



The developing EV market & evolving world of remarketing

Vehicle Remarketing Association Seminar 2024

27th November 2024

 AutoTrader

2024 has been a year of complexity

More electric & fewer diesels

Return of push activity

Rapid speed of sale

New brands

Divergence of retail & trade prices

Fewer 3–5-year-old

The fundamentals have been strong

83m

Average monthly site visits

+8% YOY

84%

Feel at least as confident as last year

(in terms of affording their next car)

+16%

Used car market health

Demand: +9% YOY
Supply: -6% YOY

Cars sold rapidly and consumers bought more cars

30 DAYS

Days to sell a used car
(2024)

1 DAY FASTER

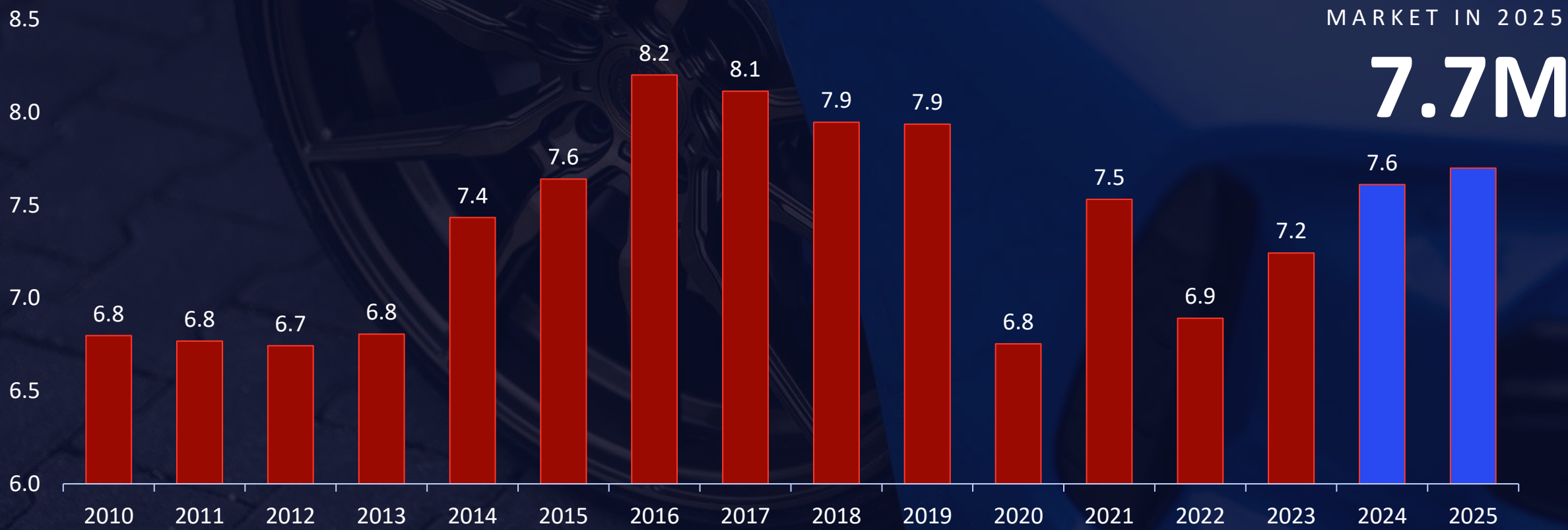
7.6 MN

Used car transactions
(2024)

+5% YoY

We expect them to buy even more cars next year

USED CAR TRANSACTIONS FORECAST



A turning point for fuel types



2024 was peak petrol... supply only declines from here

NUMBER OF PETROL CARS IN THE PARC
Great Britain.



The numbers only
get bigger in the
EV market

NEW EV SALES
YTD

+14%

New EV registrations
2024 (Jan-Oct). SMMT

MORE EVS ON THE
ROAD

1.3mn

EVs on the road in 2024
Great Britain.

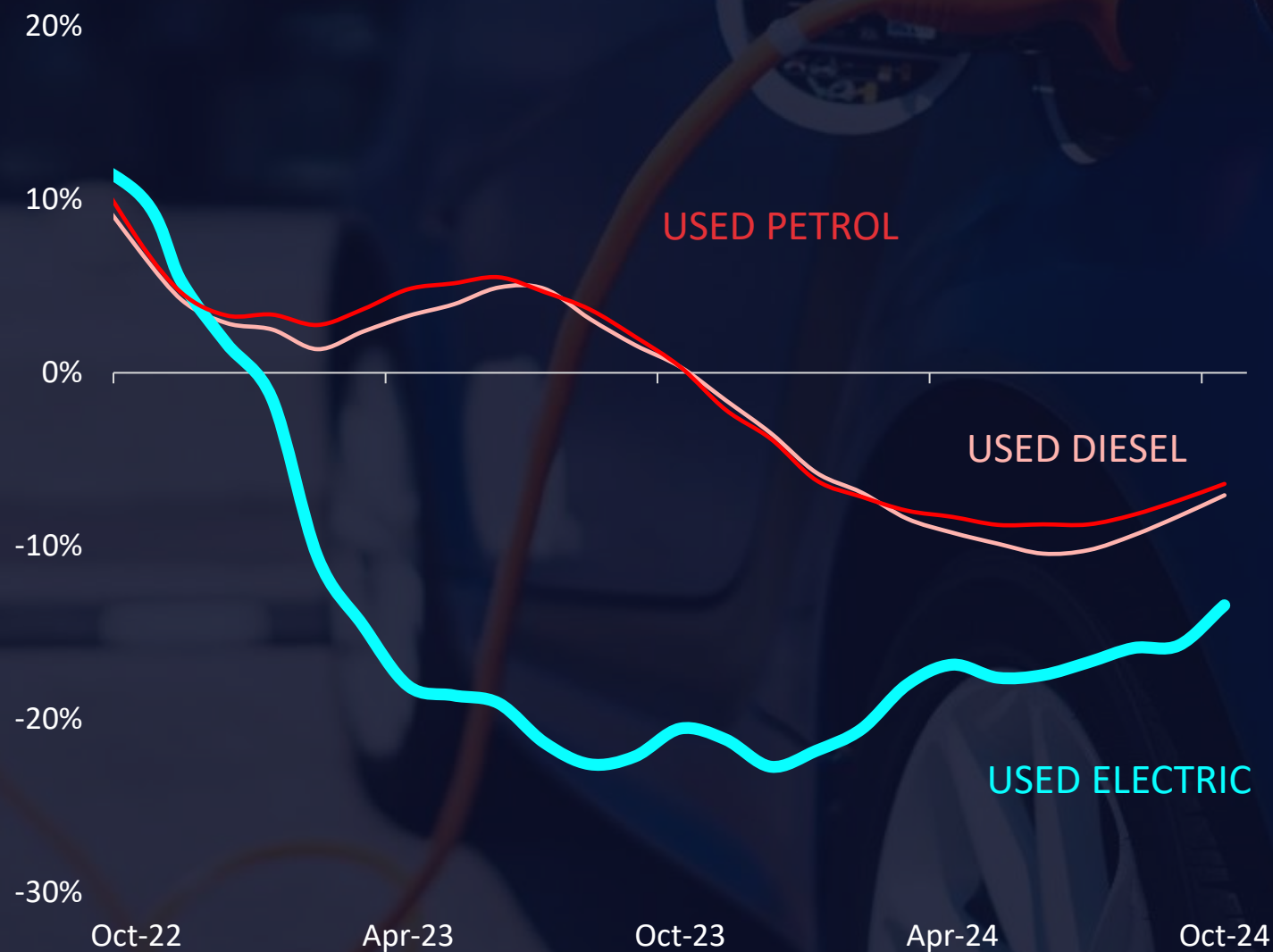
MORE RETURNING
SUPPLY

+32%

Supply of EVs: YoY
October 2024

Used EV prices have
already fallen 40%
over two years

USED CAR PRICES: YEAR ON YEAR
Like-for-like (mix adjusted)



Price parity has
fuelled the used
EV market

And we expect
this to continue

GROWING DEMAND

+53%

Demand for used EVs (YoY)
October-2024

MORE SALES

+54%

Used EV sales (YoY)
Based on stock removed from Auto Trader

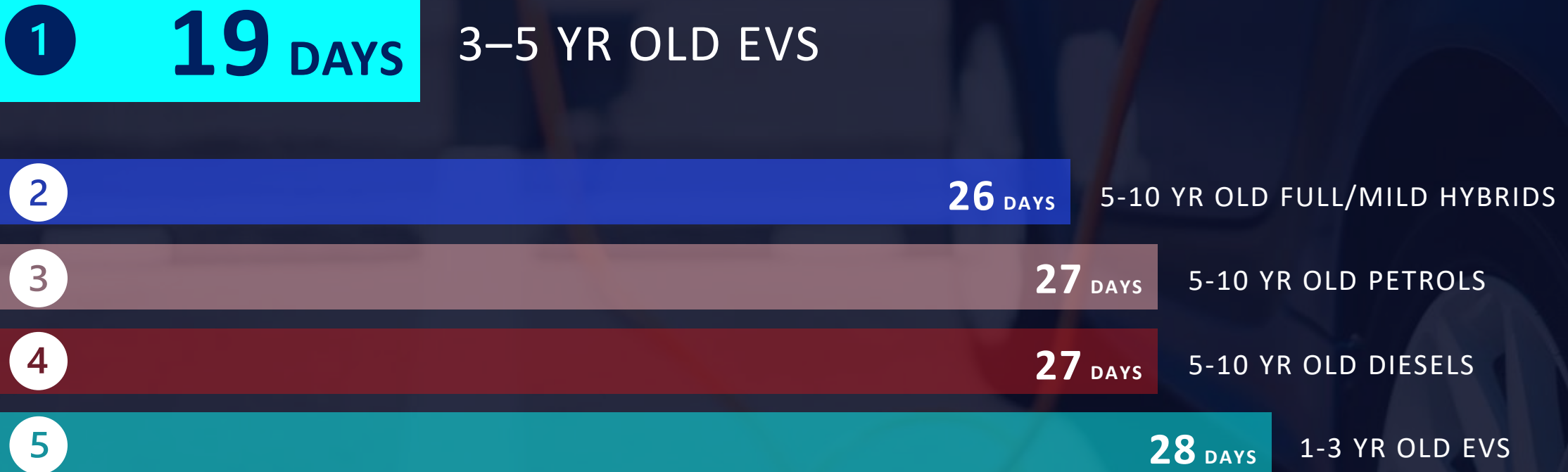
BIGGER MARKET
SHARE

4.2%

Used EV sales (YoY)
Based on stock removed from Auto Trader

3–5-year-old EVs have sold faster than...everything!

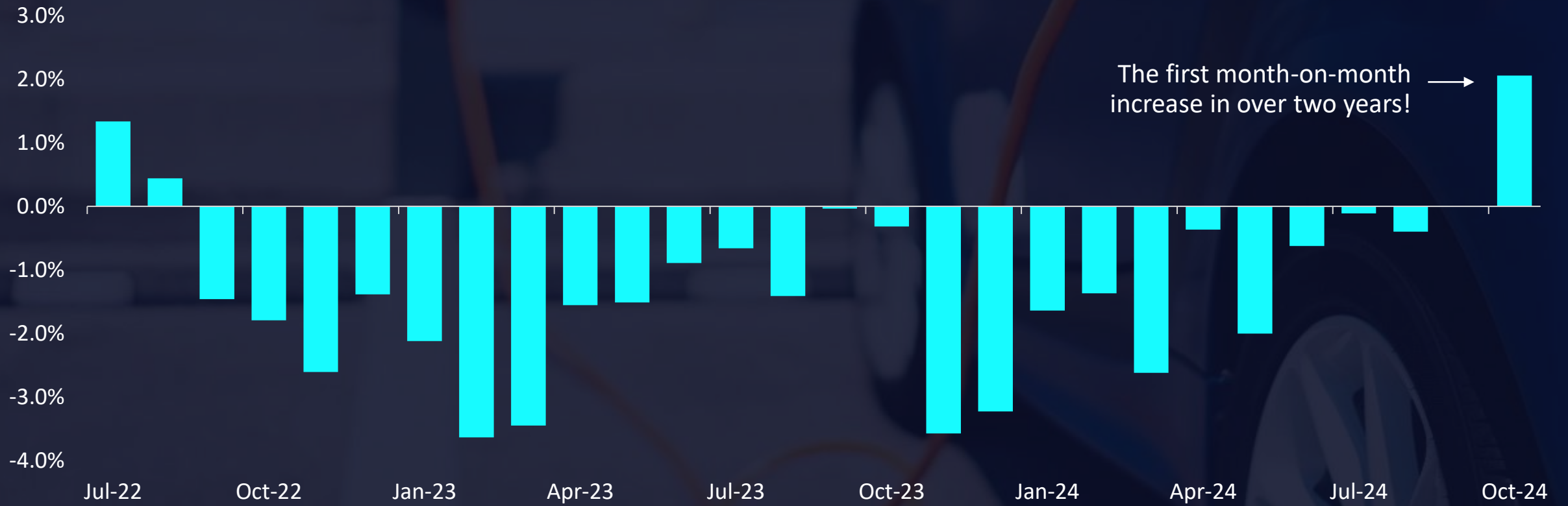
TOP 5 FASTEST SELLING SEGMENTS
October 2024



Early signs that EV prices are improving ahead of 2025

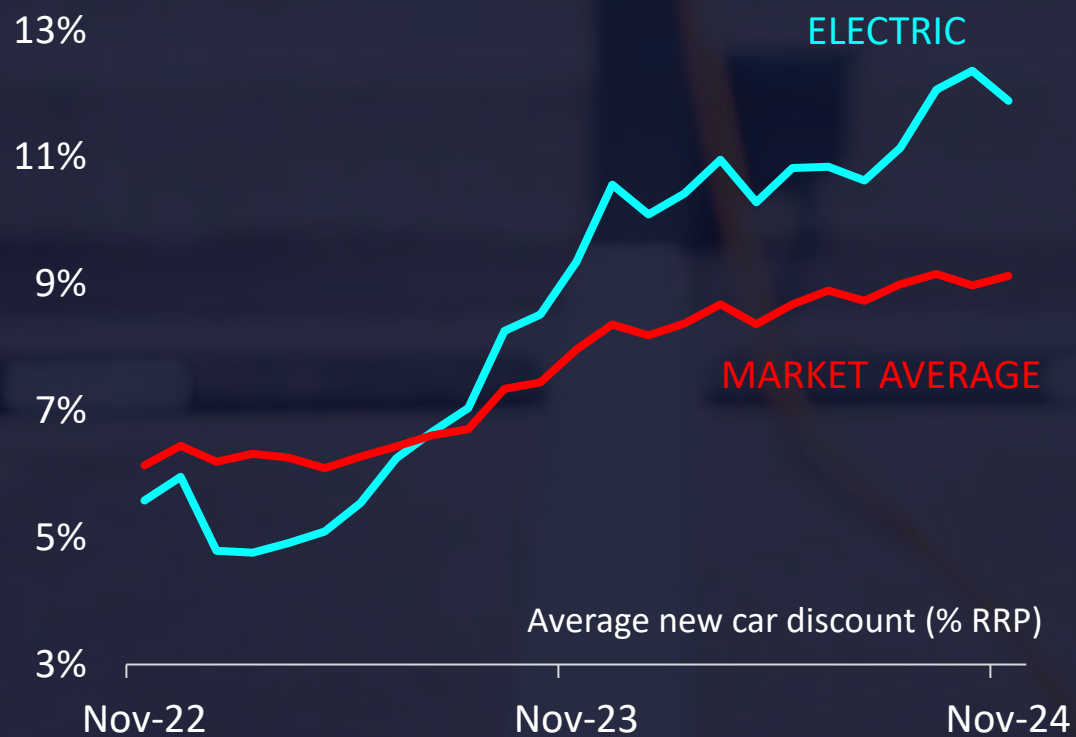
USED EV RETAIL PRICES ON A MONTH-ON-MONTH BASIS

Like-for-like

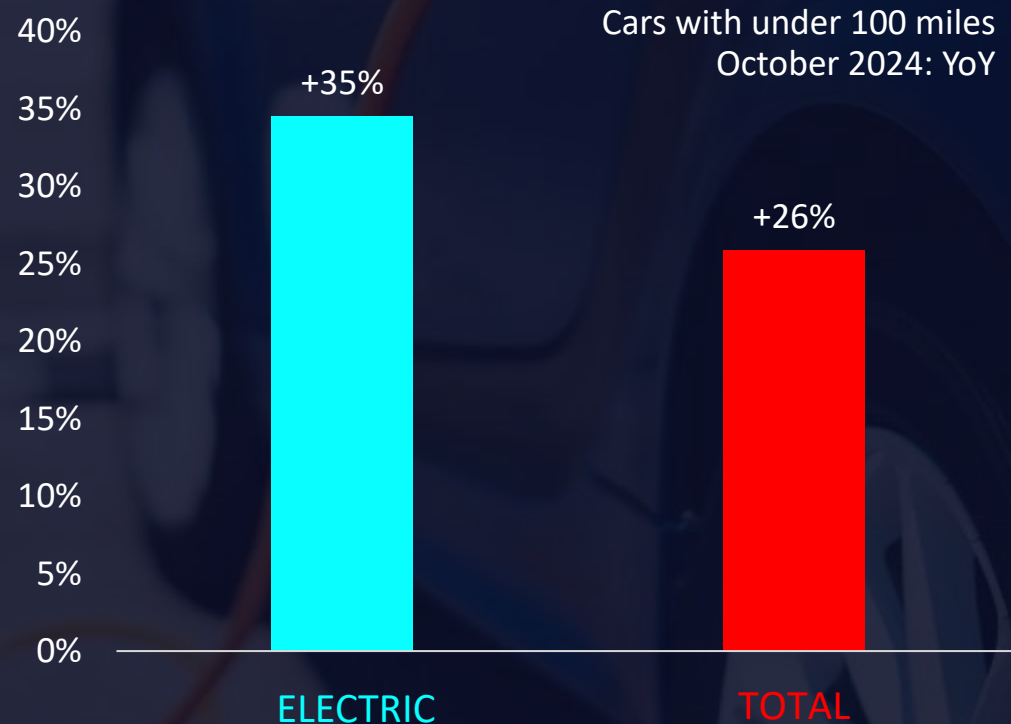


The return of push activity

1 BIGGER DISCOUNTS



2 MORE PRE-REG ACTIVITY



The new car market is ultra-competitive

2019

2.3 total market

1mn retail sales

45 brands

385 models

2025

2.0mn total market

800k retail sales

62 brands

466 models

The brand
landscape has
changed
dramatically

SHARE OF NEW CAR MARKET
SMMT. January to September.

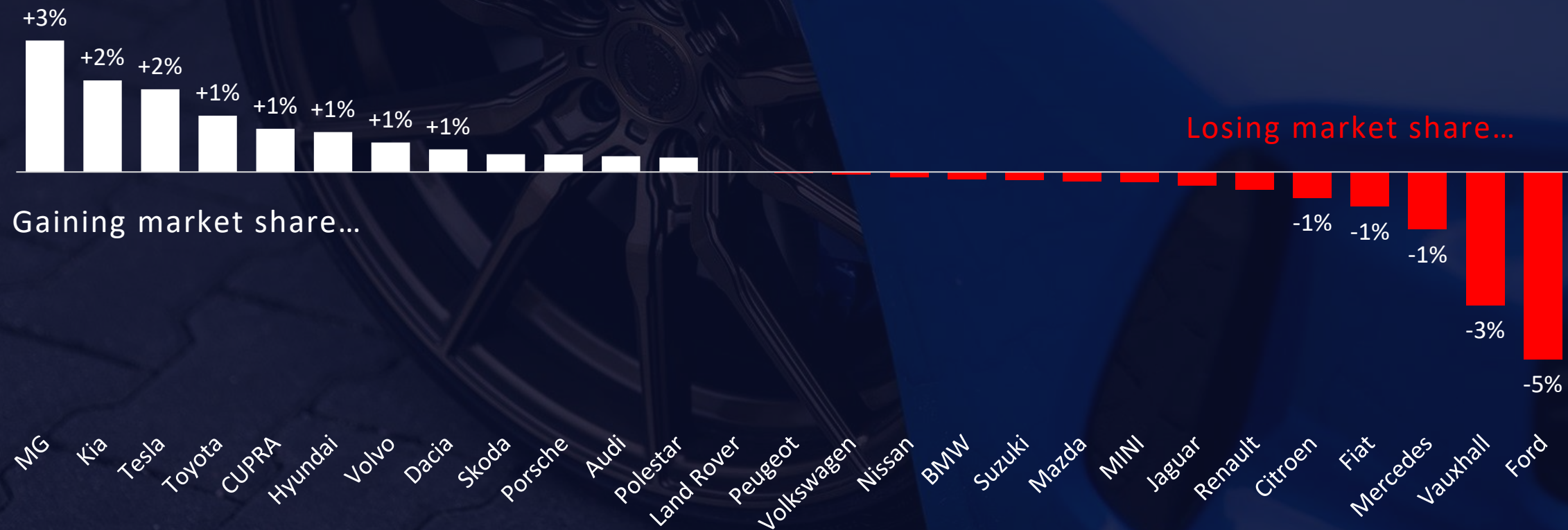
vs. 2019

1	VOLKSWAGEN	8.6%	-0.1%
2	AUDI	6.5%	0.5%
3	BMW	6.4%	-0.9%
4	KIA	6.1%	1.9%
5	FORD	5.7%	-4.5%
6	MERCEDES-BENZ	5.3%	-2.1%
7	TOYOTA	5.2%	0.8%
8	NISSAN	5.2%	1.2%
9	HYUNDAI	4.8%	1.2%
10	VAUXHALL	4.1%	-2.8%

Supply in the remarketing sector will look very different

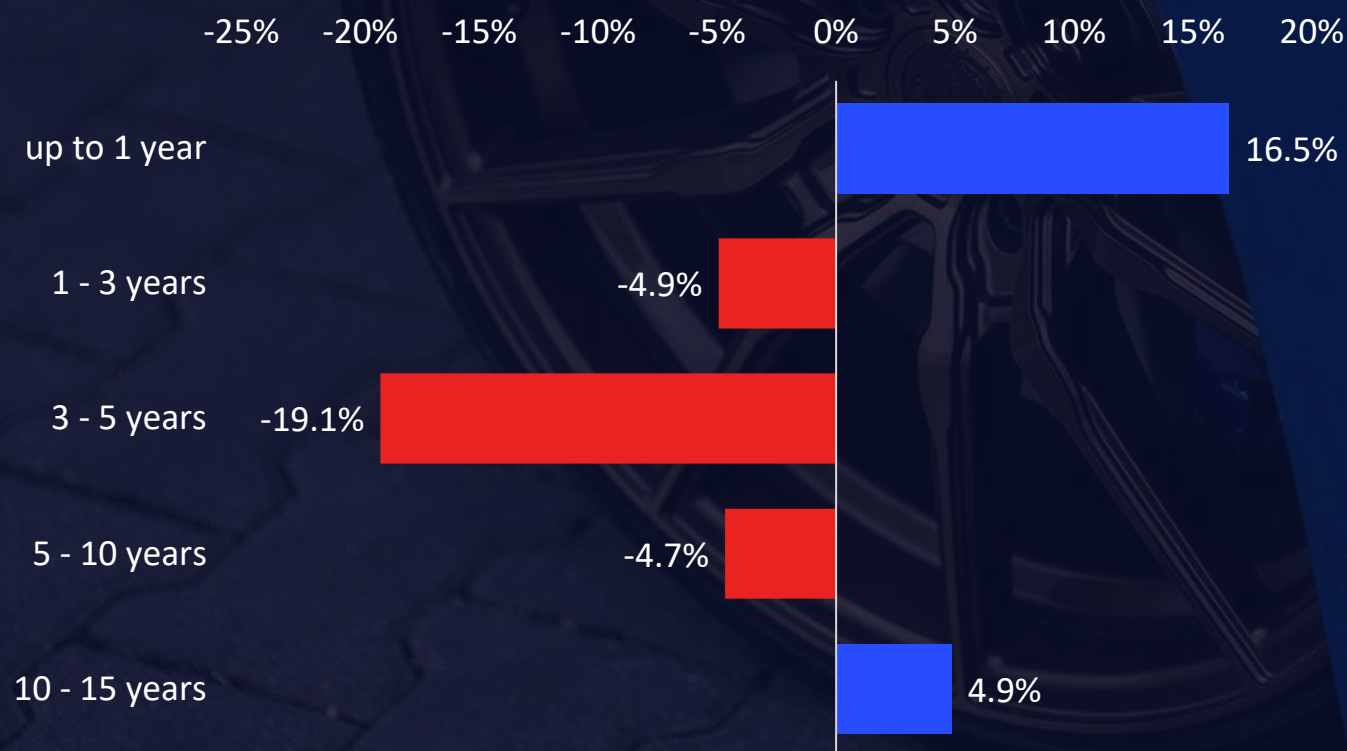
BRAND MARKET SHARE: SUB-5-YEAR-OLD CARS ON THE ROAD (2024 VS. 2019)

Licensed cars. UK



Sourcing stock has been a big challenge in 2024

USED CAR SUPPLY: YOY
October 2024



-6%

Supply of used cars
Year-on-Year

The supply constraints are shifting next year...

NUMBER OF CARS IN THE PARC BY AGE COHORT

Great Britain. Millions.

	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
New Car Sales	2.5	2.6	2.6	2.6	2.4	2.3	2.4	2.1	2.0	2.0	1.9	2.0	2.3	2.5	2.6	2.7	2.5	2.4	2.3	1.6	1.6	1.6	1.9	2.0	2.0
Up to 1 year old	2.4	2.5	2.4	2.4	2.3	2.1	2.2	1.9	1.9	1.9	1.8	1.9	2.1	2.3	2.5	2.5	2.3	2.2	2.2	1.5	1.6	1.5	1.8	2.0	2.1
1-3 years old	4.2	4.6	4.9	5.0	4.9	4.7	4.4	4.4	4.2	3.8	3.7	3.7	3.7	4.0	4.4	4.7	4.9	4.8	4.5	4.3	3.7	3.1	3.0	3.3	3.7
3-5 years old	4.0	4.1	4.1	4.5	4.8	4.9	4.7	4.6	4.4	4.3	4.1	3.7	3.7	3.6	3.6	3.9	4.2	4.6	4.8	4.6	4.4	4.2	3.6	3.0	3.0
5-10 years old	7.9	8.4	8.7	9.0	9.4	9.8	10.2	10.6	11.0	11.1	10.9	10.7	10.3	9.8	9.4	9.0	8.7	8.8	9.2	9.8	10.5	11.0	11.1	11.0	10.1

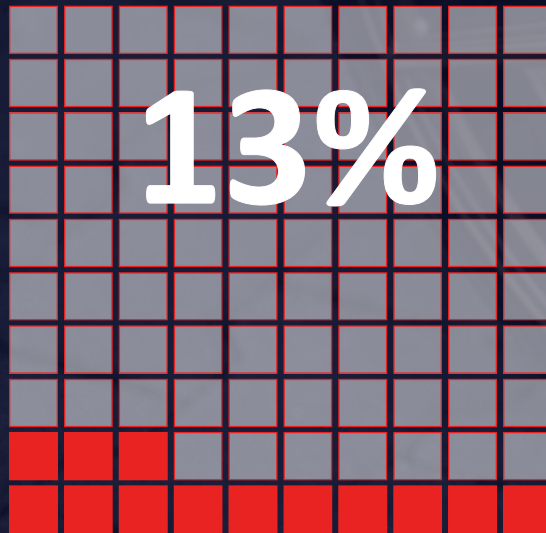
Competition in the middle-ground will intensify

HOW MUCH 5–10-YEAR-OLD STOCK IS ON RETAILER FORECOURTS?

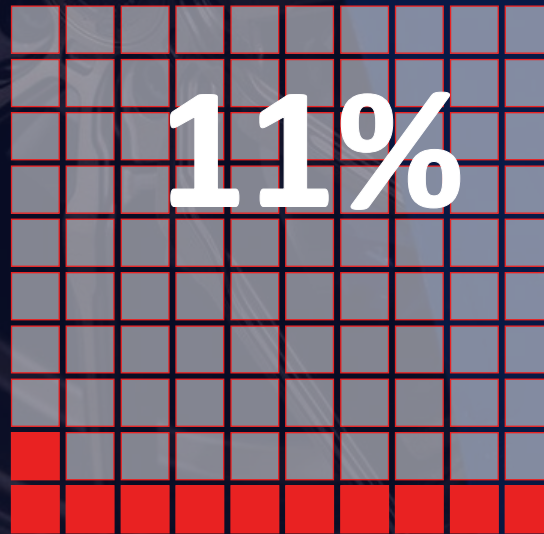
Based on advertised stock.

2019

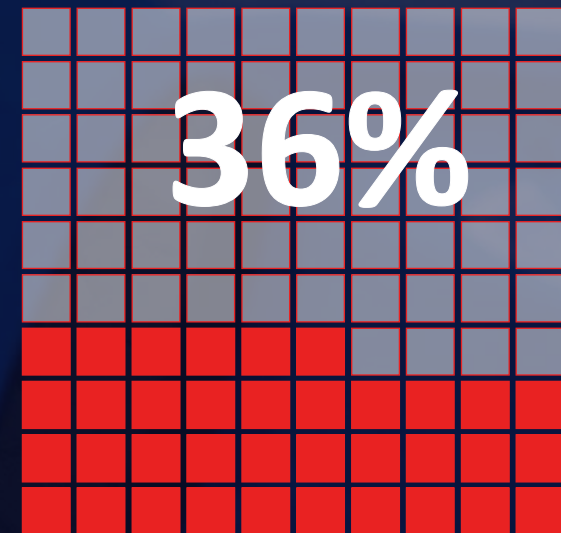
Franchises



Supermarkets



Independents

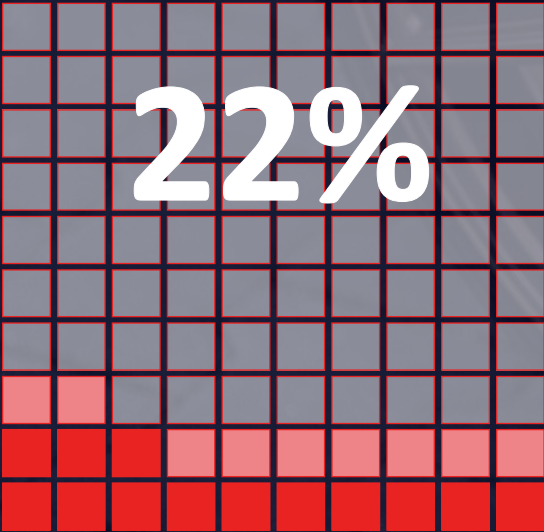


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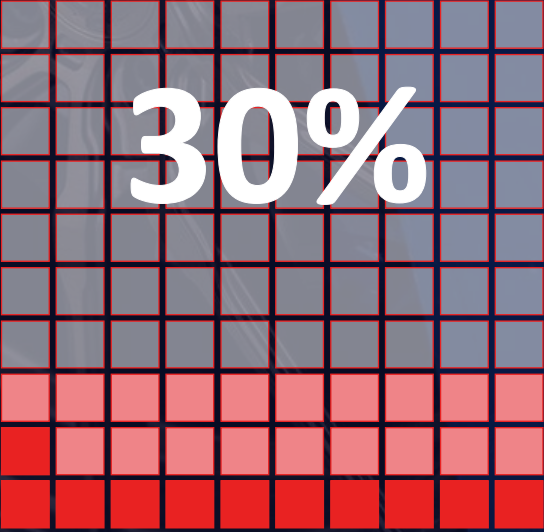
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2024

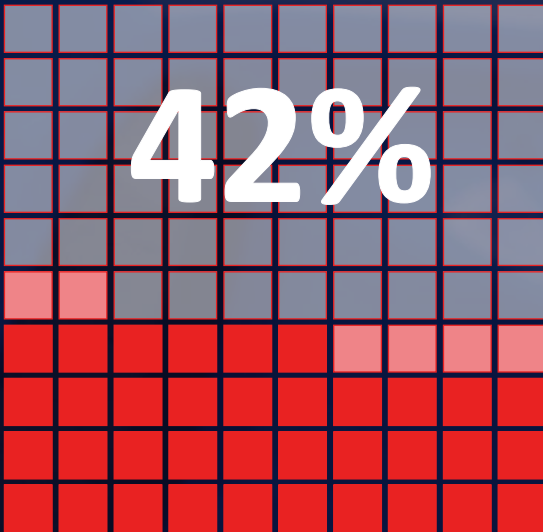
Franchises



Supermarkets

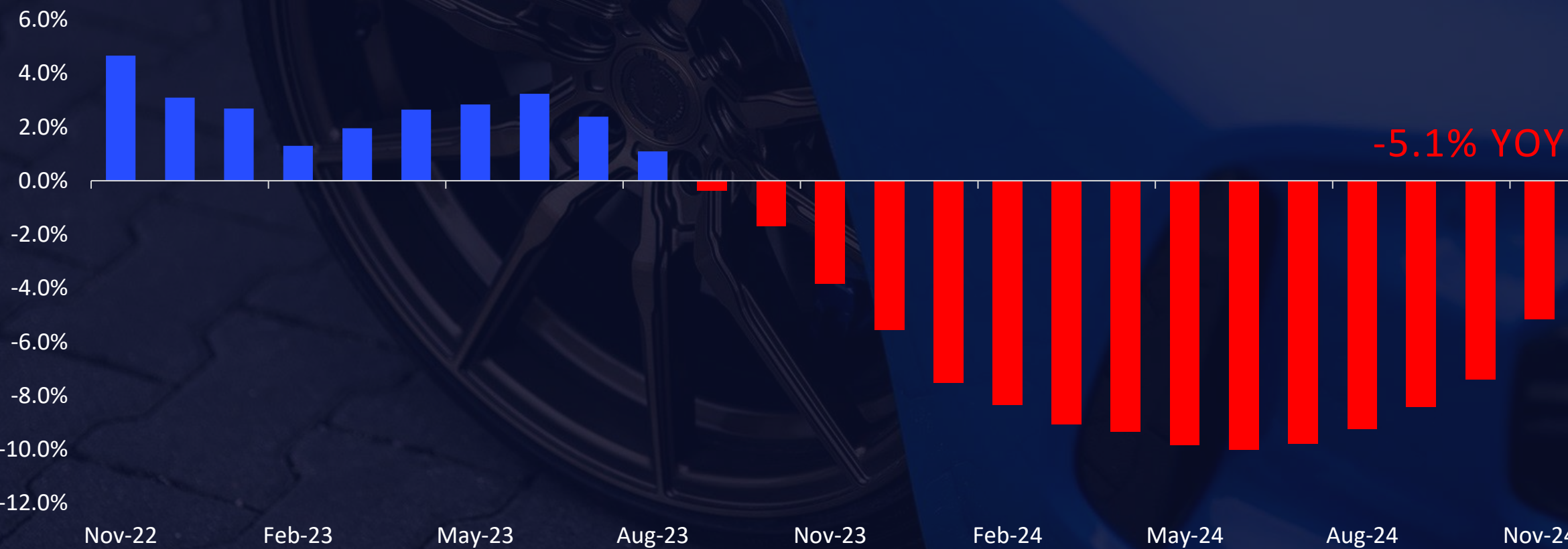


Independents



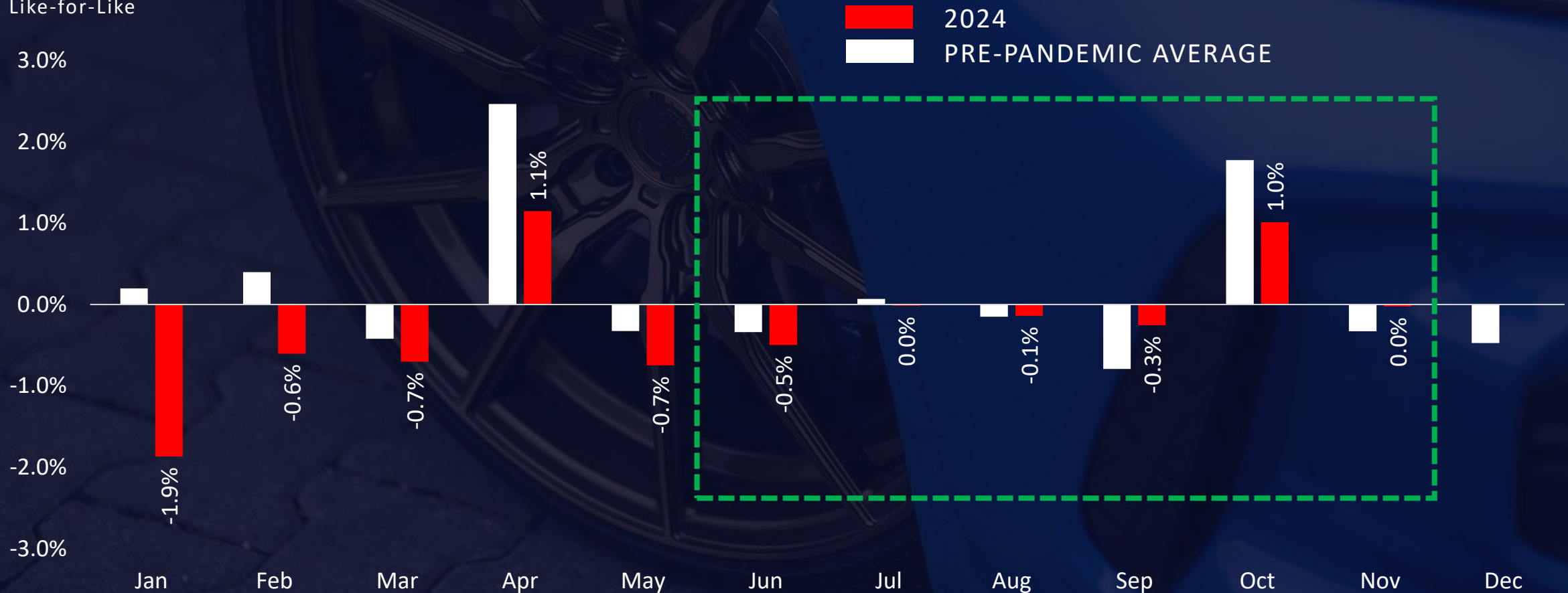
It's been a tricky year for values

USED CAR RETAIL PRICES: YEAR-ON-YEAR
Like-for-Like



But they've been following seasonal patterns for a while

USED CAR RETAIL PRICES: MONTH-ON-MONTH
Like-for-Like



Opportunity for retail prices to rise further

UNDER-PRICING IN THE RETAIL MARKET

Difference to 100% market value. 20/11/2024

63K

Number of fast-selling cars
that are underpriced

£26M

Value of fast-selling
cars that are underpriced

A lot is changing for us, but not so much for the consumer

More electric & fewer diesels

Return of push activity

New brands

Rapid speed of sale

Divergence of retail & trade prices

Lack of 3-5-year-old

97%

Of buyers value
car ownership

-12%

National rail
usage

76%

Looking to buy in the
next 6 months

We need to help consumers make the switch to EVs

- Educating consumers and salespeople
- Investing in EV infrastructure
- Reassuring buyers with battery health tests