

Market Presentation – VRA Meeting

15th May 2025



Derren Martin, Automotive Consultant
Phill Jones, COO - Motors

Agenda

- Brief Overview of Percayso Vehicle Intelligence
- Retail Market Performance 2025 YTD
- Phill Jones, COO - Motors, Car Buyer Insights

Any Questions?

Percayso Vehicle Intelligence

Retail and Trade Market

We ingest over 3 million adverts consisting of circa 800,000 unique VRMs from classified and trade sources on a daily basis which feeds our historic market view of over 30 million data points



Bench marked by insurance companies, the Financial Ombudsman and automotive clients.

Data Science

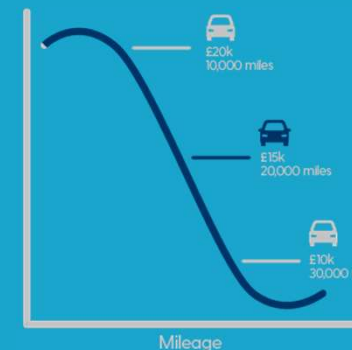
Data is then normalised and subject to scrutiny against a range of hygiene routines to provide a consistent view of the metal.



Unlock superior valuation accuracy, enabling you to value vehicles with confidence.

Demonstrable value

Valuations are created using Machine Learning to model and derive value, offering a real-time market view at an actual VRM level.



Empowering organisations with real-time vehicle data insights for smarter risk assessment and tailored coverage.



Vehicle overview

2017 Peugeot 208 Active PureTech 82

Retail ⓘ

£5,383

Retail franchise

£5,557

Retail independent

£5,179

Retail supermarket

£5,231

Trade ⓘ

£4,414

Gross profit ⓘ

£969

Percentage

18.00%

% of OCN ⓘ

35.57%

Depreciation

-£9,752

Original cost new

£15,135

Market demand ⓘ

57 (Medium)

Mileage ⓘ ⓘ 60,000

Valuation date ⓘ ⓘ 30/04/2025

Condition

Good

Valuation certificate

Download

Companion report

Download

Spec Check

Request Spec Check

ⓘ Updating the date, mileage or condition will count as a separate lookup



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Market overview

Vehicle info & timeline

Filters ⓘ

Listing type

Seller type

Registration

Mileage

Colour

Distance

Options

Reset all

Sort by

Newest

1289 similar vehicles found (169 currently for sale)

VRM	Year	Colour	Seller Type	Mileage	Price
KV66HHY	2016	 Blue	 Independent	95,156 miles	£4,495 2 days on sale
KP65FKO	2015	 Black	 Independent	69,999 miles	£4,990 Tiley Of Bristol 2 days on sale
KT65UKW	2016	 Black	 Independent	65,028 miles	£4,699 I Brothers Cars 2 days on sale
AJ16YME	2016	 White	 Supermarket	87,543 miles	£4,295 3 days on sale
KV16VAF	2016	 Silver	 Private	82,254 miles	£4,800 Private 4 days on sale

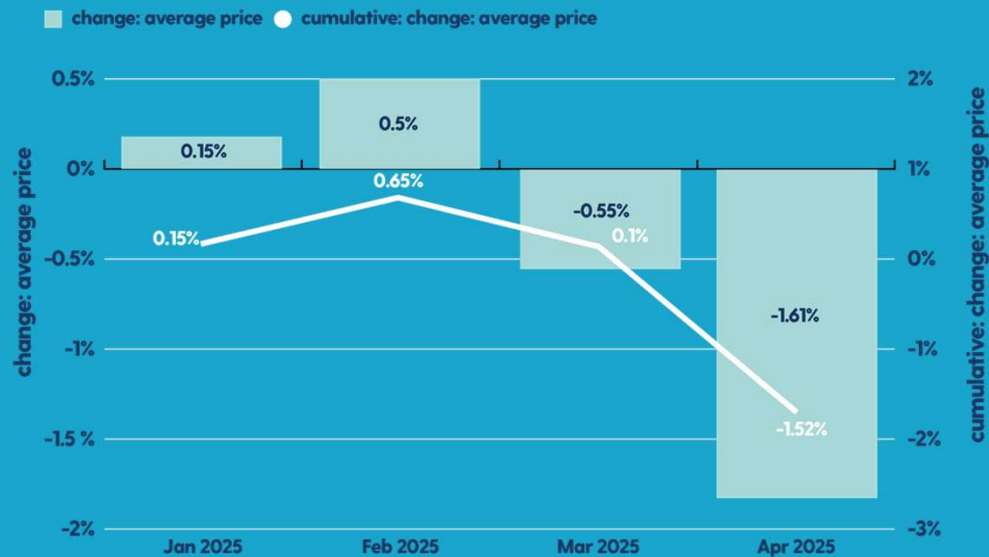
Market overview		Vehicle info & timeline	
Last for sale 4 years ago		Timeline	
Advert details		25th April 2025	
Last price	£6,295	✓ Passed MOT Test	62,590 miles
Days on sale	32 days	Offside Rear Service brake binding but not excessively (1.2.1 (f))	
Date listed	21/05/2021	2nd May 2024	
Mileage	40,999 miles	✓ Passed MOT Test	58,142 miles
Seller details		Offside Rear Nail in tyre (l)	
Seller	Stevenage cars ltd	Offside Rear Tyre slightly damaged/cracking or perishing (5.2.3 (d) (ii))	
Ad text		Nearside Rear Tyre worn close to legal limit/worn on edge (5.2.3 (e))	
Vehicle specification		Registration plate lamp inoperative in the case of multiple lamps or light sources (4.7.1 (b) (i))	
Type		9th May 2023	
Manufacturer	Peugeot	✓ Passed MOT Test	51,096 miles
Model	208	28th April 2022	
Trim	Active	✓ Passed MOT Test	45,107 miles
Manufacturer year	2017	Offside Front Tyre worn close to legal limit/worn on edge (5.2.3 (e))	
		Offside Front Tyre slightly damaged/cracking or perishing (5.2.3 (d) (ii))	
		Front Exhaust mounting defective (6.1.2 (a))	

Retail Market

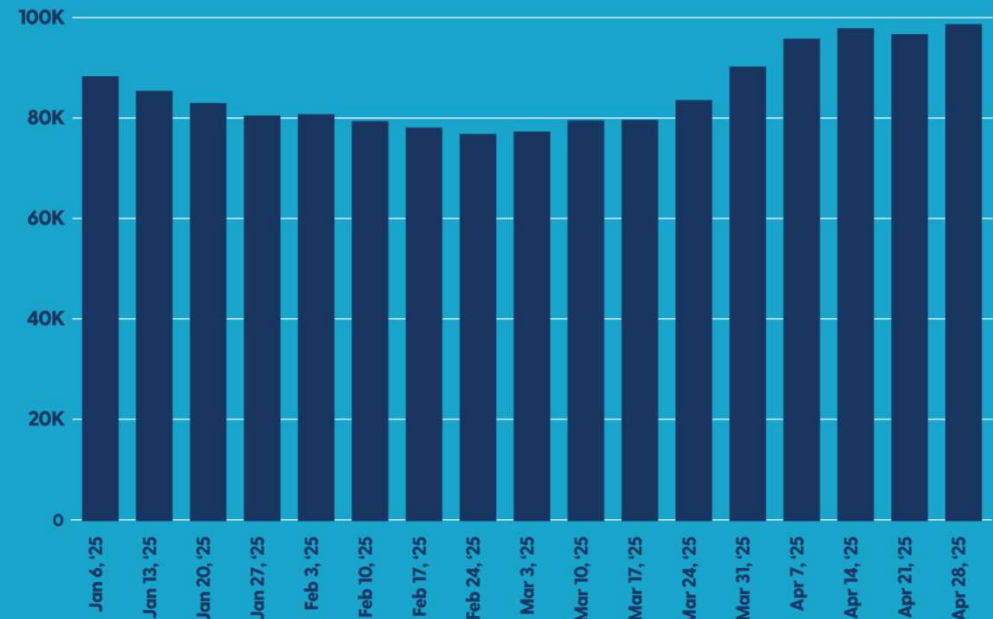
2025 Year-to-Date

Stock levels increasing, values dropping gently (-1.5% YTD)

Stock average prices: month-on-month change



Weekly Stock Levels



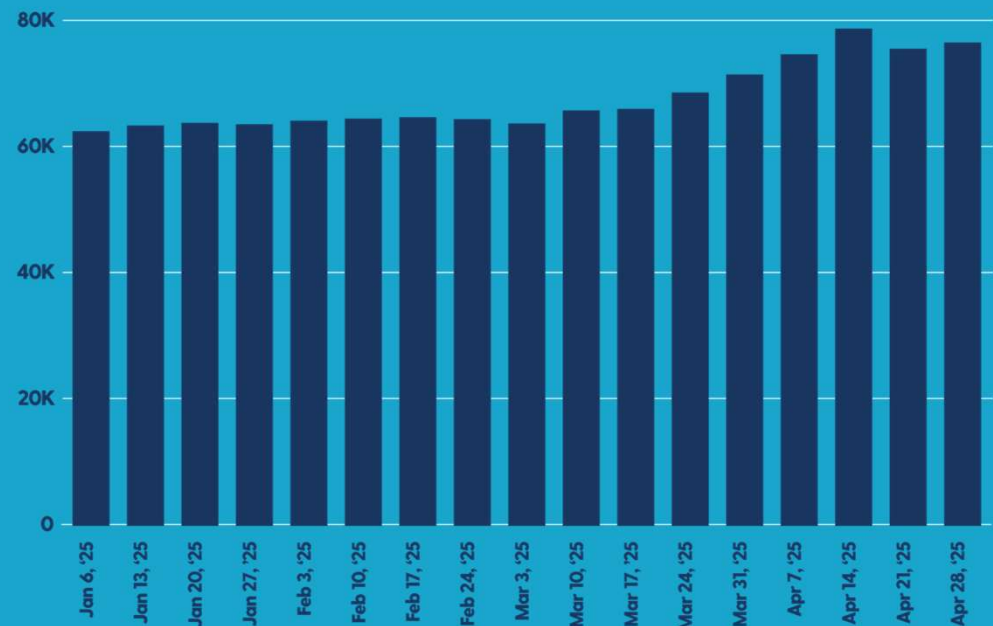
3-4 year old cars, under 75k miles – all fuel-types

Late-plate stock levels increasing, but values have remained strong (+2% YTD)

Stock average prices: month-on-month change



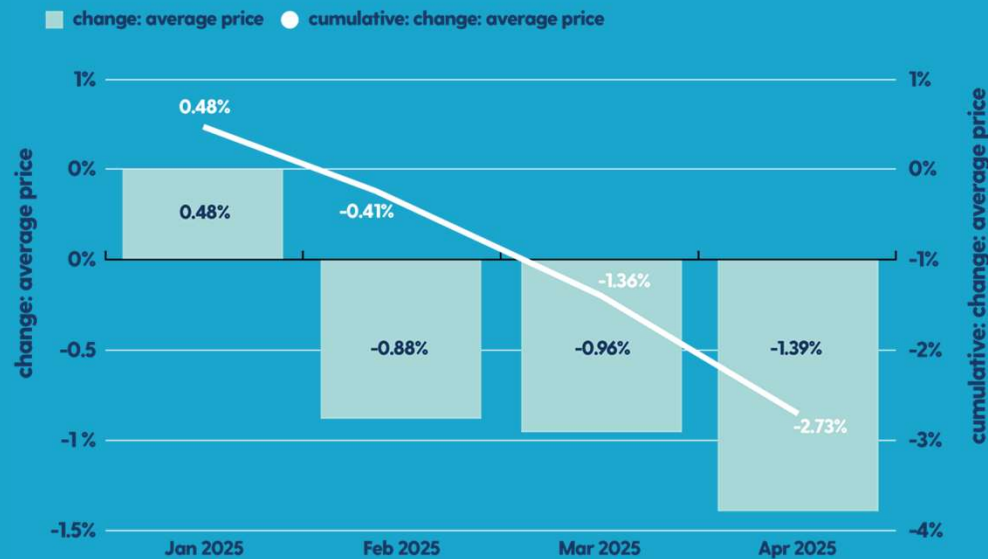
Weekly Stock Levels



2024 and 2025 registered cars

Electric Vehicle stock levels increasing, values decreasing slowly (-2.7% YTD)*

Stock average prices: month-on-month change



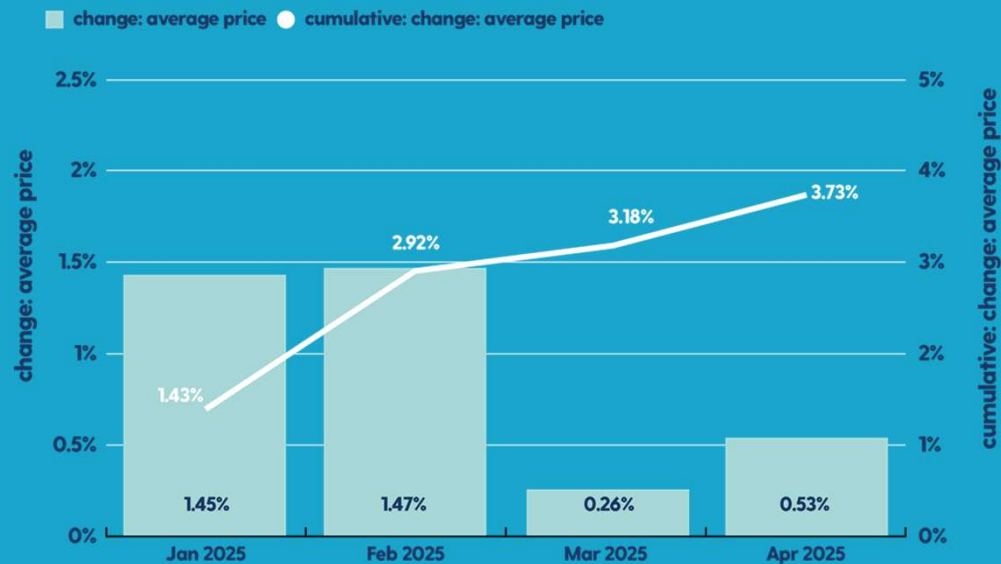
Weekly Stock Levels



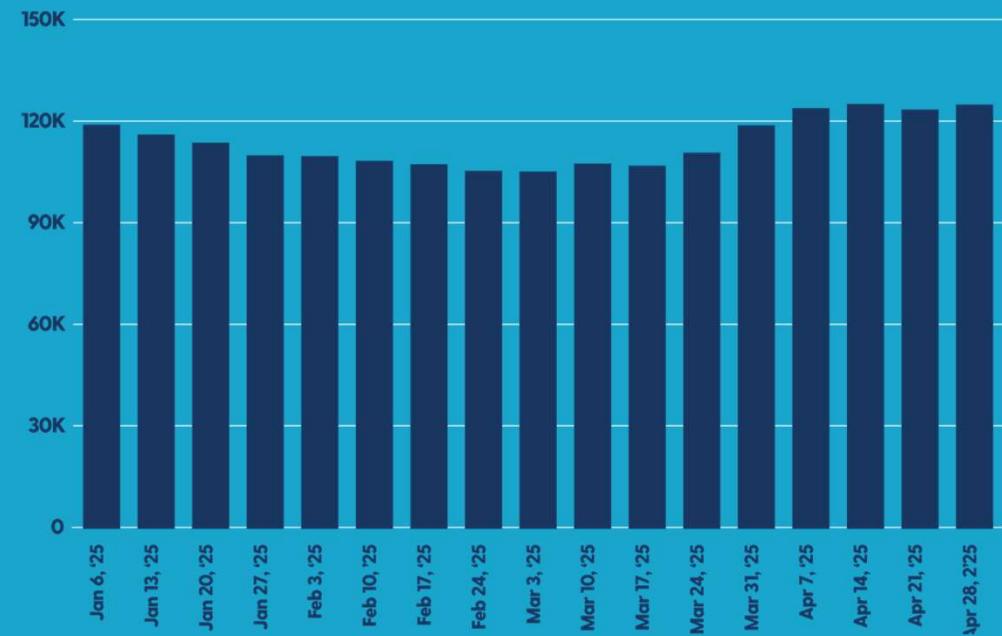
*All ages included

Hybrids are strongest performing fuel-type, up 3.7%*

Stock average prices: month-on-month change



Weekly Stock Levels



*All ages included

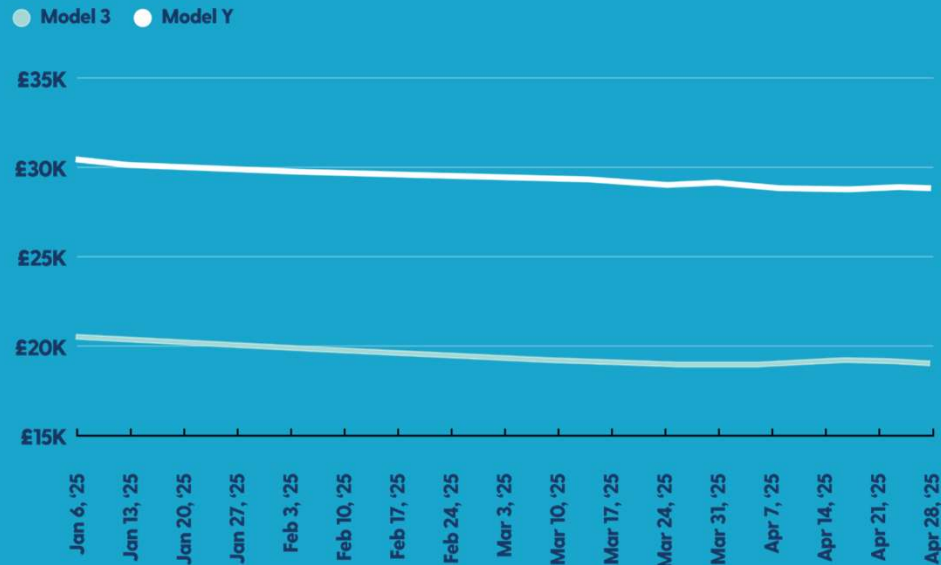
Year-to-date Retail Value & Stock Level Movements

	Fuel Type	Value Change		Stock Level Change	
	Petrol	-2.7%	▼	-0.6%	◀▶
	Diesel	-1.8%	▼	7.1%	▲
	Hybrid	0.0%	◀▶	-0.6%	◀▶
	Electric	-3.9%	▼	16.0%	▲

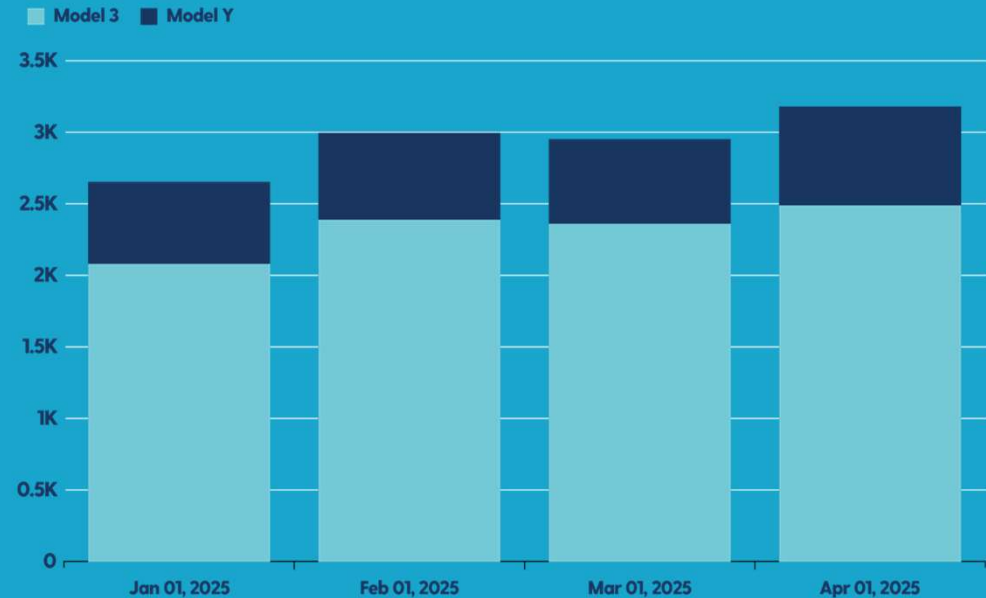
3-4 year old cars

The Elon Effect? Tesla values and stock levels YTD

Stock average price by model



Monthly Stock Levels by model



Model	Value Change			Stock Change	
Model 3	-6.7%	-£1,368	▼	20.4%	▲
Model Y	-5.4%	-£1,633	▼	16.4%	▲

percayso
vehicleintelligence

Car Buyer Insights

Phill Jones, COO - MOTORS

VRA – May 2025

MOTORS



EV & Hybrid listings and demand growing, but ICE is still the mass market

Share of listings and advert views by fuel type – MOTORS March 2025 v March 2024

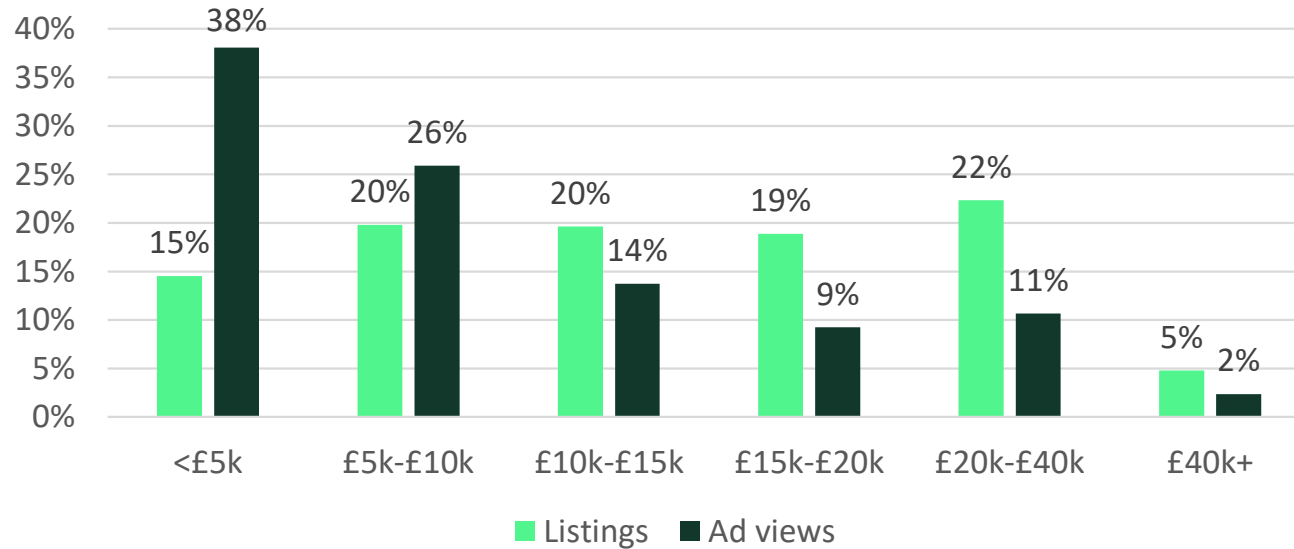
Fuel Type	% Avg listings		% of ad views		YoY change	
	Mar 2024	Mar 2025	Mar 2024	Mar 2025	Listings	Ad views
Petrol	49.4%	48.1%	52.2%	48.2%	-2.8%	-7.7%
Diesel	38.5%	36.0%	42.0%	44.9%	-6.6%	6.8%
Hybrid	7.2%	9.5%	4.3%	5.0%	31.6%	16.9%
Electric	4.8%	6.4%	1.5%	2.0%	33.8%	27.9%

MOTORS

MOTORS CIP January 2025. Qs: Q: What was the overall / monthly cost of your last car? Q: How far would you be prepared to travel to buy the right car, at the right price?

Why? Price is the biggest factor for consumers

Share of listings and advert views – MOTORS March 2025



Car buyers expect their next car to increasingly be Electric or Hybrid

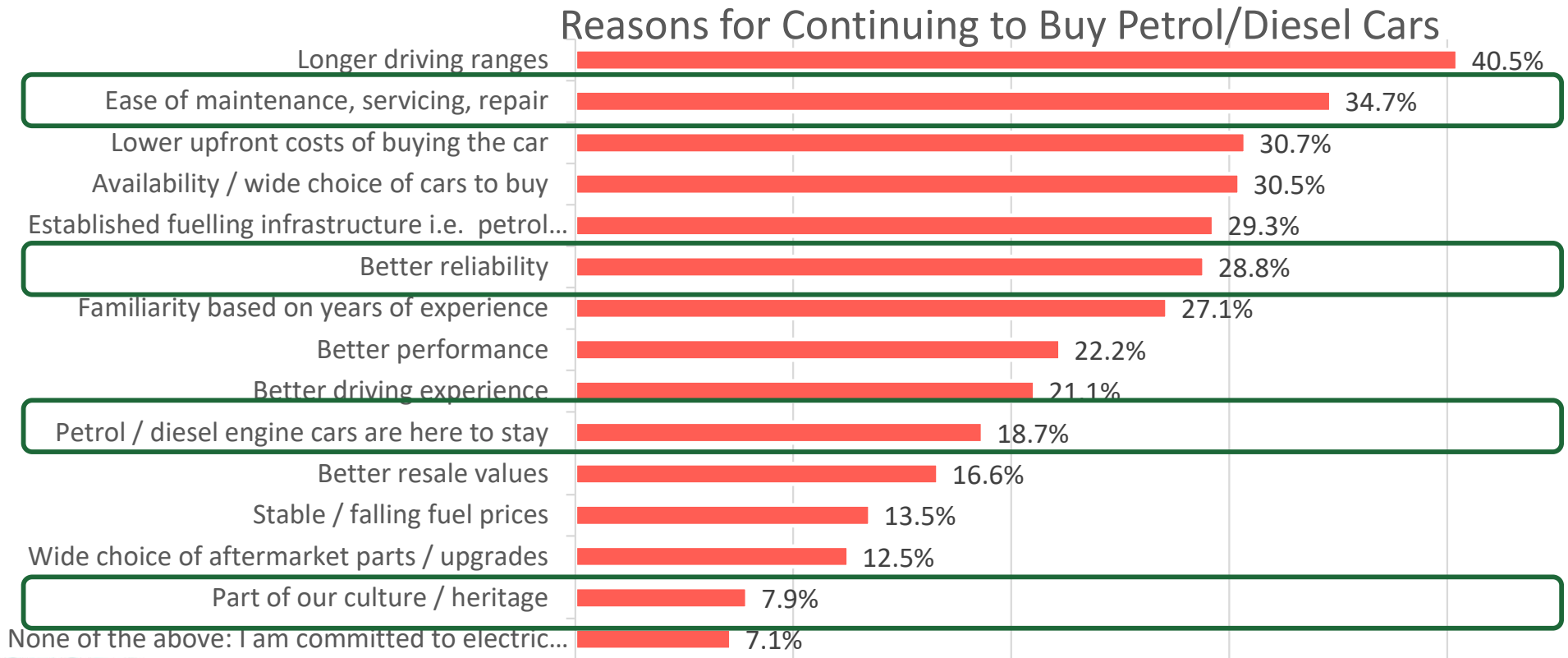
Fuel Type (Current & Next Car)

	Diesel	Petrol	Hybrid	Electric
Current Car	21.1%	59.0%	12.7%	7.2%
Next Car	11.1%	36.0%	31.8%	21.1%
% change	-47%	-39%	150%	193%
% change (Sep 24)	-37%	-41%	+205%	+148%

↑
Diesel decline is
accelerating

↑ ↑
EV demand accelerating – but
hybrid set to become largest
sector

Key motivations for sticking with ICE are complex



MOTORS

MOTORS Consumer Insight Panel January 2025. Q: Over the next 3 years, what are the main reasons you might stick with / continue to buy petrol or diesel cars? Please select up to 5 of the biggest motivations. N = 2,003

