

May 2024

Market View

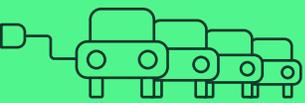
# Focus on electric and hybrid

Welcome to our monthly Market View. This month, we're shifting our focus to electric and hybrid car buying, with stock levels of alternative fuel vehicles at their highest ever.

**MOTORS**



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# Electric/hybrid

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## May 2024 at a glance

- Alternative fuel vehicles now form a significant part of dealers stock, up to 12.8% in May 2024, an increase of +16.4% YoY.
- East Anglia was the most expensive region and Wales the most affordable for both electric and hybrid vehicles.
- Alternative fuel vehicles accounted for 7.1% of ad views.

## Alternative fuel stock levels at their highest ever

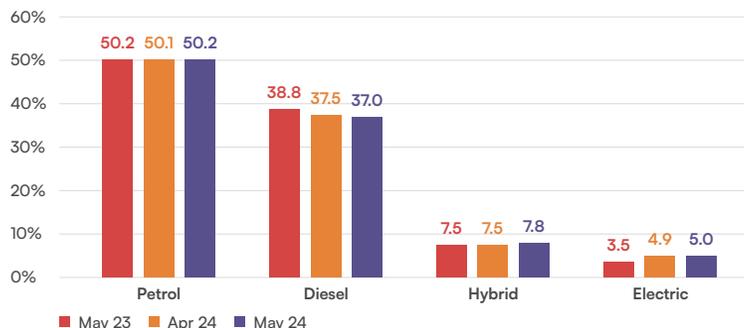
Alternative fuel vehicles now form a significant part of dealers stock, up to 12.8% in May 2024, an increase of +16.4% YoY.

# 12.8%

Apr 24: **12.4%** MoM: **+3.2%**  
 May 23: **11.0%** YoY: **+16.4%**

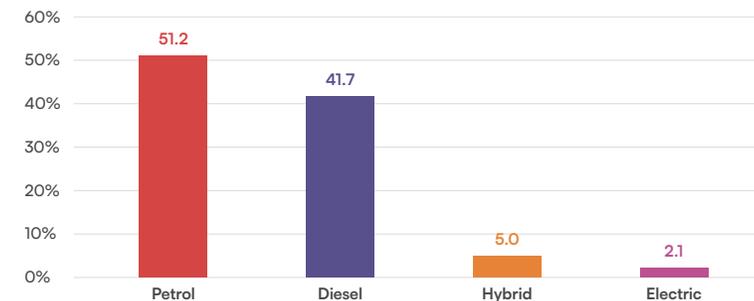
## Vehicle listings by fuel type

Gains in alternative fuel vehicles is at the expense of diesel (down -4.6% YoY), combined with a rise in electric vehicles (up +43.0% YoY).



## Ad views by fuel type

Petrol vehicles accounted for 51.2% of all ad views with alternative fuel vehicles accounting for 7.1%.



## Average electric vehicle price by region

The most affordable used electric vehicles could be found in Wales in May, with an average price of £24,950, that's £4,199 below the most expensive region - East Anglia (£29,149).

Prices were down across all regions YoY with South Central England the biggest faller down -19.3%. North East England saw the most significant rise MoM, up +1.9%.

#	Region	May 23	Apr 24	May 24	MoM	YoY
1	Wales	£26,854	£25,668	£24,950	-2.8%	-7.1%
2	North East England	£30,303	£24,958	£25,433	+1.9%	-16.1%
3	North West England	£30,643	£26,409	£25,638	-2.9%	-16.3%
4	Northern Ireland	£26,170	£28,499	£25,888	-9.2%	-1.1%
5	South Central England	£32,374	£27,480	£26,118	-5.0%	-19.3%
6	Midlands	£31,692	£26,984	£26,688	-1.1%	-15.8%
7	London	£28,120	£26,694	£26,855	+0.6%	-4.5%
8	South East England	£30,060	£28,259	£28,065	-0.7%	-6.6%
9	Scotland	£30,523	£28,107	£28,123	+0.1%	-7.9%
10	East Anglia	£30,546	£29,436	£29,149	-1.0%	-4.6%

## Average hybrid vehicle price by region

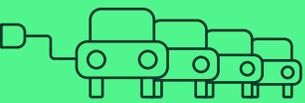
East Anglia proved to be the most expensive region for hybrid vehicles in May, with an average price of £28,274, that's £5,097 more expensive than the cheapest region - Wales (£23,177).

The biggest MoM average price rise was seen in Northern Ireland, up +17.2%. YoY the biggest increase was seen in East Anglia and biggest fall in North West England, up +9.0% and down -12.6% respectively.

#	Region	May 23	Apr 24	May 24	MoM	YoY
1	Wales	£24,502	£22,872	£23,177	+1.3%	-5.4%
2	North West England	£26,665	£23,019	£23,298	+1.2%	-12.6%
3	Midlands	£25,089	£23,865	£23,617	-1.0%	-5.9%
4	Scotland	£26,645	£24,597	£24,631	+0.1%	-7.6%
5	London	£25,795	£24,786	£24,632	-0.6%	-4.5%
6	North East England	£27,469	£26,444	£26,027	-1.6%	-5.2%
7	South East England	£28,901	£25,885	£26,760	+3.4%	-7.4%
8	South Central England	£26,804	£27,123	£27,749	+2.3%	+3.5%
9	Northern Ireland	£27,000	£24,018	£28,144	+17.2%	+4.2%
10	East Anglia	£25,950	£28,126	£28,274	+0.5%	+9.0%

“ We’re starting to see some evolving trends in the used EV sector as a result of greater numbers becoming available and falling wholesale values driving down retail prices.”

Lucy Tugby, Marketing Director, MOTORS



# Electric/hybrid

# MOTORS

## May 2024 at a glance

- Hyundai Kona, (6 mths - 1 yr old with 10 - 20k miles on the clock) saw the biggest electric vehicle price rise MoM, up +7.6% to £30,533.
- Kia Sportage, (2 - 3 yrs old with 10 - 20k miles on the clock) saw the biggest hybrid vehicle price rise MoM, up +9.9% to £25,447.
- Interest in alternative fuel vehicles has continued to grow. YoY, vehicle views have grown by 82.0% for electric and 51.1% for hybrid.

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## Top 5 price movers - electric

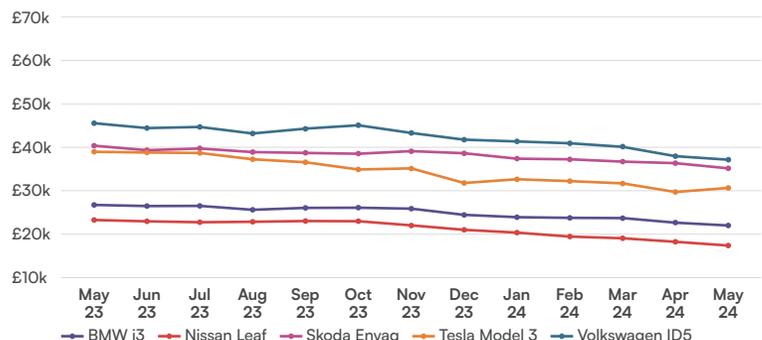
Hyundai Kona, (6 mths - 1 yr old with 10 - 20k miles on the clock) saw the biggest electric vehicle price rise MoM, up +7.6% to £30,533.

Increase					
Make	Model	Age	Mileage	Avg price	% change
Hyundai	Kona	6 mths - 1 yr	10 - 20k	£30,533	+7.6%
Audi	E-Tron	3 - 4 yrs	30 - 40k	£25,805	+3.3%
Renault	Megane E Tech	6 mths - 1 yr	20 - 30k	£28,605	+2.1%
Audi	E-Tron	3 - 4 yrs	50 - 60k	£23,921	+0.9%
Audi	Q4	Under 6 mths	10 - 20k	£44,072	+0.9%

Decrease					
Make	Model	Age	Mileage	Avg price	% change
Nissan	Leaf	6 mths - 1 yr	10 - 20k	£17,505	-6.9%
Tesla	Model 3	3 - 4 yrs	50 - 60k	£20,734	-7.4%
Nissan	Leaf	3 - 4 yrs	10 - 20k	£12,944	-7.8%
Honda	E	Under 6 mths	10 - 20k	£30,333	-8.2%
Renault	Zoe	1 - 2 yrs	10k - 20k	£16,248	-9.6%

## Average price - Selected electric (<2yrs and <20k miles)

May 24 saw the Telsa Model 3 up by +3.2% MoM, with the other selected models were down by between -2.1% and -4.7%.



## Top 5 price movers - hybrid

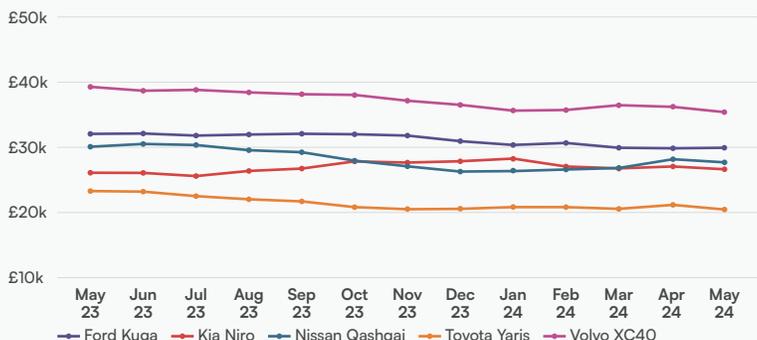
Kia Sportage, (2 - 3 yrs old with 10 - 20k miles on the clock) saw the biggest hybrid vehicle price rise MoM, up +9.9% to £25,447.

Increase					
Make	Model	Age	Mileage	Avg price	% change
Kia	Sportage	2 - 3 yrs	10 - 20k	£25,447	9.9%
Toyota	C-HR	Under 6 mths	10 - 20k	£32,892	4.9%
Kia	Niro	4 - 5 yrs	30 - 40k	£17,799	3.6%
Mercedes-Benz	A Class	3 - 4 yrs	30 - 40k	£20,644	3.5%
Volkswagen	Golf	Under 6 mths	10 - 20k	£33,255	3.3%

Decrease					
Make	Model	Age	Mileage	Avg price	% change
Volvo	XC60	Under 6 mths	10 - 20k	£47,496	-4.3%
Toyota	Yaris	6 mths - 1 yr	10 - 20k	£20,246	-4.3%
Kia	Sportage	1 - 2 yrs	20 - 30k	£31,885	-4.4%
Toyota	Corolla	2 - 3 yrs	10 - 20k	£19,623	-5.1%
Kia	Niro	1 - 2 yrs	20 - 30k	£24,802	-6.5%

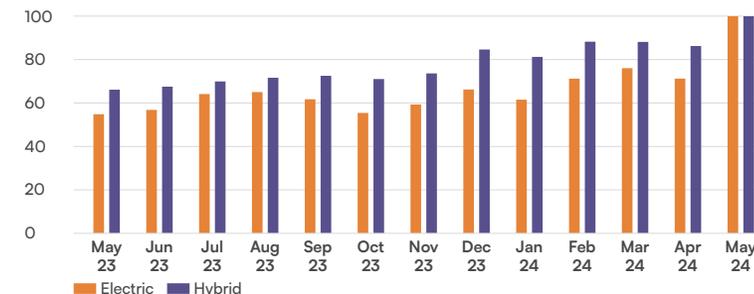
## Average price - Selected hybrid (<2yrs and <20k miles)

May 24 saw the Ford Kuga up by +0.3% MoM, with the other selected models were down by between -1.6% and -3.4%.



## Vehicle views over time by fuel type

Interest in alternative fuel vehicles has continued to grow. YoY, vehicle views have grown by 82.0% for electric and 51.1% for hybrid.



“Dealers are showing more confidence in sourcing EV stock, while lower prices are opening up consideration for more buyers, as reflected by a rise in ad views in May. It’s a trend to watch but it’s still early days.”

Lucy Tugby, Marketing Director, MOTORS

# MOTORS

## About MOTORS

MOTORS is an advertising ecosystem helping dealers to reach millions of in-market car buyers and sell cars fast.

It provides dealers with access to multisite advertising across some of the UK's best loved destinations for used cars, led by its specialist automotive site MOTORS ([www.motors.co.uk](http://www.motors.co.uk)), which has more than 15 years' experience helping car dealers connect with car buyers, as well as eBay and Gumtree, through its ongoing partnerships. This creates a cost-effective advertising platform reaching buyers across the digital car search journey, which typically sees them visit on average 4.2 sites.<sup>1</sup>

Retailers enjoy the simplicity of a single upload, one point of contact and access to a stock management and response reporting centre, ensuring that it is a time-efficient and a value-packed way to advertise.

Since 2021, MOTORS has been owned by O<sub>3</sub> Industries and Novum Capital.

For more information, please visit [www.dealer.motors.co.uk](http://www.dealer.motors.co.uk)

