Brego
VRA Market Update

September 2024

Andy Webb, Head of Sales

Agenda - EV Analysis

1. What has happened

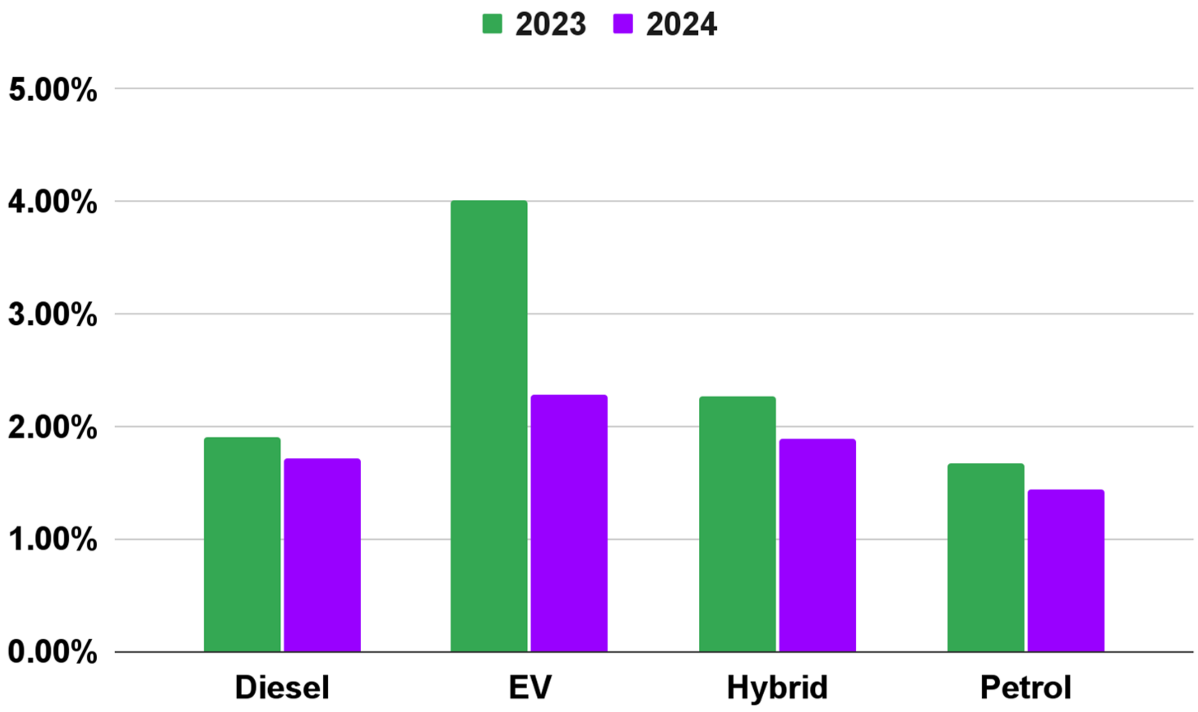
1. Why has it happened

1. What made it change

Average monthly depreciation of fuel types

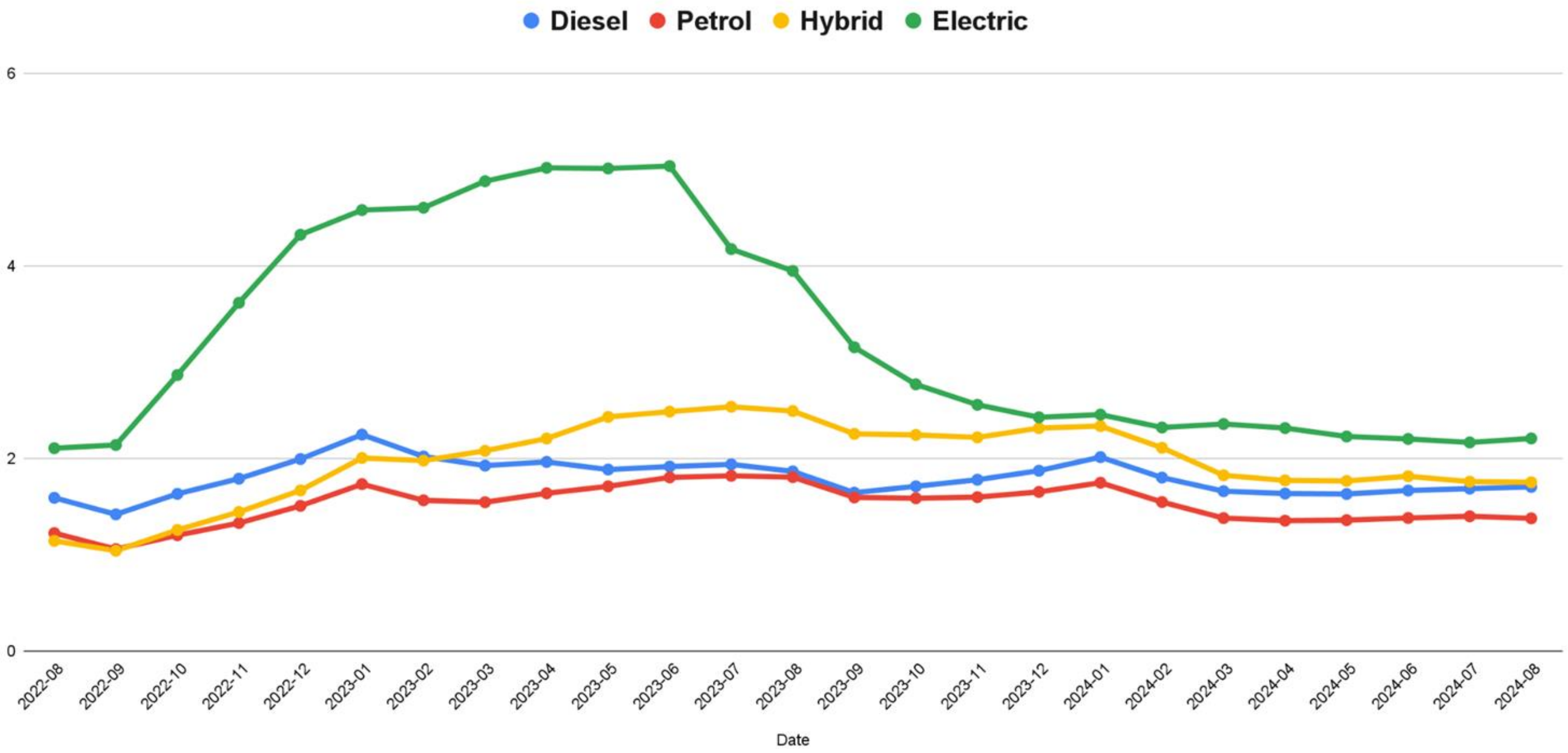
EV’s are now depreciating less on average

EVs still drop more in value per month, but are now leveling out with other fuel types



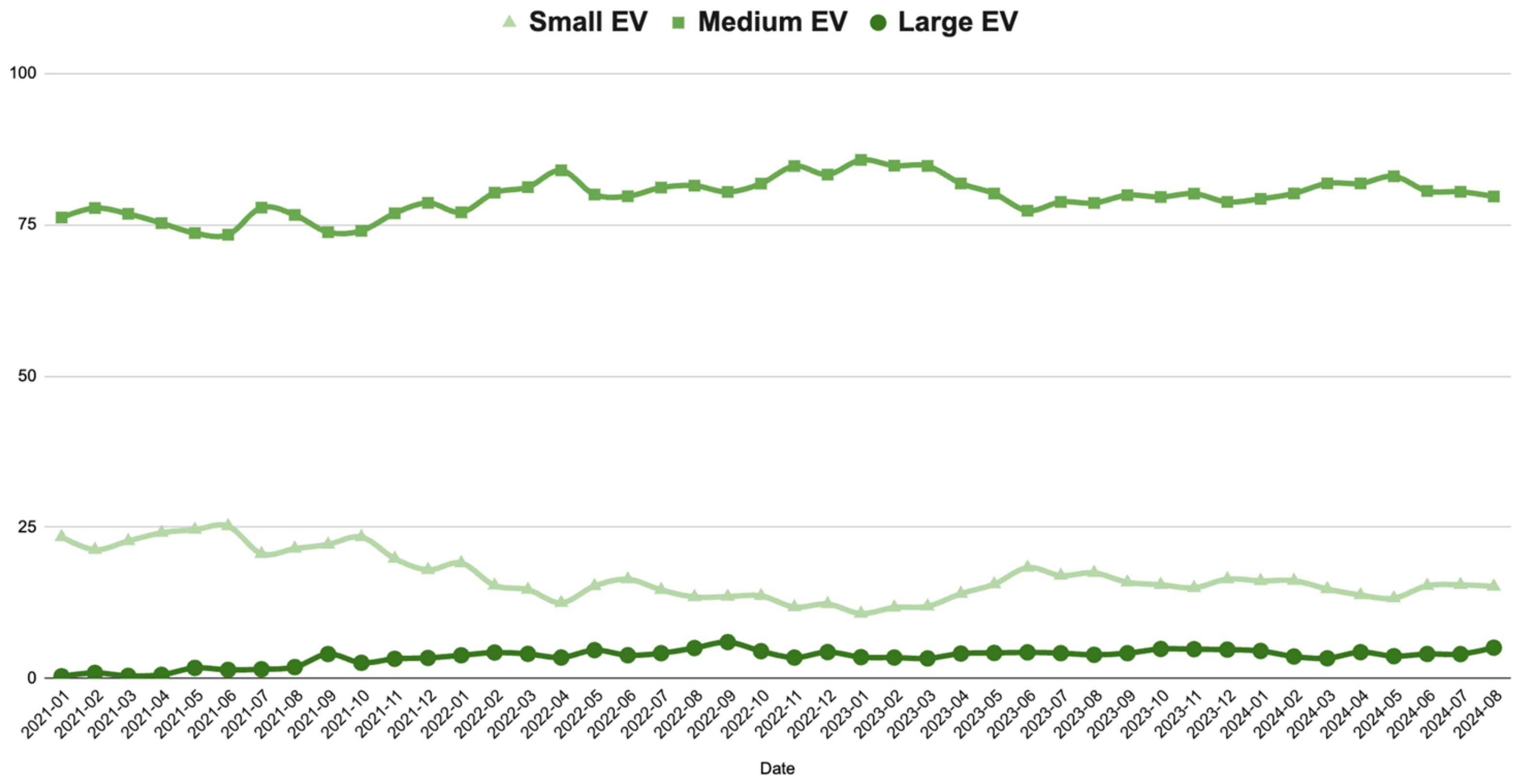
Average depreciation (%) per fuel type

Month-on-month depreciation (%) of each fuel type



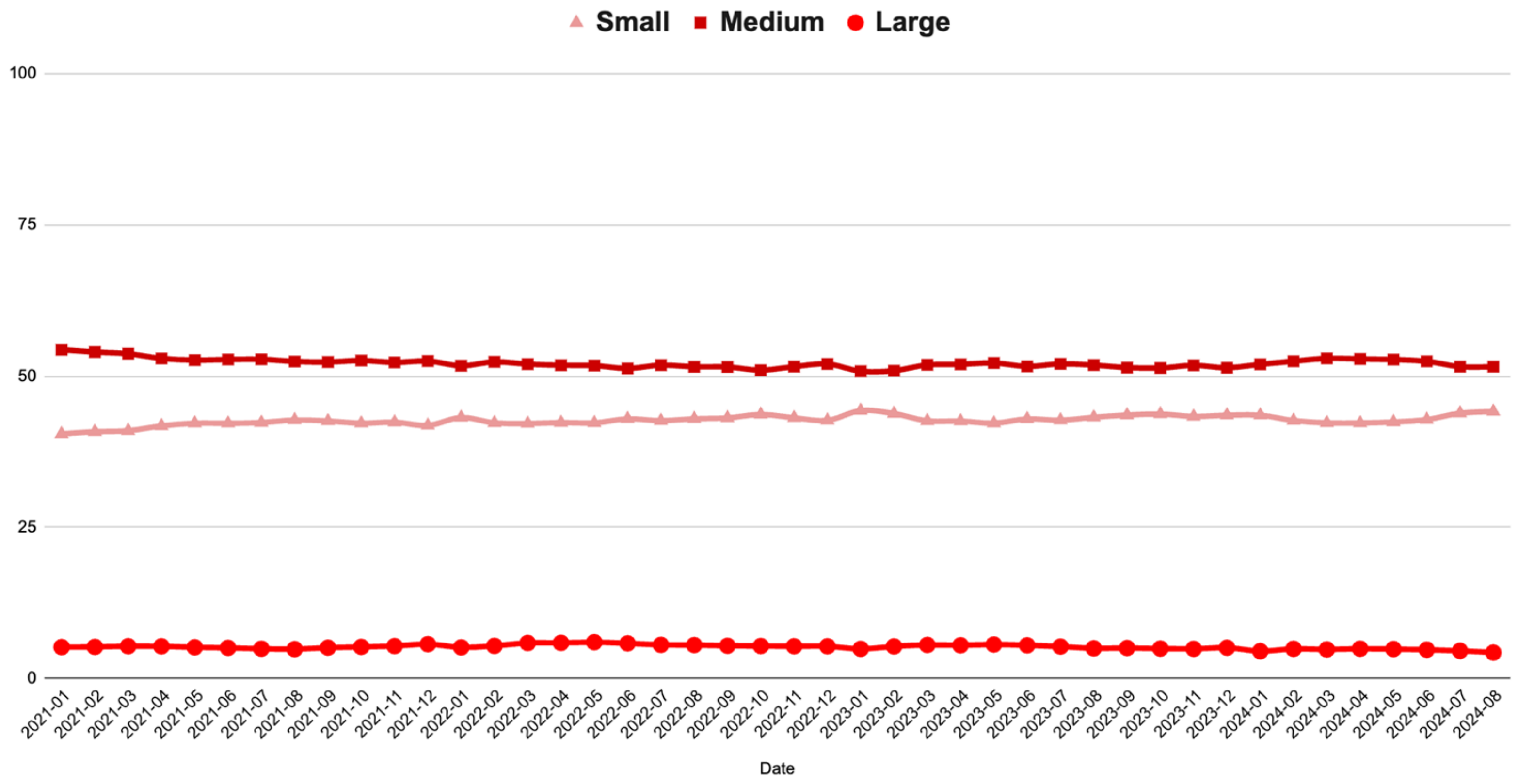
Sector analysis - EVs

EV market segments sold



Sector analysis - non-EVs

Non-EV market segments sold



Sector analysis - combined

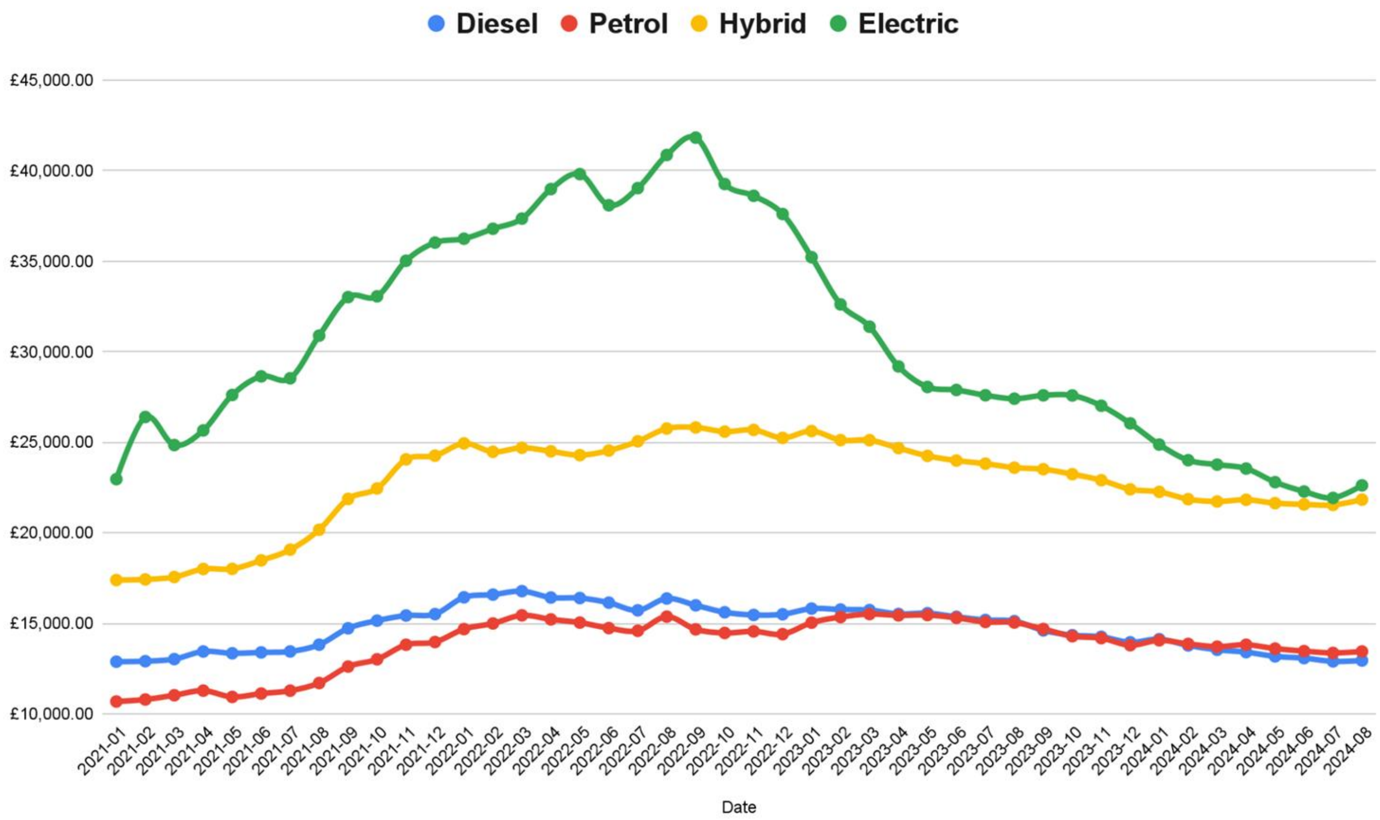
The EV market is out of sync with the rest of the market and what car buyers are looking for

Segment	Ev Market	Non-EV Market	Difference
Medium	80%	50%	30%
Small	12%	47%	-35%

Average car prices per fuel type

The average value of cars in each fuel type

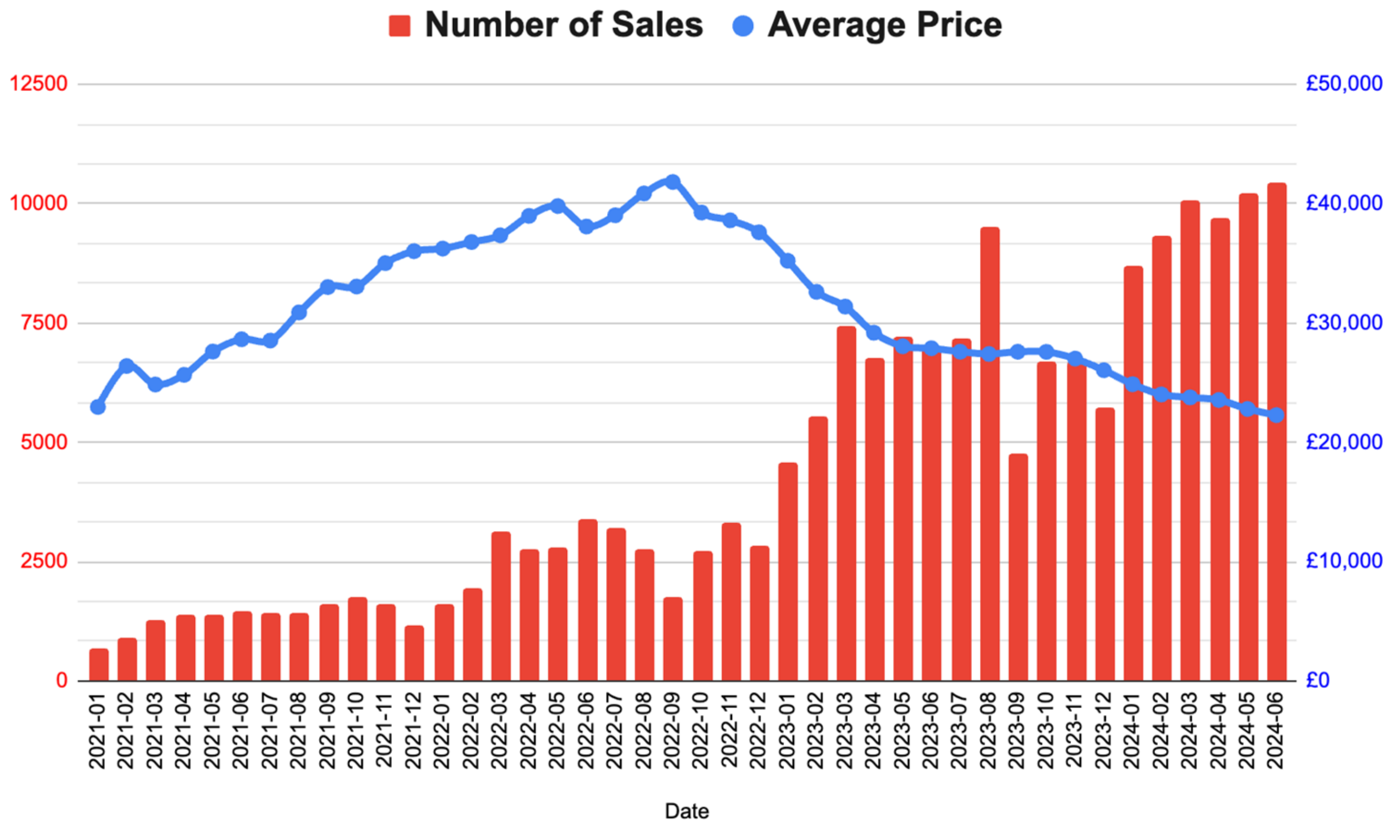
Discounted sales of EV reduced the overall price



Number of sales vs the average price

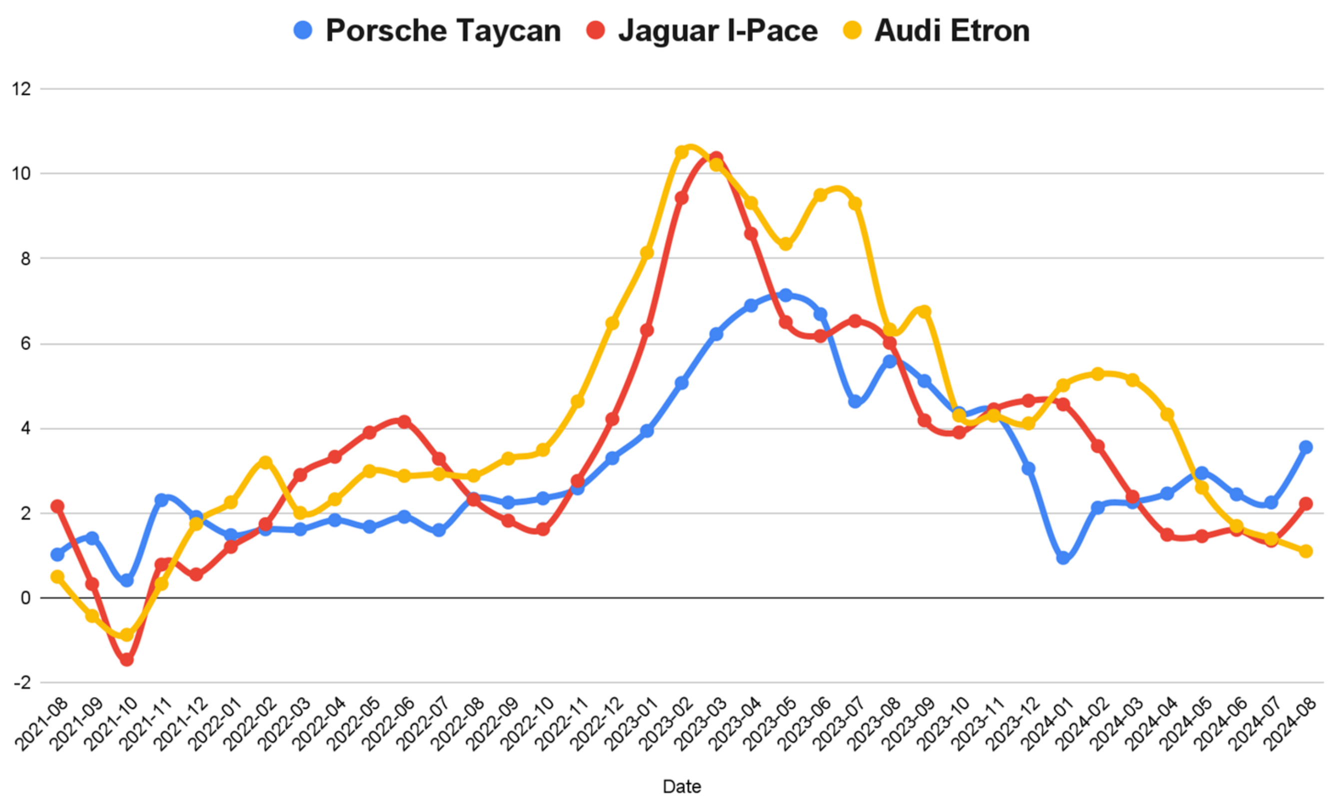
Tesla have led a trend of discounting EVs to sell more stock

Reduced price of EVs led to increased sales



Porsche vs Jaguar vs Audi

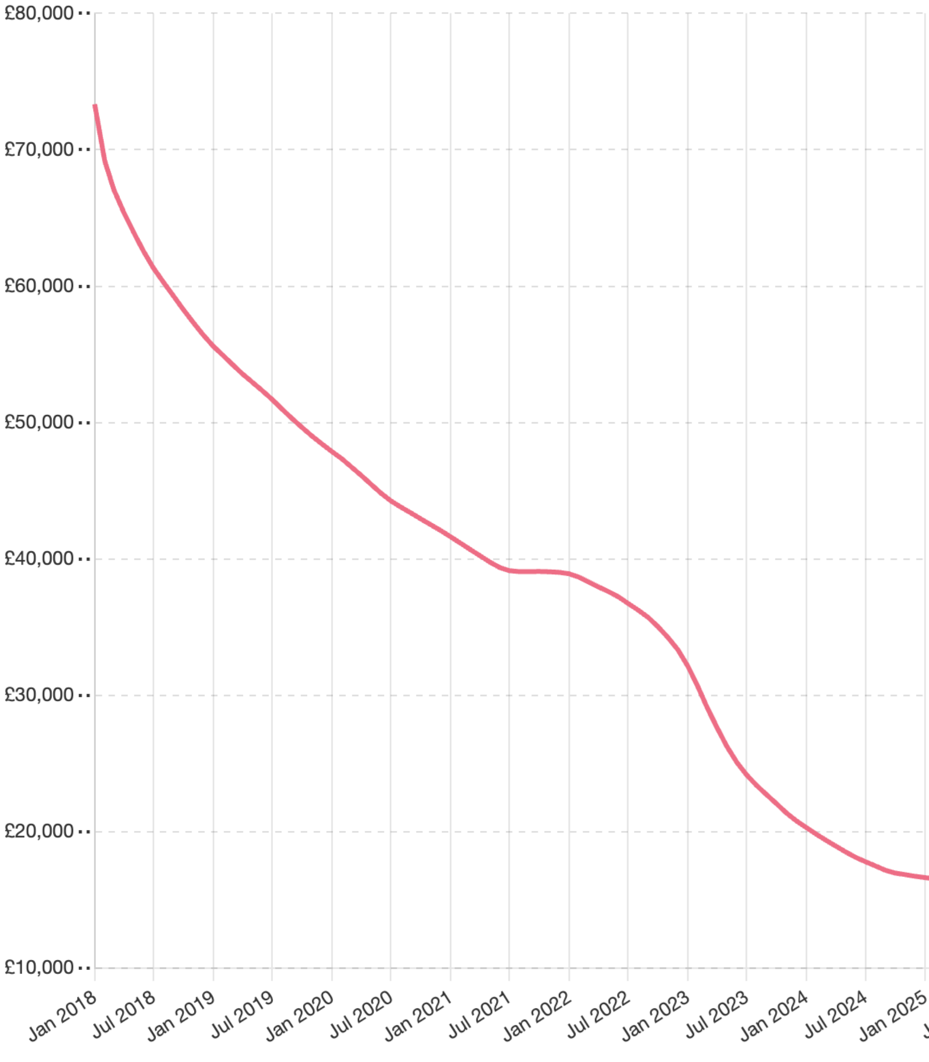
Monthly discounts in % during sale



Jaguar's EV Problem

The I-Pace continues to lose a lot of value

The Jaguar I-Pace has now reached sub-£15,000. It has depreciated over £55,000 or 78% of it's value.



Conclusion

What all this means

1) **The EV market is out of sync with the rest of the market**
2) **Reduction in price has been the only way to clear the EV stock**
3) **Unless consumers buy EVs new, *nothing will change*...**

Brego
Driven by Data

Any Comments or Questions

The contents of this document are private and confidential and are for the intended recipient only. If this is not you, you are not authorised to read, print, retain, copy, disseminate, distribute, or use this document.

Get in touch

Simon Hunt
Co-Founder & CEO
simon@brego.io

Andy Webb
Head of Sales
andy@brego.io