BEV Remarketing – prepare to sell

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For the many journeys in life

SELLING USED BEVS

- Volume and range of EV models is increasing
- Retail consumers remain cautious but demand increasing
- Now widely accepted as a 3rd fuel type
- Arguably overtaking diesel
- Availability of charging points is increasing all the time

BUT

- There are some description pitfalls
- There remains a wide range of gaps in knowledge or mis-information

ARE YOUR B2B/B2C SALES TEAM READY?

If they can't answer all the below questions, then probably not

What is 800v charging?

Can I take an EV through a carwash?

Do I need 22KWH charging?

I need 300 miles of range

What size battery do I need?

What is rapid charging and when do I need to do it?

How much does it cost to run an EV?

Do I need a charger at home?

IMPORTANCE OF VEHICLE DESCRIPTIONS

Spot the difference ->

£2,500 price gap

One has 64KWh battery ,the other 39KWh

Customers might not know what this means, so tell them
(One has a range of 300 miles, the other 189)

Beware of **new models** – where ICE engine updates are slightly lower CO2/10HP more, this can be a range difference of 100+ miles

- Tell them what cables are included
- For B2C customers, tell them how/when to use them

- Give them a guide to charging to avoid future complaints (see later)

- Set expectations of charge on collection

CHANGING BUYING HABITS

OEM perception

Hyundai, Kia and MG etc - 3 years ago would never appear on a fleet list

New OEMs

Tesla & Polestar – Came to the UK 3 years ago now they are household names
BYD, Genesis, Ora & Chery – Available in the UK now with more OEMs on their way

These vehicles will be new to used car buyers and won't know anything about them

Images from EV.database.org – great resource for existing and new EVs

MYTH – EVS COST MORE TO RUN

It's fairly easy to explain these myths away

PETROL

BMW 420i M Sport Gran Coupe Auto

Cost to fill £82.80 Range = 533

Purchase Price

WLTP MPG

41.5

£1.38

Fuel per litre

Soure – RAC FuelWatch

Cost per mile

15p

ELECTRIC

BMW i4 40 eDrive M Sport

Cost to fill £19.92 Range = 320

Purchase Price

Battery size

81.3 KWh

24.5p

Cost per KWh

Home (Oct-24>)

Ofgem

Cost per mile

8p

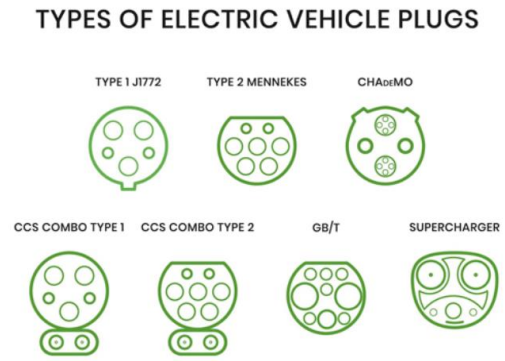
BATTERY RANGE

Realistic Range

As a general “rule of thumb” the WLTP figure should be reduced by 20% in summer and 30% in winter. **(Similar to ICE vehicles)**

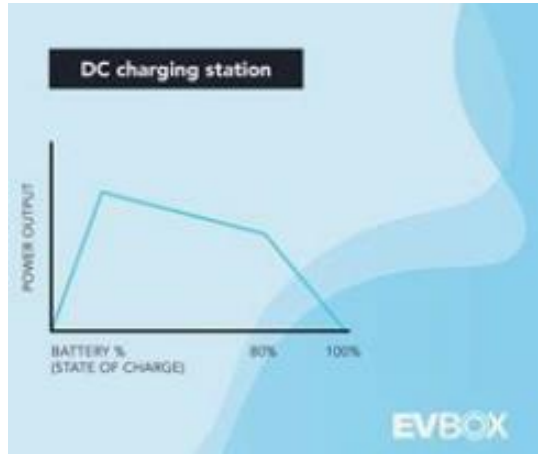
The realistic range is affected by;

- Driving style – harsh acceleration / braking
- Driving conditions – rain / dark
- Weather – too hot / too cold
- Other factors – towing / weight / cycle
- Road type – Motorway v Cross County



Which charger to use?

Both charger and car have a maximum rate; this can cause confusion
Plugging a car with a max charging speed of 100KWHh into 300KWh charger can cause some frustration
Cars don’t charge at a constant speed



THE IMPORTANCE OF DOING YOUR HOMEWORK

- ICE vehicles typically only have an engine update/modification once every 12-24m
- All these models can co-exist, it just means we need to know what we're buying/selling
- It seems the consumers know this already in some cases – you might get asked these sorts of questions.

Tesla Model Y (California and Berlin)
2022
Battery size: 75kWh
Battery Tech: NMC 2170

Max charging speed: 250kw

Tesla Model Y (Shanghai)
2022
Battery size: 60kWh
Battery Tech: LFP 2170

Max charging speed: 170kw

Tesla Model Y (Texas)
2022
Battery size: 68kWh
Battery Tech: Structural pack NMC 4680

Max charging speed: 275kw