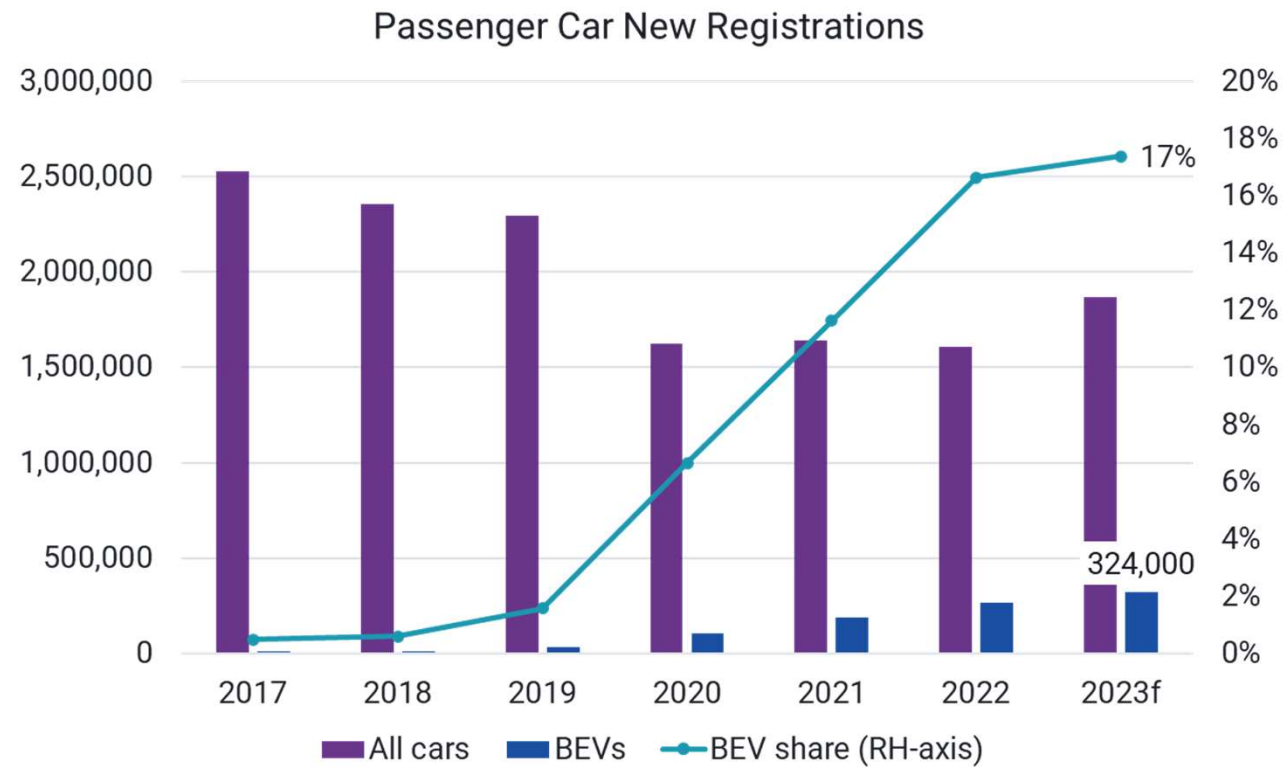
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The BEV Market

New passenger car market development



Source: SMMT, cap hpi consulting analysis

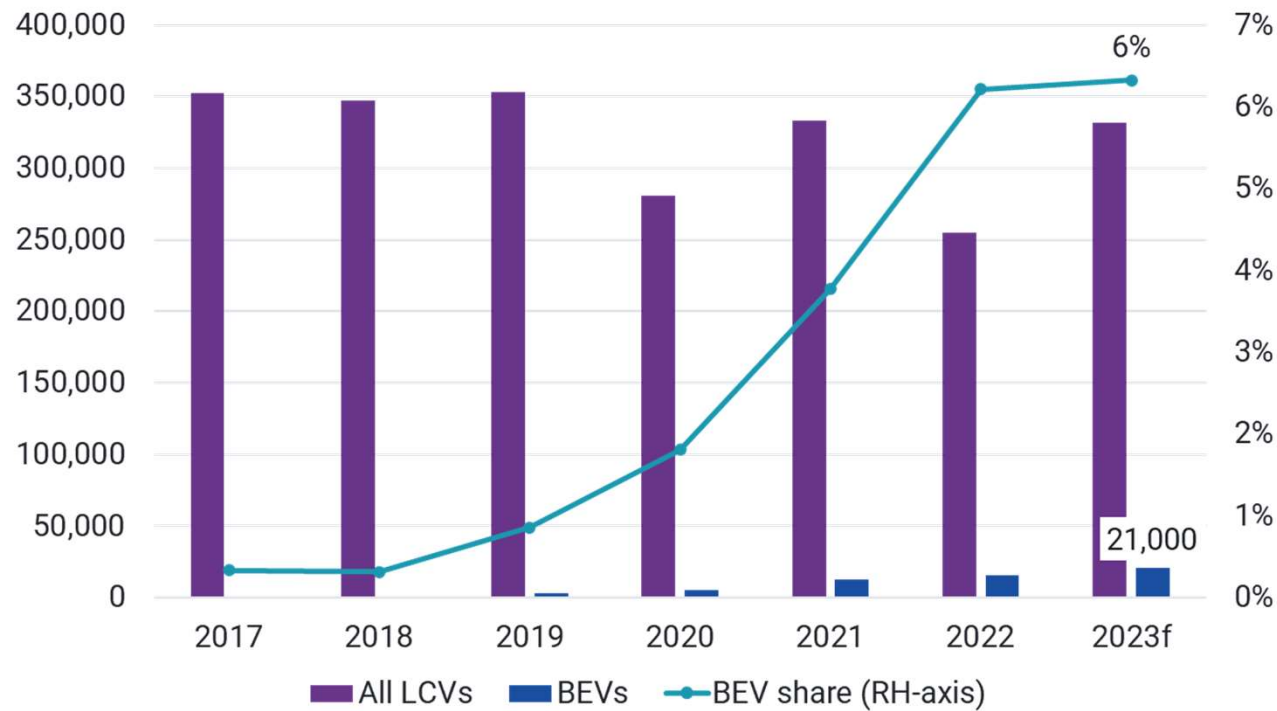
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The BEV Market

New LCV market development

LCV New Registration



Source: SMMT, cap hpi consulting analysis

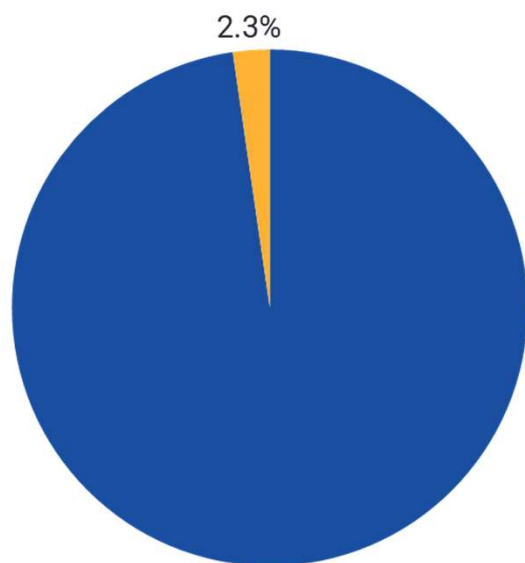
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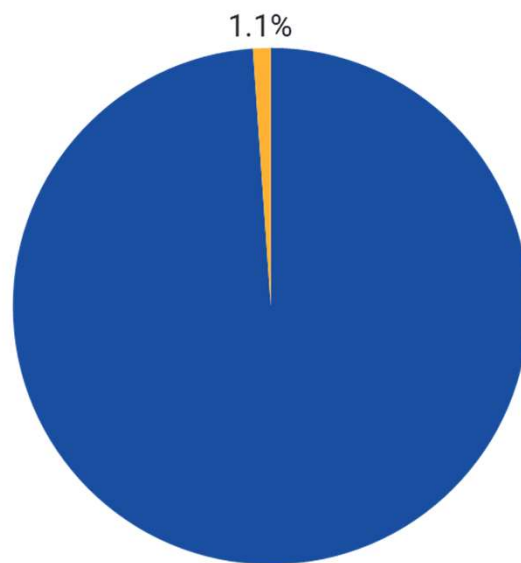
UK PARC Development

Passenger Car PARC



■ All other fuels ■ BEVs

LCV PARC



■ All other fuels ■ BEVs

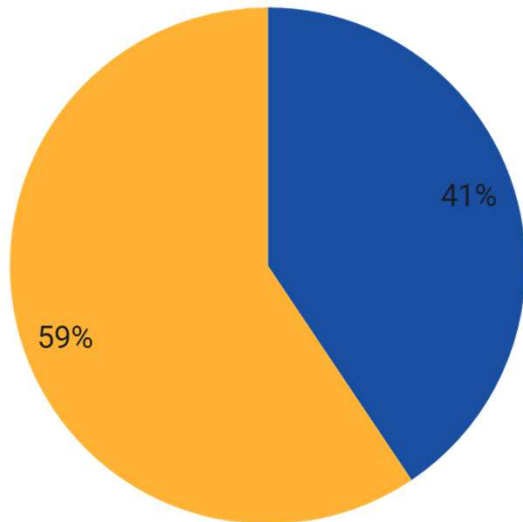
Source: CARWEB, cap hpi consulting analysis

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The BEV Market

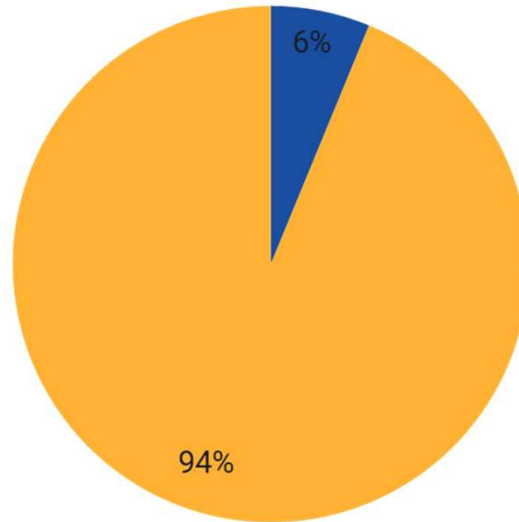
UK PARC Development - Ownership

Passenger Car BEV PARC



■ Private ■ Company

LCV BEV PARC



■ Private ■ Company

Source: CARWEB, cap hpi consulting analysis

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Recent RV performance of BEVs

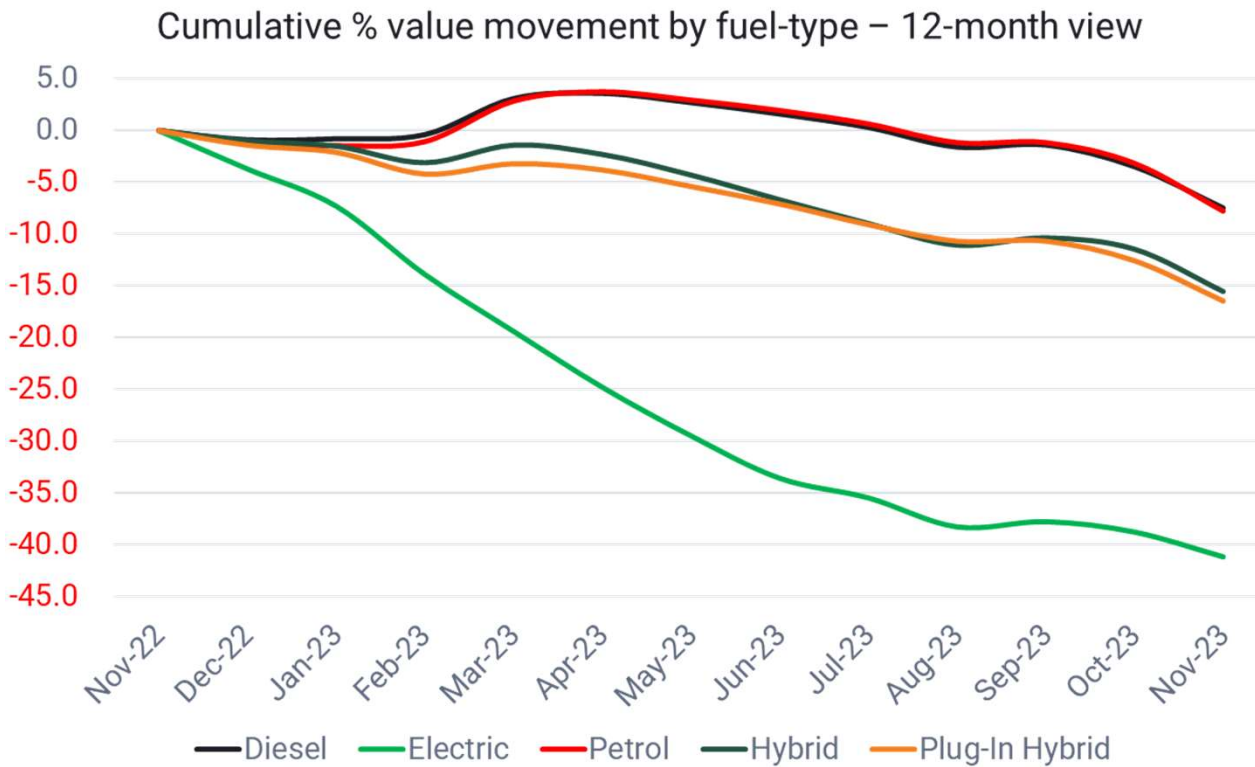
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The BEV Market

Used Market Data



Source: cap hpi

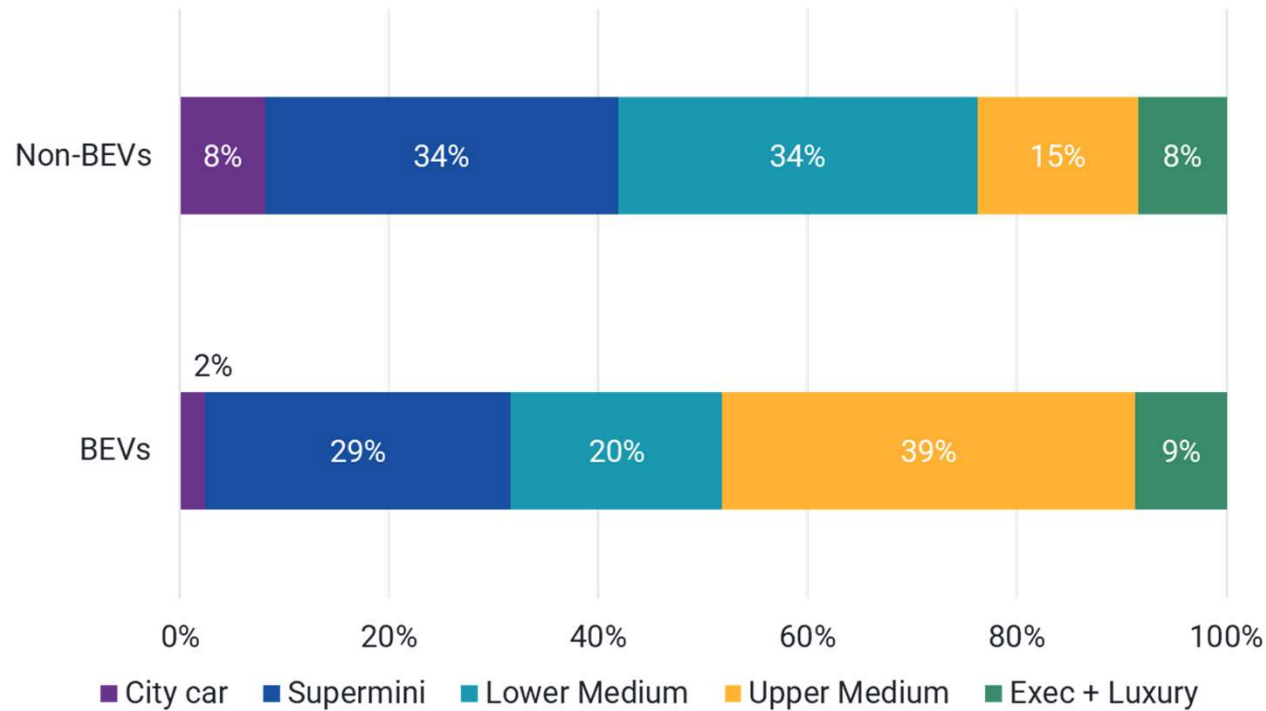
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The Shape of the BEV Market

New Registrations by Size-Segment

Total New Registrations 2009-2023 ytd (SMMT)



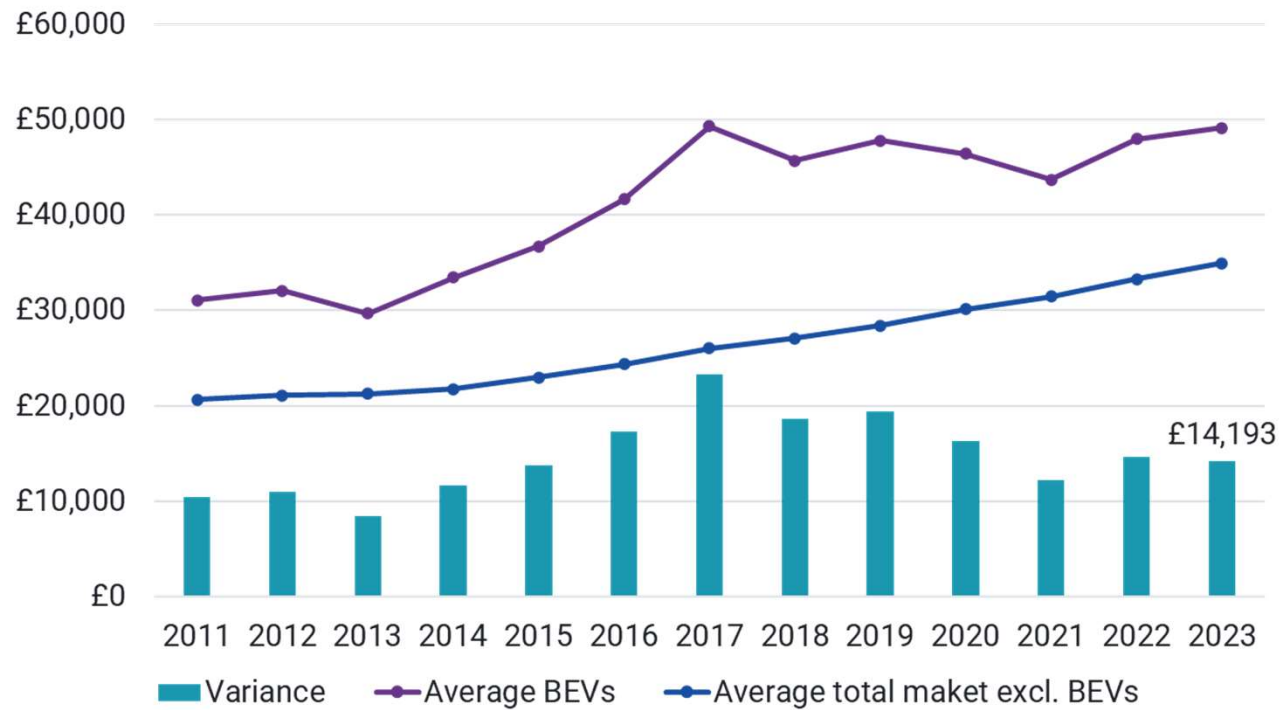
Source: SMMT, cap hpi consulting analysis

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The Shape of the BEV Market

Average List Pricing of New Cars

Weighted Average List Price



Source: cap hpi

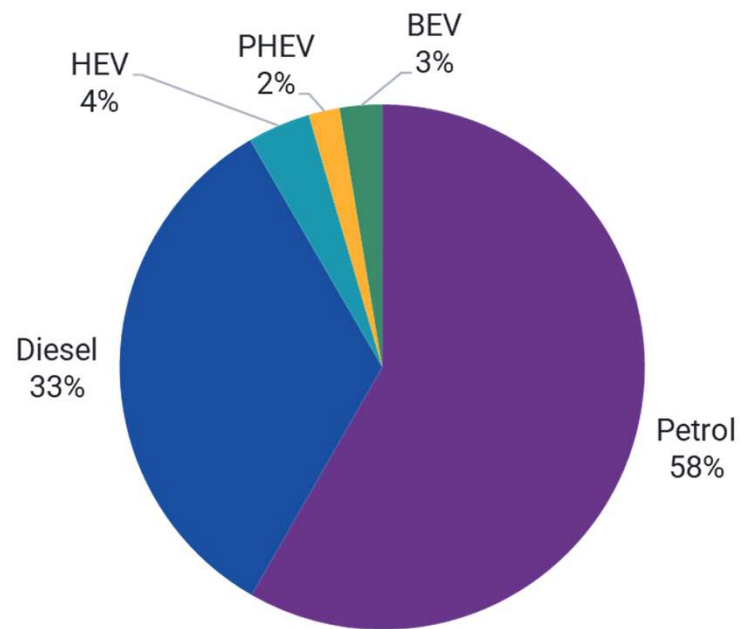
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The BEV Market

Used Market Data

Retail Advertisements: Share by Fuel-Type



Source: cap hpi

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What does the future marketplace look like?

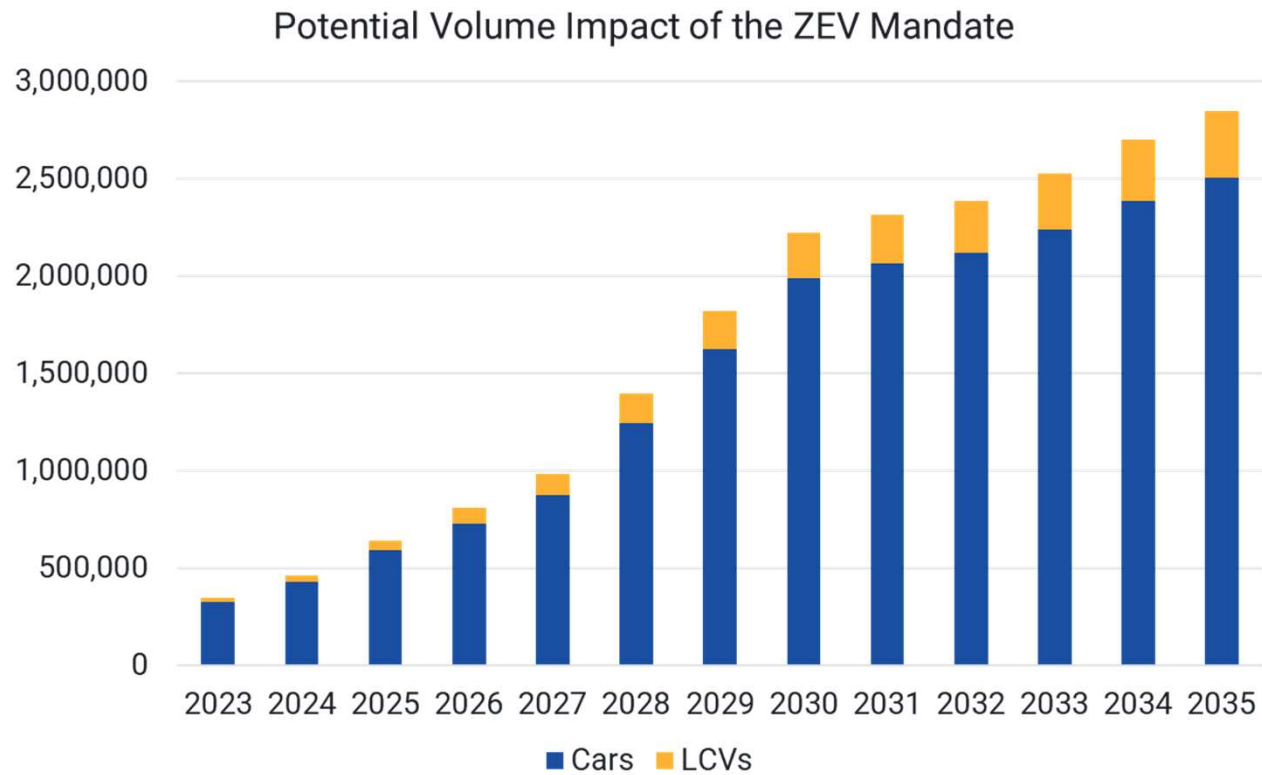
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The Future Marketplace

The Impact of the ZEV Mandate



Source: cap hpi

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The Future Marketplace

New brands and products



9 New models



5 New models



6 New models



2 New models



8 New models



6 New models



3 New models



6 New models

In the next 2 years we expect 45 new models from Chinese manufacturers.
Plus expanding ranges from: Polestar (4), Fisker (1), Smart (3) and more from traditional OEMs.

Source: IHS, cap hpi consulting analysis

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The Future Marketplace

Other factors



Taxation and
incentives



Infrastructure
development



Driving
environment



Total Cost of
Ownership

The Future Marketplace

Taxation and incentives

Purchase grants

- Vans, WAVs, Trucks, Motorcycles & Mopeds, Taxis

Taxation benefits

- Zero-rated VED,
- Zero Expensive Car Supplement,
- Low-rate Benefit-in-kind Tax

Infrastructure grants

- Residential chargepoint schemes,
- Commercial chargepoint schemes

Other benefits

- Reduced price parking permits,
- Cheaper public parking,
- Access to bus lanes

The Future Marketplace

Infrastructure development



Public
charging
network



Workplace
charging
installations



Private
(home)
installations



On-street
charging
installations



The Future Marketplace

Driving environment



The Future Marketplace

Total Cost of Ownership



Future BEV remarketing challenge

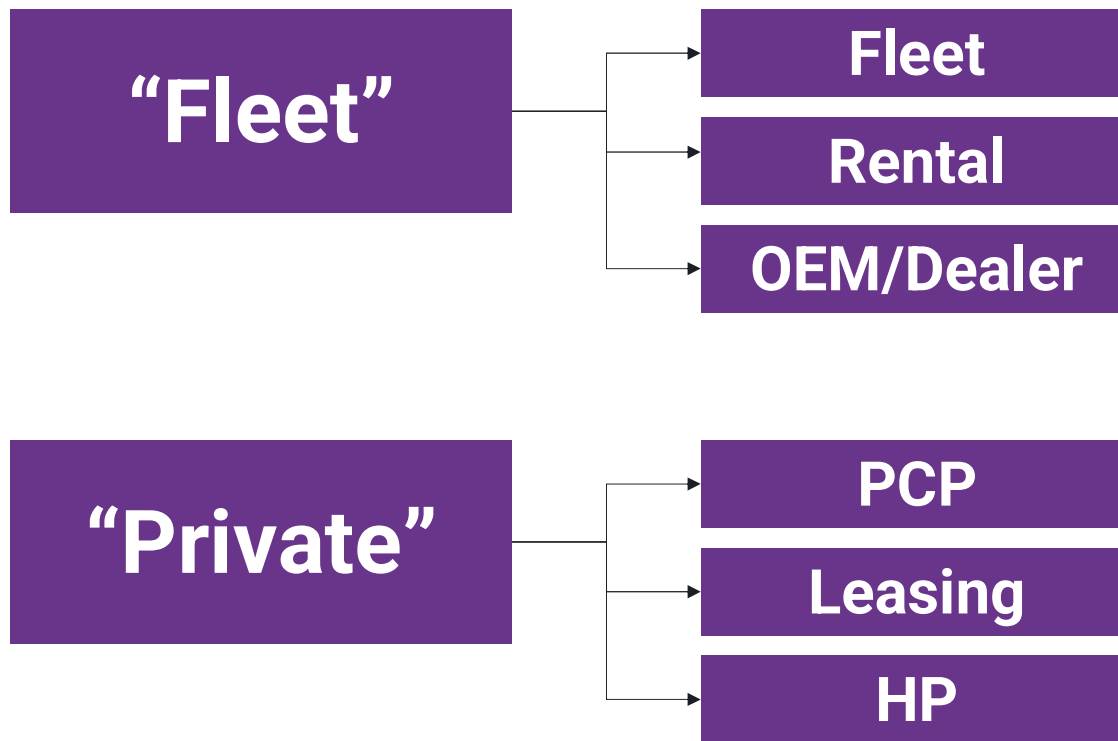
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The Future Marketplace

Modelling the Used Market

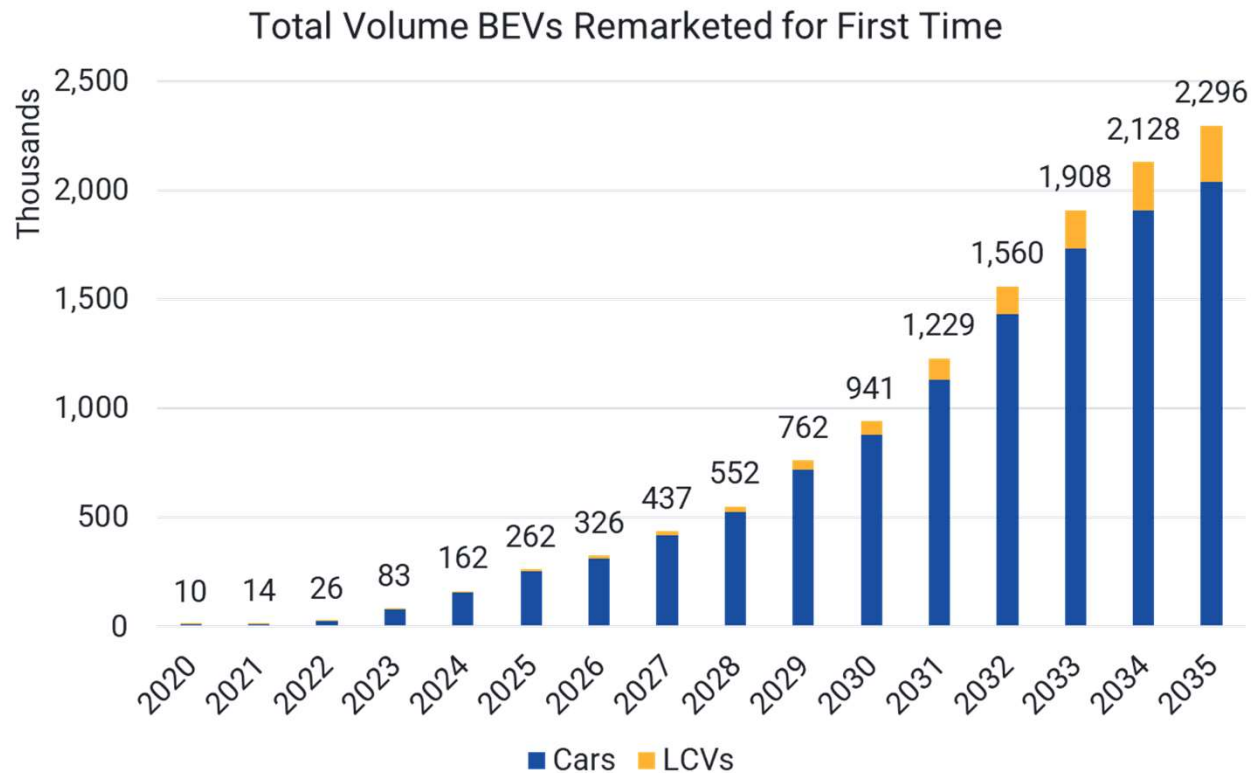


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The Future Marketplace

Modeling the Used Market



Source: cap hpi consulting analysis

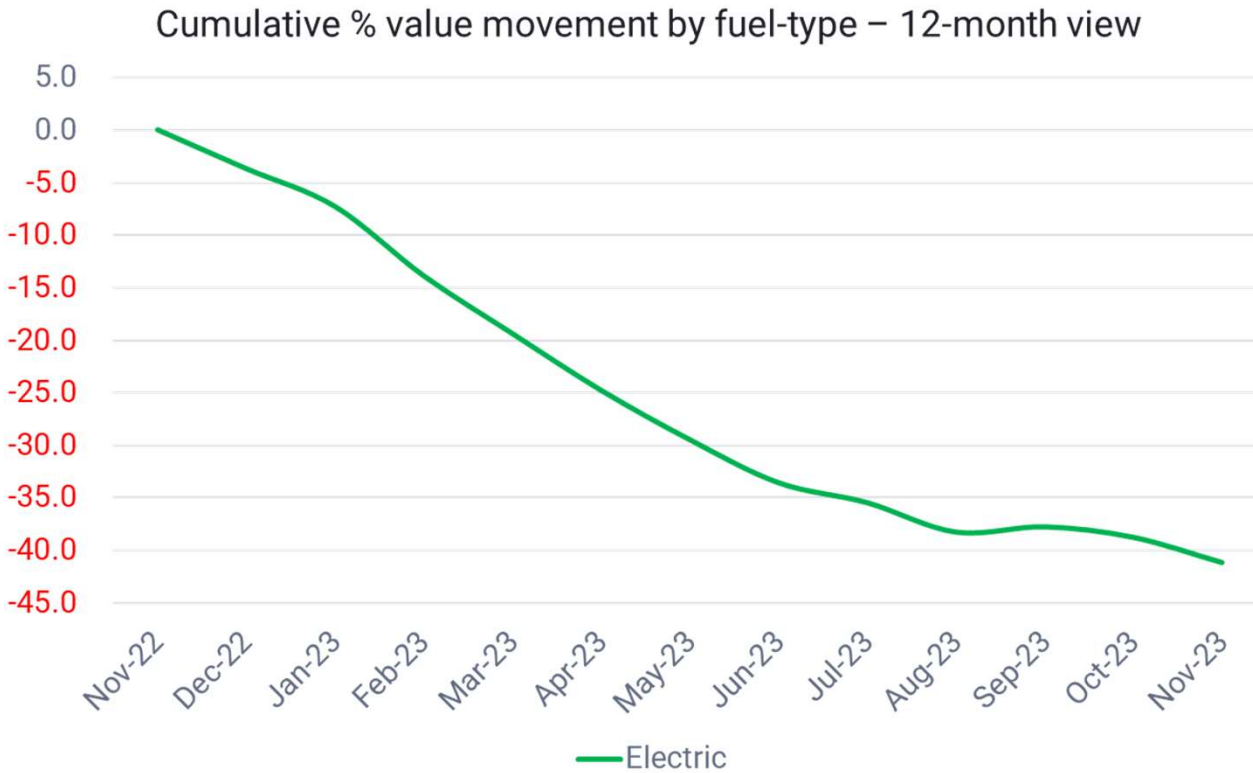
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The Future Marketplace

Modeling the Used Market



Source: cap hpi

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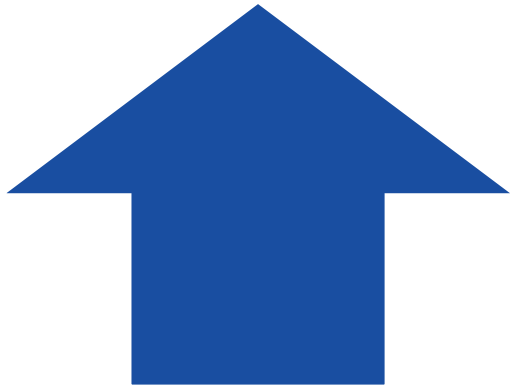
The Future Marketplace

Modeling the Used Market

**If this happens at 3% of the market,
what happens at 10%, 25%, 50%...?**

The Future Marketplace

The Solutions – Squaring the Circle



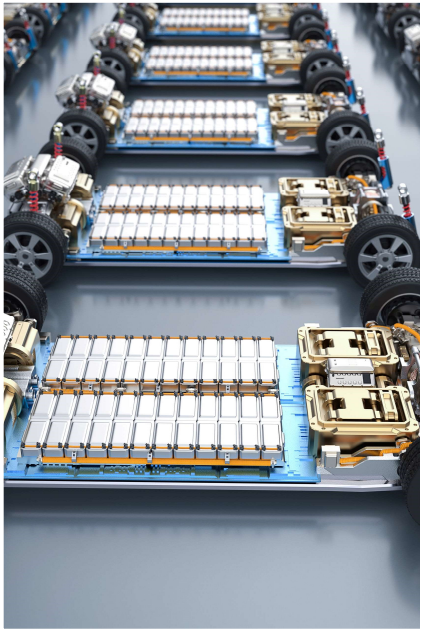
Strong RVs to support
new vehicle sales



Make used vehicles
affordable

The Future Marketplace

The Solutions – Squaring the Circle



More cars for used buyers

- Smaller segment vehicles
- Lower-cost models
- Stronger warranties

The Future Marketplace

The Solutions – Squaring the Circle



More control – for longer

- Used car leasing
- Used car PCP
- Subscription models

The Future Marketplace

The Solutions – Squaring the Circle



Stronger remarketing

- Better control over used vehicles
- More transparency on volumes
- Ensure vehicles are right for the market

