

The logo for EVEXPERTS, featuring a stylized 'E' icon followed by the word 'EVEXPERTS' in a bold, sans-serif font, all contained within a blue rounded rectangle.

EVEXPERTS

Presentation to
Vehicle Remarketing Association
Sept 2024
Martin Miller, Co-founder



How do we ALL sell more EVs

- Price parity is a thing
 - In the 2–5-year market an EV is at price parity with a petrol auto
 - For 60% of Brits (who have ability to charge at home) switching makes sense if the household includes a car worth £15k+
- Early Majority are in the market
 - Unlike early adopters they don't overthink purchasing decisions and are more impulsive
 - Benefit from lower fuelling and servicing costs and ease of use
- Labour budget 30th October
 - Removal of 5p/litre fuel duty discount on petrol/diesel?
 - Road tax for ICE vehicles to increase above the standard rate for EVs?
 - BIK rates for petrol/diesel cars going up?
 - Reduction of VAT on public charging to 5%?

The crash in EV Values

- Elon Musk on Twitter...
 - Tesla have no doubt stimulated consumer demand for EVs over the last 10 years
 - Behaviours regarded as anti-competitive and sudden price reductions have damaged the brand and heavily effected Tesla residual values
- Consumer confidence shaken in 2023
 - Government 'U' turn on ZEV mandate
 - EVs across the board were hit (new and used)
 - Winners and losers
- Negative media
 - Prevalent during 2023 switching from anti-Brexit/vacc-ing
 - Clear change in 2024: GB News / Telegraph / Daily Mail have written articles this month about what amazing value a pre-owned EV is for over half of Brits (who can charge at home)

Used EVs are not all the same

- Dinosaurs



- Desirables



- Divas



Used EVs are not all the same

- Dinosaurs
 - CHAdeMo charging
 - Less than 100 miles on a charge
 - Air cooled batteries
- Desirables
 - Geely / BYD / Kia / Hyundai / BMW / VW Group / Renault / and many others
- Divas
 - Tesla has no respect for residual values
 - Porsche / Jaguar sold on low BIK but buyers in secondhand market are lukewarm

Things are changing...

- Price parity
- Oil price insecurity
- New government
- Superb driving experience offered by EVs – this overlooked fact is at last filtering through as more people drive them



Labour Government provides a massive opportunity for retailing EVs

- Committed to NetZero
 - Green Power Generation by 2030 – which means even cheaper to run than petrol
 - Plan to reduce greenhouse gas emissions from transport
 - Manifesto has moving ban on ICE back to 2030
- Budget October 30th (predictions)
 - Fuel duty discount reduced/removed - when petrol is 150p+/litre, EV demand spikes
 - Reduction of VAT on public charging to 5% will build consumer confidence
 - Increase in road tax for ICE cars will encourage up-take of EVs
- Committed to ZEV mandate
 - Which means stock availability won't hold our business back



Since Labour came into power

- AutoTrader data shows that EVs are the fastest selling fuel type
 - Consumer confidence in buying a used EV has risen –See chart in appendix
- Our unit margins have improved by 18% between June and Sept
- Trade demand and CAP pricing rising
 - Other retailers have recognised that price parity on used EVs is a big opportunity

Barriers to a healthy used EV market

- Retailers need to step up and re-educate their teams
 - Learn from CarPhone Warehouse
- Lack of AC off-peak charging for those that can't charge at home
 - London Borough of Wandsworth is replacing all lamp-post with EV chargers
 - Local council initiatives now making headway (Connected Kerb for eg)
 - Grant for those that charge across pavements in place
- UK has a good and fast developing rapid charging network
 - Honestly you can drive long distances in an EV without stress in the UK

EV Experts believe consumers will suddenly 'get it' and realise that for those with the ability to charge at home or work it's a no-brainer...

More about EV Experts

EV Experts Founded by Martin Miller and Estelle Symonds in May 2017

Mission to provide independent, trustworthy, expert advice and to sell carefully selected, reliable, desirable vehicles

Carries a range of nearly new and pre-owned EVs

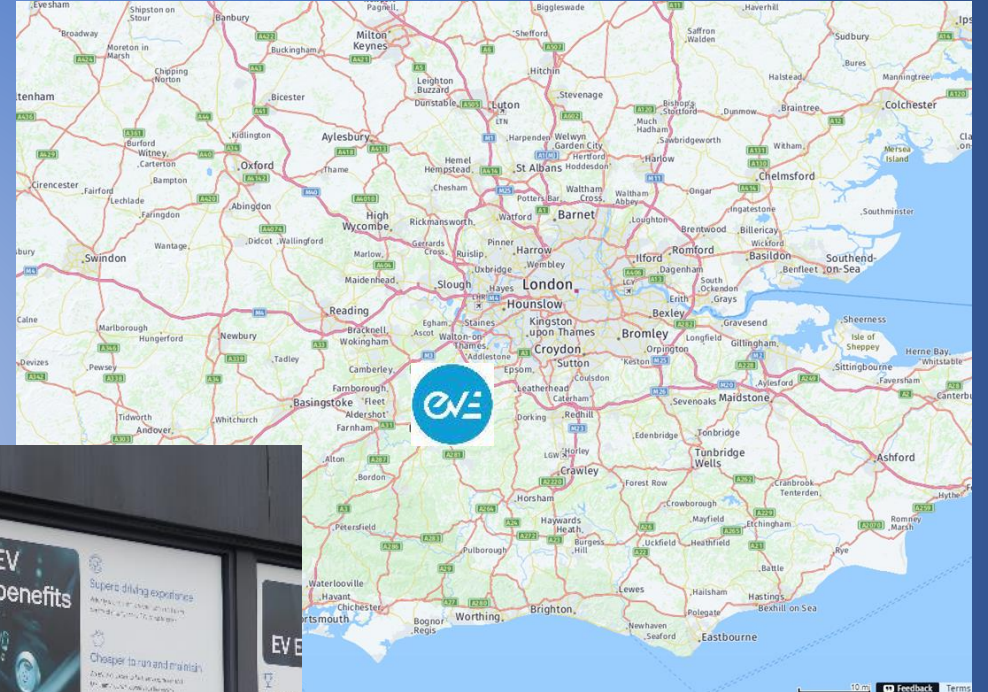
Passionate about electric cars with second to none knowledge (Feedback scores of 5/5).

Award winning, featured in both consumer and trade press

Lots of details in appendix



Surrey Site: easily accessible – A3 frontage



Hampshire Site: indoor/outdoor showroom





A sample of customer testimonials from 2024

Average Customer Rating:  5/5 | **feefo**

Independent Service Rating based on 176 verified reviews. [Read all reviews](#)





“ EvExperts - A helpful, efficient, friendly and very knowledgeable operation

 Sara & John MacKenzie - April 6, 2024 -  YB72 Tornado Red

The whole experience from making an initial enquiry to picking our VW e-up! was excellent. Martin got straight back to my email questions and booked a test drive at our convenience. When we visited for the test drive at Guildford, Lewis was the perfect host sharing his comprehensive knowledge in a non-hurried calm manner. Nothing was too much trouble. We both had quite a long test drive of the immaculate car which sold itself to us. No pushy selling at all, just helpful information. The pickup was just as good, with a fully charged car and efficient exchange of vehicles. If you are looking for a helpful, efficient, friendly and very knowledgeable outfit with a good range of quality used electric cars the EV Experts should be at the top of your list. [^ Read less](#)

 0  Share



“ Great friendly service and a great car!

 Ros H - April 4, 2024 -  HV22 Celestial Blue

Great friendly, helpful service. The first car I called them about had been sold but they took my details and called me a couple of weeks later to say more coming in. They delivered my car, beautifully valeted with new mats and a full charge. Delighted with my car. Highly recommended. [^ Read less](#)

 0  Share

“ Recommend EV Experts for your local second hand EV

 Julie Dickson - April 6, 2024 -  AK72 Vertigo Blue


Brilliant service, with excellent knowledge of EVs. Easy to deal with throughout. We bought a second hand Peugeot e208 GT from EV Experts, having taken it for a test drive with Estelle. At the moment, second hand EVs are very good value compared to new and you still get a good warranty on the battery. We were given very thorough information about EVs and the advantages and disadvantages of the different options, how to charge, etc. The cars on display are all immaculate and ours had very low mileage so was like new. You can compare and try out lots of makes from Tesla, Polestar, Mustang to VW, Peugeot, BMW. We love our car, easy to drive like an automatic - and with solar panels and a battery at home, the electricity to charge it is a lot cheaper than petrol! No road tax either. The range is 210 miles which is plenty for most of our journeys - and quite frankly, even on longer journeys, you can charge your car during a 30/40 minute stop or even some non-Teslas can use Tesla fast chargers nowadays. Highly recommend a visit to EV Experts!

EV Experts

A3, Southbound, Guildford

[Get more reviews](#)

4.8  38 reviews

Reviews aren't verified. 

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John Feery

1 review

 a month ago


Ev Experts were totally brilliant, I would have no hesitation in recommending this EV specialist to other parties wishing to either buy or sell an EV. My thanks to all the team for making the sale of my EV a very pleasurable experience. John from Wokingham, Berkshire.



Emily Grace

1 review · 1 photo

 2 months ago

Fantastic service from viewing to purchase to collecting! Felt very safe buying from EV Experts. Gave us lots of time, showed us every detail of the car without being pushy. Excellent service received from Lewis who is very knowledgeable, we were not rushed in anyway to make a decision. Excellent service all round. We love our Peugeot E208 



 Reply  Like



Stuart Black

5 reviews · 1 photo

 6 months ago

Fantastic sales & customer service from Martin and Estelle, hugely knowledgeable on all things EV & with high grades of used EV stock. Visited "just to take a look" at one that they had for sale, drove away with a sale agreed. Collected a few days later with an informative handover session. Couldn't ask for a better way to have gotten into my first EV! Recommending them to friends and family.

Award-winning



We've invested in our digital assets



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All topics

- Benefits of buying used vs new
- Choosing an electric car
- Which EV for babies and children?
- Will my dog fit in an EV?
- Will my golf clubs fit in an EV?
- Will my tall family fit in an EV?
- Charging your EV
- Which EV apps will I need?
- EV range calculator
- EV running costs
- Grants for EVs and chargepoints
- Electric company car tax benefits

An EV Experts store is a place where you are welcome to view, discuss and test drive different makes and models of pre-owned and nearly new electric vehicles, with onhand expertise to help you select the right vehicle for you.

Our experts will support you at every step of your EV purchase journey, from answering any initial questions you may have, sharing our extensive knowledge of performance, range and functionality, as well as journey planning and maintaining your electric car.

Our 5 star Feefo reviews, modern and friendly approach, and genuine unbiased advice was recognised by Motor Trader who named EV Experts the Used EV Retailer of the Year 2022.

27.05.2024

Market insight: Have EVs reached price parity with ICE in the used market?

A common complaint about electric cars is that they are way more expensive than petrol and diesel models. This used to be true and entry level is still at a higher point than for petrol or diesel, but if your budget is £15k+, there are options at pricing on a par or less than the ICE equivalent. We have been... Continue reading.



25.05.2024

Electricity prices will fall again in July

From 1 July the reduced energy price cap means that electricity in most UK homes is capped at 22.36p/kWh (or £1568 per year) which is £122 per year lower than the price cap set from 1 April to 30 June 2024. This means that you will be paying over 60% less than the cost of fuelling a petrol or diesel... Continue reading.



22.03.2024

Instock with EVE: Cupra Born V2 e-Boost

WhatCar? Best Electric Family Car for 2022, the CUPRA BORN bridges mainstream family car with premium quality, impressive practicality and cracking driving dynamics. It's also the first CUPRA to be delivered net carbon-neutral. CUPRA talk about the power of pure impulse with 30 seconds of instant performance through the e-Boost function – trust us, it's fun! EVE loves the bucket... Continue reading.



20.03.2024

EV chargepoint grant for on-street parkers

This week the Government announced a grant scheme for electric car owners using on-street parking and wanting to charge from home. Up to £350 is available towards the cost of an EV chargepoint installation if both the chargepoint and installer are eligible. The grant is aimed at residential properties where street parking is generally available but a cross-pavement charging solution... Continue reading.



Guides and insights: examples from website



VW ID.4
543 to 1,655 litre boot capacity

Seats fold down in a 60:40 split and there is a height-adjustable removable floor. Max height is 80cm. Marley had enough room to chase his own tail and liked the thought of snacks coming through the ski-hatch. Photographed with floor in the raised position.



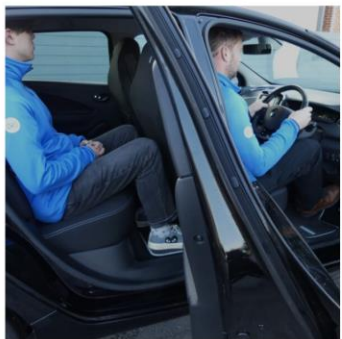
Audi Q4 e-tron Stationwagon
520 to 1,490 litre boot capacity

The seats fold down in a 60:40 split. Max height is a generous 81cm. The Audi was Marley's favourite, even with the slightly recessed floor, as this increased the head height available. The carpet felt ever so slightly plushier too!



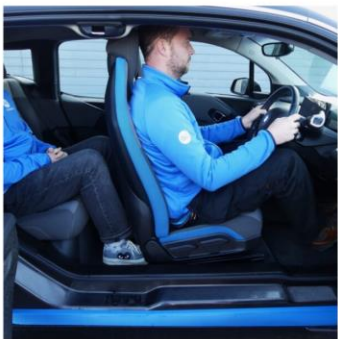
Ford Mustang Mach-E
402 to 1,420 litre boot capacity

Seats fold down in a 60:40 split. Max height is 76cm with the adjustable floor removed. A clever cargo screen can remain in place for small dogs or those that travel lying down or removed for a larger 518l boot. Marley found the Mustang short on head space.



Renault Zoe
Headroom: front 965mm rear 890mm

The smallest on our forecourt that the two could fit into and described as a squash and a squeeze! Manual front seat adjustment - forward/back with no rise and fall or adjustable lumbar support.



BMW i3/i3S
Headroom: front 970mm rear 920mm

"Do-able" with cut outs in the front seats for a little more legroom in the rear and a square body shape for adequate rear headroom. No lumbar support or powered seat adjustments but a comfortable driving position. Mind your head on the rear door mechanism!



Peugeot e-2008
Headroom: front 980mm rear 965mm

Works well for long legs, particularly in the rear. Manually adjusted steering column/seats with no additional lumbar support. The steering wheel is designed to sit in the lap which works well for some and makes for a fun drive but is worth test driving.



VW ID.3 / Cupra Born
5*/89% Child Occupant NCAP safety rating

A 5-door five-seater with isofix points on two back and the front passenger seats. Inside rear door-to-door measures 128cm. Three rear headrests provided as standard. Seat bases are recessed for comfort but interior space is impressive. As a family car, this is our pick.



Peugeot E-2008
5*/84% Child Occupant NCAP safety rating

A 5-door five-seater with isofix points on two back and the front passenger seats. Inside rear door-to-door measures 124cm and seat bases are flat. Three rear headrests provided as standard. As a crossover, the boot space is generous too.



Tesla Model 3
5*/86% Child Occupant NCAP safety rating

A 5-door five-seater saloon with isofix points on the outer two rear seats. Inside rear door-to-door measures 130cm. Three headrests provided as standard and seat bases are recessed for comfort. The boot is huge but check your pram fits through the hatch.

How far do you drive in a day? Electric cars will usually offer a real-world range of at least 80 miles on a single charge which will take you from Paddington to Portsmouth! Higher capacity batteries available since 2016 give over 100 real-world miles with many models now comfortably covering over 200 miles.

Range differs between electric car models and is affected by how you drive and environmental factors (such as temperature). For many, a 30kWh battery gives sufficient daily range and a 50kWh battery is likely to extend that to up to three hours of driving. If you do regularly cover over 100 miles in a day or if you cannot easily charge at home or work, you should consider a long range electric car with a battery of 50kWh or more.

Calculate your electric car range

Type in your postcode below and we will show you how far you can travel with the typical range of an electric car - either one way with a 30kWh battery (100 miles) or a return journey in a 60kWh model.

What is your postcode? [calculate electric car range](#)

