

THE COMING VOLUME OF EVS

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For the many journeys in life



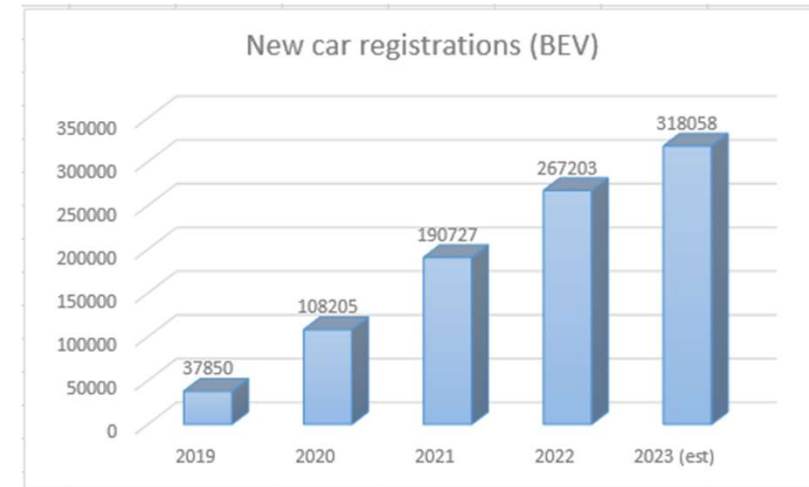
Headline questions:

- Are we poised for an explosion in used EV volumes?
- What do dealers and consumers want from Evs?
- How do the fleet and Remarketing sectors need to work together?

IS THERE AN EXPLOSION DUE IN USED EVS?

WHAT HAS HAPPENED

- The volume of new EV registrations has been growing steadily in recent years
- Growth has slowed slightly, but volumes on the road still increasing
- Skepticism still out there, but becoming more normalised



HOW IS THE EV MARKET DIFFERENT TO THE TRADITIONAL ICE MODEL?

- Many EVs have been extended (N.B. where residual values have been reduced and therefore replacement rentals increased, so why not just keep the one you've got)
- EVs seem to have longer replacement cycles by 1-2 years and there haven't been any huge strides in range or capability beyond charging speed.
- The recent shortage of new vehicles, home working and increases in rentals has seen a rise in contract extensions for existing EV.

When will this impact the used market?

Assuming a term of 42m (after extensions), we'll be due:

2024 – c.125,000

2025 – c. 200,000

2026 – c. 275,000

So far in 2023, 89,000 BEVs were advertised via Autotrader;

So more of a snowball rather than an explosion, but we're already rolling down the mountain.

But regardless of what happens in the new car market today, these vehicles are already out there and coming back.

WHAT DO DEALERS AND CONSUMERS WANT FROM EVS?

- **Certainty**
 - Price instability at start of 2023
 - Rapid increase in electricity cost in last 18m
 - Future-proofing
 - Battery longevity
 - Charging network
- **Knowledge**
 - Clear that many retail customers and trade buyers don't know enough about EVs
 - Stories of dealer sales teams faced with customers who know more about the products than they do
 - General lack of ignorance of how/where to charge
 - Clarity on running costs vs ICE, including insurance, SMR and energy
- **Financial incentives for used EV**

Expected by consumers, not widely advertised or known about, but include:

 - Scotland offering a 5yr interest-free loan for 100% of purchase price (up to £30k)
 - Grant of up to 5,000€ in Northern Ireland?
 - London offers certain free parking and ULEZ grants, but these are light-touch and not widely known
 - Nothing currently in Wales



HOW do the Fleet and Remarketing sectors need to work together?



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- Certainty comes from economic stability
- We can provide information
- Education, education, education



If we all start to change the mindset of potential customers, we can give ourselves a fighting chance

Impact of not acting now

- Supply is increasing, so need to instill demand to avoid:
 - Lower sale price for leasing companies
 - Increased conversion rates at auctions
 - Clogging up of storage capacity in an already-squeezed de-fleet network
- The EV increase isn't going away – we need to do something now to avoid having this conversation again next year

EV INFORMATION SESSIONS

CLASSROOM-TYPE INFORMATION SESSION

- EV market insight, pricing position and customer demand data presented by AutoTrader
- Details of new OEMs – Genesis, BYD, Fisker and ORA and why these will be important in the coming years
- A detailed comparison of running costs vs petrol and diesel equivalents
- What to look for when buying a used EV:
 - different charging rates, battery size and why this matters
 - maximum range – WLTP vs real world
 - Cost new vs retained value
- Battery degradation and testing – what it is any why it's important



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Cupra Born

Spec: V3 58kWh AFV 204

Battery	Range	Charging
Battery Size 62 kWh	WLTP 265 miles	Home/Devi/Offices 11 kW - Type 2
Usable Battery 58 kWh	Real World 215 miles	Rapid Charging 120kW - CCS

Key Features

- Offering premium performance, style and innovative technology that you expect from a Cupra without compromising on its sustainable character during operation. The 15 specifications comes with 12-way electrically adjustable heated front seats with Massage function.
- Agreed real world based up to 10% showing speed and navigation instructions along with safety warnings for vehicle entering per hour ahead.
- *Note: 20% of the car to charge complete if your heating is on even *Note: Only in your cold to get the heated seats on.

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Genesis GV60

Spec: Premium

Battery	Range	Charging
Battery Size 77.4 kWh	WLTP 321 miles	Home/Devi/Offices 11 kW - Type 2
Usable Battery 74 kWh	Real World 240 miles	Rapid Charging 235kW - CCS

Key Features

- The world's first fully biomimetic vehicle experience – total go anywhere freedom with no need for keys using face connect and app-based access. 2 doors can be controlled – outside from the MY23 model.
- Digital Key – no need to remove your device which has the digital key in it from your pocket, bag or wrist. The vehicle recognizes when the device is inside and allows the vehicle to be started / driven / can share digital key with up to 5 people.
- Genewa Charge Pass included with every EV – partnered with Shell Recharge Solutions which gives the driver access to all Shell Recharge points across Europe including 100% off extra charge for 5 years + 100% instantly charge 120kW+ with the Charge Pass to reduce to just 50p/kWh.

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EV INFORMATION SESSION (PART 2)

RIDE AND DRIVE

- Give our buyers and their sale teams the opportunity to sit in, drive and experience EVs
- Access to a wide range of models currently available in the used market place – Tesla, Hyundai, BMW, Jaguar, Polestar, Cupra, KIA and Renault
- A view of the EV landscape, with the chance to try some newer models as well as e-vans and e-cargo bike
- Many of the participants were seasoned buyers but had never been in or driven an EV
- Very positive feedback from all attendees and some converts from “naysayer” to EV advocate
- No. of bids per EV sold increased by 30%
- No. of customers bidding on EVs increased by 54%



FOLLOW-UP

SHAREABLE COLLATERAL

- We've created some EV information sheets, myth-busting guide and jargon buster for our B2B customers and their sale teams
- These can then be shared with their retail customers in the event of queries
- The more we can make it easy for customers to understand what they're buying, the more chance of selling them...

There's an email on the way containing useful information



THANK merci

mèsitak **YOOGRA** chokrane

dhanyavad **ZARIG** dziękuje

GRACIAS danke **ATÔ** **NANDRI**

спасибо **MAH** teşekkür

ederim **APO** **JËRËJËF**

obrigado