

Market View

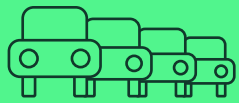
For the latest insights from MOTORS.

Welcome to our monthly Market View. We've analysed activity across the MOTORS platform to provide insights into stock, price, days to sell and demand by consumers based on what they are viewing, including: manufacturers, models and the increasing interest in electric and hybrid vehicles. We look at comparison time periods so that you can spot emerging trends on a month-by-month basis.



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Stock



September 2024 at a glance

- Overall, car dealers reduced their stock by, on average -2.1% MoM, to 51 vehicles, up +0.3% YoY.
- Car supermarkets saw the largest drop in stock (-4.6% MoM) to an average of 258 vehicles. Franchises were also down, at 58 vehicles (-2.7% MoM).
- Alternative fuel vehicles share of stock dropped MoM to 13.1%, whilst petrol increased its share to 53.2%.

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Stock volume by dealership

Overall, car dealers reduced their stock by, on average -2.1% MoM, to 51 vehicles, up +0.3% YoY.

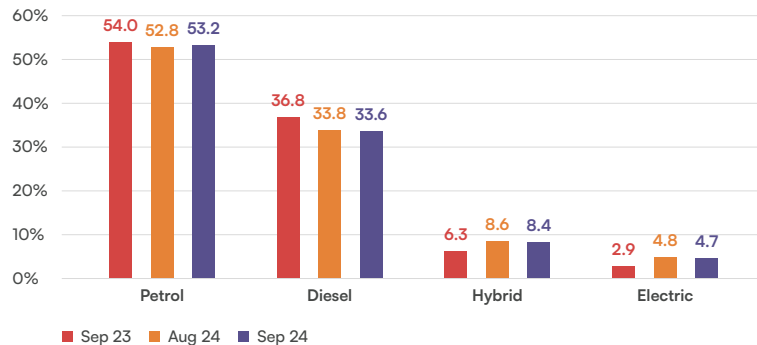
51.3

Sep 23 **51.1**
YoY: +0.3%

Aug 24 **52.4**
MoM: -2.1%

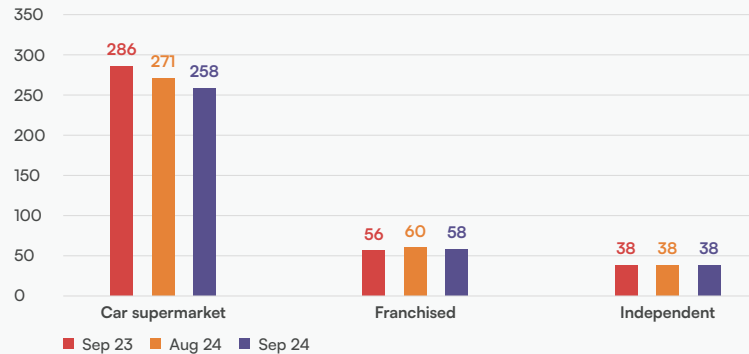
Stock volume by fuel type

Alternative fuel vehicles share of stock dropped MoM to 13.1%, whilst petrol increased its share to 53.2%.



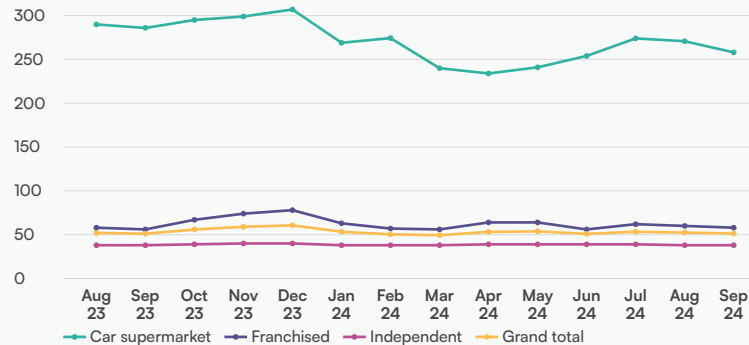
Stock volume by dealer type

Car supermarkets saw the largest drop in stock (-4.6% MoM) to an average of 258 vehicles. Franchises were also down, at 58 vehicles (-2.7% MoM).



Stock volume trend per dealership

The car market is following the seasonal trends, with dealers reducing their stock in September, albeit with franchises and independents at a higher volume than last year.



“September’s Market View shows another month of stability across used car pricing, stock levels and days to sell, all positive trends for dealers against a backdrop of economic uncertainty and consumer hesitancy ahead of next month’s Budget.”

Lucy Tugby,
Marketing Director, MOTORS



Price

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September 2024 at a glance

- Average vehicle prices were up +0.5% MoM, but down -2.3% YoY.
- Car supermarkets saw a +0.4% increase in average stock price MoM, while franchised and independent dealers remained level.
- Electric vehicles saw the biggest MoM rise, up +0.8%, but also the biggest fall YoY, down -13.2%.

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Average price

Average vehicle prices were up +0.5% MoM, but down -2.3% YoY.

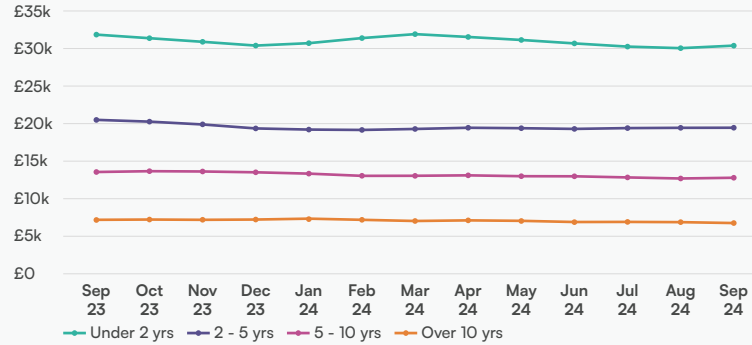
£17,445

Sep 23 **£17,849**
YoY: -2.3%

Aug 24 **£17,350**
MoM: +0.5%

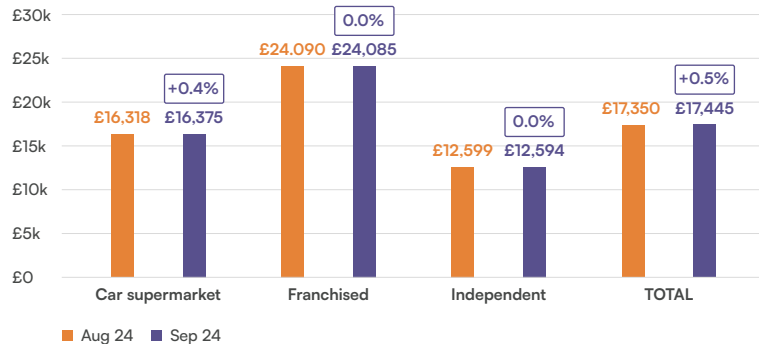
Average price by age

All age groups have seen average prices fall YoY with biggest being for vehicles aged over 10 years old, down -6.0%.



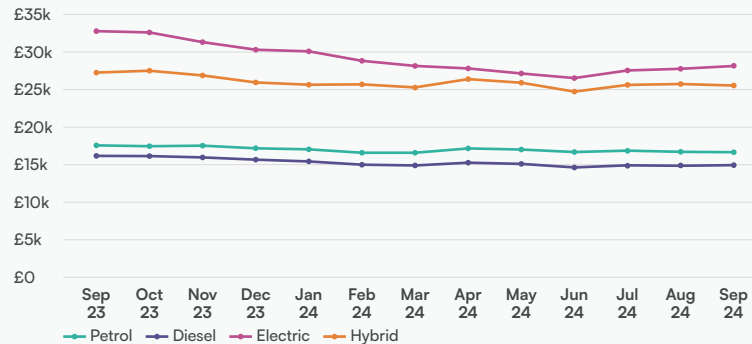
Average price by dealer type

Car supermarkets saw a +0.4% increase in average stock price MoM, while franchised and independent dealers remained level.



Average price by fuel type

Electric vehicles saw the biggest MoM rise, up +0.8%, but also the biggest fall YoY, down -13.2%.



“Buyers were busy online as searches on MOTORS hit a new high for the year, with increases across all retail segments.

Car supermarkets made the most of the activity, demonstrating efficiency by achieving the fastest sales while maintaining leaner inventories.”

Lucy Tugby,
Marketing Director, MOTORS



Price



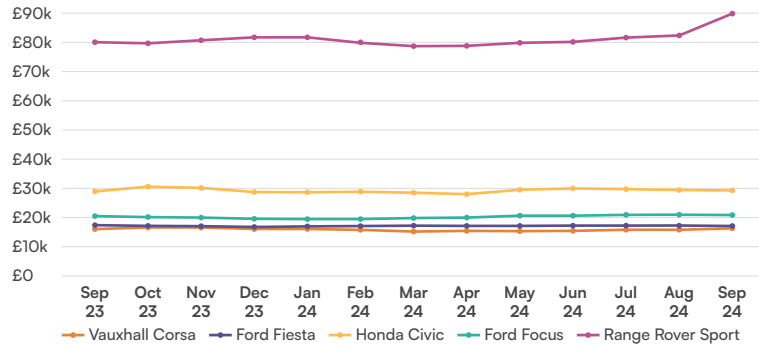
September 2024 at a glance

- London was the most expensive region to buy a car at just under £7k more than the overall average price of £17,445.
- The Range Rover Sport saw a MoM average price increase of +9.0%, up from £82,405 to £89,853.
- Ford Focus aged between 14 and 16 years saw the biggest MoM average price increase, up +12.4% at £6,863.

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Average price selected makes/models

The Range Rover Sport from this selection of make/models (under 3yrs and <30k miles) saw the biggest MoM average price increase, up +9.0%.



Top 5 price movers by MoM increase and decrease

Ford Focus between 14 and 16 years old, saw a significant MoM price increase, up +12.4%. The biggest faller was Mercedes-Benz Vito, down -10.9%.

Increase

Make	Model	Age	Fuel type	Sep 24 stock	Sep 24 avg price	% change
Ford	Focus	14 - 16 yrs	Petrol	241	£6,863	+12.4%
BMW	1 Series	6 - 8 yrs	Diesel	206	£11,580	+10.5%
Volkswagen	Golf	3 - 4 yrs	Diesel	206	£21,491	+8.3%
Mercedes-Benz	Sprinter	8 - 10 yrs	Diesel	117	£10,043	+7.6%
Mercedes-Benz	C Class	5 - 6 yrs	Petrol	124	£24,569	+6.2%

Decrease

Make	Model	Age	Fuel type	Sep 24 stock	Sep 24 avg price	% change
Nissan	Qashqai	12 - 14 yrs	Petrol	102	£3,924	-6.1%
Peugeot	2008	6 - 8 yrs	Petrol	137	£8,020	-6.7%
Vauxhall	Astra	14 - 16 yrs	Petrol	139	£2,583	-9.8%
Ford	Focus	12 - 14 yrs	Petrol	261	£4,778	-10.8%
Mercedes-Benz	Vito	5 - 6 yrs	Diesel	115	£17,995	-10.9%

Average price by region

The highest average vehicle price was in London at £24,441 (£6,996 more than the overall average price). London also saw the biggest MoM rise, up +6.7%. Wales was the most affordable region at just over £14k.

East Anglia

£20,530
 Sep 23 **£20,659** -0.6% YoY
 Aug 24 **£20,667** -0.7% MoM

Scotland

£17,257
 Sep 23 **£18,348** -5.9% YoY
 Aug 24 **£17,166** +0.5% MoM

London

£24,441
 Sep 23 **£22,898** +6.7% YoY
 Aug 24 **£23,702** +3.1% MoM

South Central England

£18,654
 Sep 23 **£19,094** -2.3% YoY
 Aug 24 **£18,560** +0.5% MoM

Midlands

£16,925
 Sep 23 **£16,699** +1.4% YoY
 Aug 24 **£16,856** +0.4% MoM

South East England

£18,515
 Sep 23 **£17,404** +6.4% YoY
 Aug 24 **£18,381** +0.7% MoM

North East England

£15,190
 Sep 23 **£17,527** -13.3% YoY
 Aug 24 **£15,410** -1.4% MoM

South West England

£15,812
 Sep 23 **£16,944** -6.7% YoY
 Aug 24 **£15,929** -0.7% MoM

North West England

£16,292
 Sep 23 **£17,940** -9.2% YoY
 Aug 24 **£16,373** -0.5% MoM

Wales

£14,044
 Sep 23 **£14,924** -5.9% YoY
 Aug 24 **£13,987** +0.4% MoM

“The regional variations in prices tracked by Market View underscores the importance of reviewing them on a daily and local basis to maintain a competitive advantage.”

Lucy Tugby,
Marketing Director, MOTORS



Demand

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September 2024 at a glance

- Average days to sell was up by just over 1.5 days MoM but down by just over 3 days in the two months since July.
- Car supermarkets saw their stock sell on average in 19.6 days, which was 14.5% quicker than the previous 2 months.
- On average, all vehicles are getting +26.5% more ad views YoY.

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Average days to sell

Average days to sell was up by just over 1.5 days MoM, but down by just over 3 days in the two months since July.

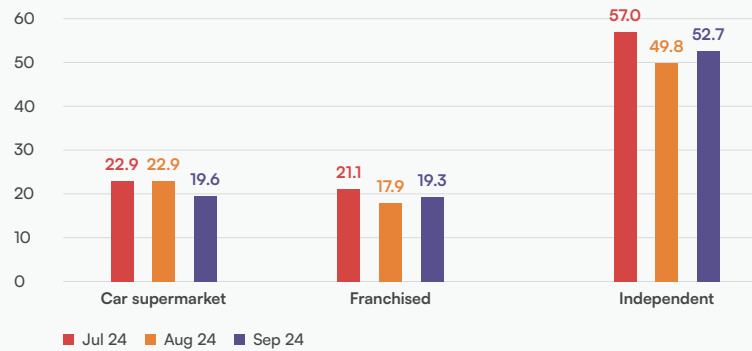
29.4

Jul 24
32.5
2xMoM: -9.4%

Aug 24
27.7
MoM: +6.1%

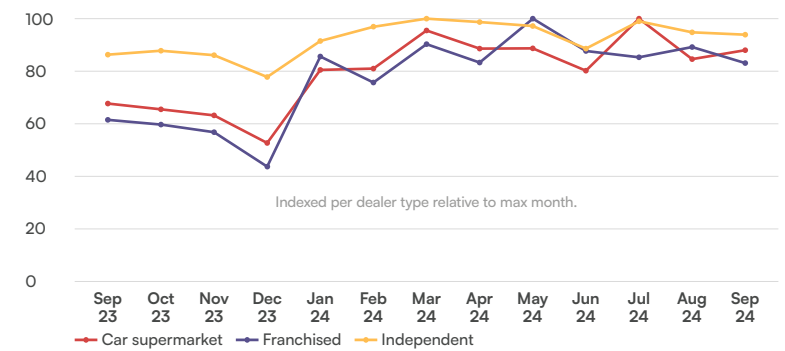
Average days to sell by dealer type

Car supermarkets saw their stock sell on average in 19.6 days, which was 14.5% quicker than the previous 2 months.



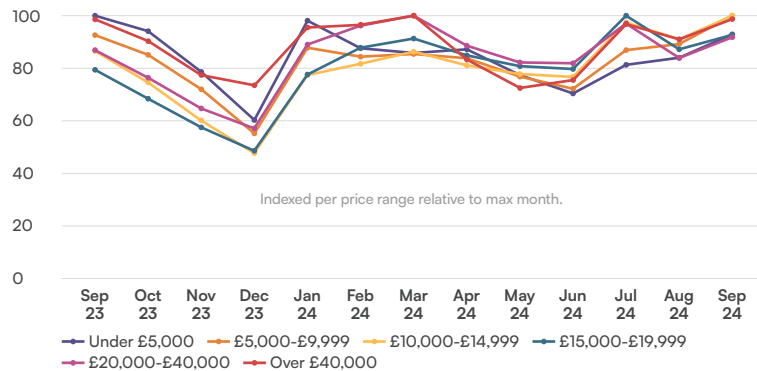
Sold volume index by dealer type

Car supermarket sold volumes were up +4.0% MoM, with all dealer types showing strong performance YoY.



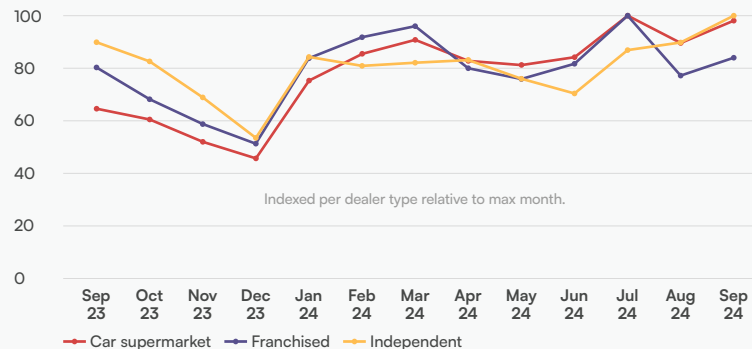
Ad views per listing index by price

On average, all vehicles are getting +26.5% more ad views YoY.



Ad views per listing index by dealer type

Independent dealers saw their stock, on average, get +11.3% more views per vehicle MoM, with supermarkets and franchises also up +9.5% and +8.8% respectively.





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September 2024 at a glance

- The most popular brand was Ford with 11.8% of total vehicle views.
- Petrol vehicles had the largest share of listings and ad views, while diesel vehicles generated the highest views per vehicle index.
- The highest rate of vehicle views comes from vehicles under £10k, highlighting high competition and interest for cheaper stock.

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Top 10 most viewed manufacturers

The most popular brand was Ford, with 11.9% of total vehicle views. Consumer engagement with Toyota grew by +4.6% from last month.

#	Manufacturer	Sep 23	Aug 24	Sep 24
1	Ford	12.5%	11.8%	11.9%
2	Volkswagen	9.3%	9.3%	9.1%
3	Audi	7.7%	7.2%	7.4%
4	BMW	7.3%	7.3%	7.1%
5	Vauxhall	7.7%	6.7%	6.7%
6	Mercedes-Benz	5.6%	6.2%	5.9%
7	Toyota	5.6%	5.0%	5.3%
8	Nissan	4.9%	4.8%	4.9%
9	Land Rover	4.3%	4.2%	4.2%
10	Peugeot	3.7%	3.9%	4.0%

Top 10 fastest selling makes/models

Under 6 months old Fiat 500 was the fastest selling vehicle, selling on average in 7.2 days. The Vauxhall Corsa featured three times in the top 10.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Fiat	500	Under 6 mths	Petrol	Under 5k	7.2
2	MG	3	Under 6 mths	Hybrid	Under 5k	9.0
3	Vauxhall	Corsa	2 - 3 yrs	Petrol	20 - 30k	13.3
4	Audi	A5	3 - 4 yrs	Diesel	20 - 30k	13.4
5	Ford	Fiesta	5 - 6 yrs	Petrol	30 - 40k	13.5
6	Vauxhall	Corsa	1 - 2 yrs	Petrol	Under 5k	13.6
7	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	13.7
8	Skoda	Kamiiq	3 - 4 yrs	Petrol	20 - 30k	14.4
9	MG	HS	1 - 2 yrs	Petrol	10 - 20k	15.0
10	Audi	A3	3 - 4 yrs	Petrol	30 - 40k	15.6

Vehicle listings, indexed views per vehicle and ad views by fuel type

Petrol vehicles had the largest share of listings and ad views, while diesel vehicles generated the highest views per vehicle index.

Fuel type	% of listings		Views per vehicle index		% of ad views	
	Sep 23	Sep 24	Sep 23	Sep 24	Sep 23	Sep 24
Petrol	54.0%	53.2%	93.7	96.1	50.6%	51.2%
Diesel	36.8%	33.6%	120.0	124.6	44.1%	41.9%
Hybrid	6.3%	8.4%	61.2	55.6	3.9%	4.7%
Electric	2.9%	4.7%	48.3	47.8	1.4%	2.2%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

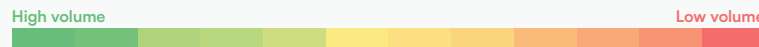
Vehicle listings, indexed views per vehicle and ad views by body style

Medium vehicles contributed to 40% of listings share and 37% of ad views.

Estates had the highest amount of views per vehicle, up from 111 to 126 YoY (13.5%).

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Sep 23	Sep 24	Sep 23	Sep 24	Sep 23	Sep 24
Medium	41.4%	39.5%	91	94	37.6%	37.1%
Small/Supermini	23.6%	28.0%	89	83	21.0%	23.3%
Prestige	14.8%	13.9%	119	121	17.6%	16.8%
Large	5.8%	6.0%	129	125	7.5%	7.5%
MPV	7.5%	6.5%	107	109	8.0%	7.1%
Estate	4.3%	3.8%	111	126	4.8%	4.7%
Convertible	2.7%	2.4%	130	143	3.5%	3.5%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Vehicle listings, indexed views per vehicle and ad views by age

Over 55% of listings are for vehicles aged between 3 and 10 years old, whereas the majority of ad views are for vehicles aged from 6 to 14 years.

Age	% of listings		Views per vehicle index		% of ad views	
	Sep 23	Sep 24	Sep 23	Sep 24	Sep 23	Sep 24
Under 6 mths	3.6%	5.8%	33	24	1.3%	1.6%
6 mths - 1 yr	4.1%	5.9%	30	26	1.4%	1.8%
1 - 2 yrs	6.4%	8.1%	33	29	2.3%	2.7%
2 - 3 yrs	11.0%	8.1%	33	33	4.0%	3.1%
3 - 4 yrs	15.0%	16.9%	34	33	5.6%	6.5%
4 - 5 yrs	13.5%	9.0%	44	50	6.6%	5.3%
5 - 6 yrs	9.1%	8.6%	67	66	6.7%	6.7%
6 - 8 yrs	12.5%	11.9%	100	100	13.8%	14.0%
8 - 10 yrs	9.1%	9.1%	151	142	15.2%	15.1%
10 - 12 yrs	6.2%	6.6%	187	179	12.9%	13.9%
12 - 14 yrs	3.9%	4.0%	244	220	10.5%	10.4%
14 - 16 yrs	2.3%	2.5%	298	251	7.7%	7.3%
16 - 18 yrs	1.5%	1.6%	336	288	5.4%	5.4%
18 - 20 yrs	0.7%	0.8%	373	306	3.1%	2.8%
Over 20 yrs	1.1%	1.1%	268	246	3.4%	3.3%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Electric/hybrid

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September 2024 at a glance

- The Volvo EX30 was the fastest selling EV in September, selling on average in just 7.4 days.
- Leading the way for hybrid vehicles in September was the MG 3, selling on average in 9 days.
- Petrol vehicles accounted for 53.2% of all vehicle listings and 51.2% of all ad views.

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Top 10 fastest selling EVs

The Volvo EX30 was the fastest selling EV in September, selling on average in just 7.4 days. MG saw two models in the top 10.

#	Make	Model	Days to sell
1	Volvo	EX30	7.4
2	MG	MG4	10.1
=3	Tesla	Model 3	15.2
=3	MG	ZS	15.2
4	Audi	E-Tron	16.1
5	Mercedes-Benz	EQA	17.5
6	MINI	Hatch	17.8
7	Fiat	500	18.3
8	Hyundai	Ioniq	19.0
9	Kia	Niro	19.6

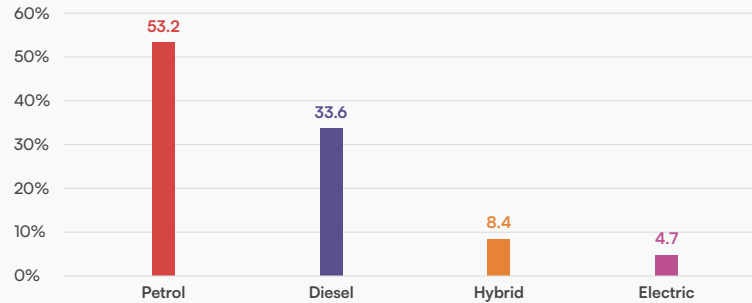
Top 10 fastest selling hybrids

Leading the way for hybrid vehicles in September was the MG 3, selling on average in 9 days, a whole week quicker than its nearest rival the Mercedes-Benz A Class.

#	Make	Model	Days to sell
1	MG	3	9.0
2	Mercedes-Benz	A Class	16.8
3	Ford	Puma	17.2
4	Land Rover	Discovery Sport	17.4
5	Audi	A3	17.7
6	Hyundai	Ioniq	17.8
7	Ford	Kuga	18.7
8	Kia	Niro	18.8
9	Toyota	Yaris Cross	19.2
10	BMW	3 Series	19.8

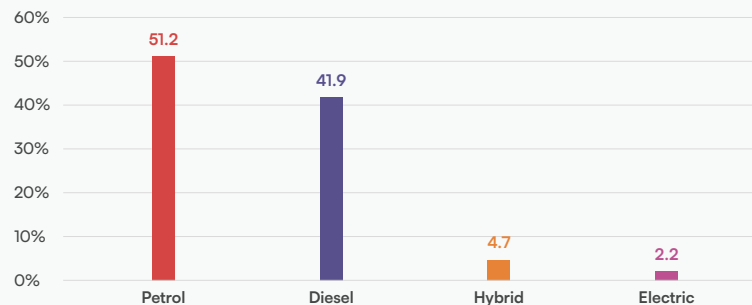
Vehicle listings by fuel type

Petrol vehicles accounted for 53.2% of all vehicle listings with alternative vehicle listings at 13.1%.



Ad views by fuel type

Petrol vehicles accounted for 51.2% of all ad views with alternative vehicle listings at 6.9%.



“Analysis of prices by fuel type saw EVs rise 1.5% (£408) MoM to £28,180, the third consecutive monthly rise, although tracking at 14% lower than September 2023.”

Lucy Tugby,
Marketing Director, MOTORS



Electric/hybrid

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September 2024 at a glance

- 4 to 5 year old Tesla Model 3 with between 30k and 40k miles on the clock, saw the biggest EV price rise MoM, up +2.2% to £20,824.
- 6 months to 1 year old Toyora Yaris with 10 - 20k miles on the clock, saw the biggest hybrid price rise MoM, up +5.1% to £22,068.
- Interest in alternative fuel vehicles was up slightly after the drop in August. Ad views are up YoY for both EVs (+56%) and hybrid vehicles (+24.5%).

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Top 5 electric price movers

4 to 5 year old Tesla Model 3 with between 30k and 40k miles on the clock, saw the biggest EV price rise MoM, up +2.2% to £20,824. That's £3,379 more than the overall average car price (£17,445).

Increase

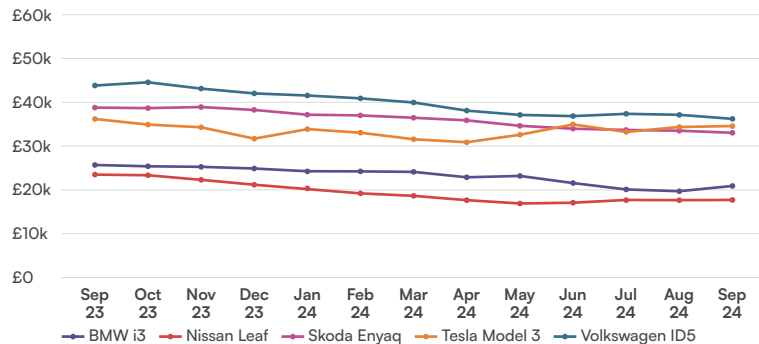
Make	Model	Age	Mileage	Avg price	% change
Tesla	Model 3	4 - 5 yrs	30 - 40k	£20,824	+2.2%
Vauxhall	Corsa	Under 6 mths	10 - 20k	£19,549	+2.2%
Audi	Q4	6 mths - 1 yr	10 - 20k	£39,954	+1.9%
Tesla	Model 3	3 - 4 yrs	30 - 40k	£23,351	+1.6%
Audi	E-Tron	3 - 4 yrs	20 - 30k	£27,478	+1.1%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Aud	E-Tron	3 - 4 yrs	30 - 40k	£24,535	-2.9%
MG	MG4	1 - 2 yrs	10 - 20k	£24,587	-2.9%
Tesla	Model Y	1 - 2 yrs	30 - 40k	£36,717	-3.2%
Audi	Q4	2 - 3 yrs	20 - 30k	£27,390	-3.6%
Skoda	Enyaq	6 mths - 1 yr	10 - 20k	£32,403	-4.2%

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

The biggest MoM price rise was for the BMW i3, up +6.1%, with the VW ID5 dropping the most, down -2.5%. All the selected vehicles prices fell YoY, with the Nissan Leaf down from £23,491 to £17,705 the biggest faller (-24.6%)



Top 5 hybrid price movers

6 months to 1 year old Toyora Yaris with 10 - 20k miles on the clock, saw the biggest hybrid price rise MoM, up +5.1% to £22,068. That's £4,623 more than the overall average car price (£17,445).

Increase

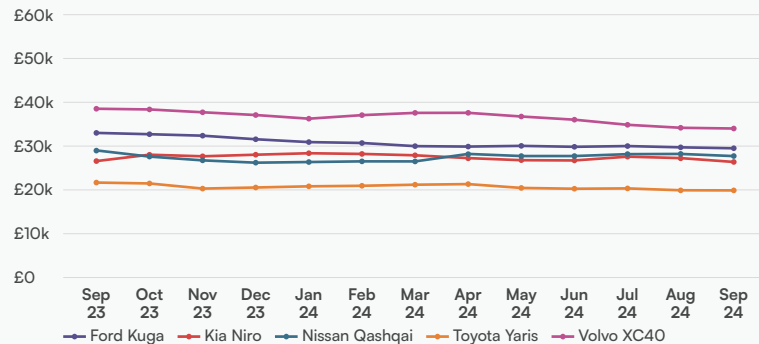
Make	Model	Age	Mileage	Avg price	% change
Toyota	Yaris	6 mths - 1 yr	10 - 20k	£22,068	+5.1%
Toyota	Corolla	2 - 3 yrs	20 - 30k	£18,543	+3.9%
Honda	Jazz	2 - 3 yrs	20 - 30k	£18,735	+3.4%
Volkswagen	Golf	6 mths - 1 yr	10 - 20k	£28,927	+3.0%
Toyota	Yaris Cross	2 - 3 yrs	20 - 30k	£20,851	+2.9%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Toyota	C-HR	3 - 4 yrs	30 - 40k	£17,659	-3.3%
Toyota	Corolla	6 mths - 1 yr	10 - 20k	£26,303	-3.6%
Volkswagen	Golf	Under 6 mths	10 - 20k	£28,253	-3.6%
BMW	3 Series	3 - 4 yrs	30 - 40k	£22,564	-3.8%
Volvo	XC40	3 - 4 yrs	20 - 30k	£23,676	-4.5%

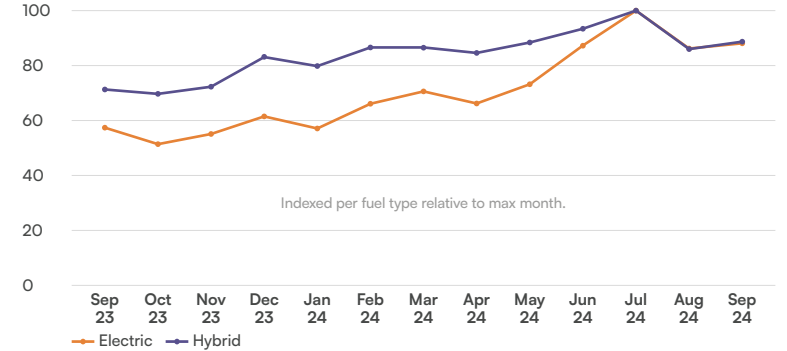
Average price - Selected hybrid (<2yrs and <20k miles)

All the selected vehicles prices fell YoY. The biggest fallers were the Volvo XC40 at -11.7% (down just over £4,500 to £34,007) and the Ford Kuga at -10.7% (down just over £3,500 to £29,447).



Indexed ad views by fuel type

Interest in alternative fuel vehicles was up slightly after the drop in August. Ad views are up YoY for both EVs (+56%) and hybrid vehicles (+24.5%).



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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), as well as through ongoing partnerships with eBay and Gumtree.

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.*

In June 2024, the Cazoo brand was acquired by MOTORS and is in the process of being established as a modern car search marketplace with more than 250,000 listings providing even greater online visibility for car dealer listings.

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.

Each month MOTORS publishes a Market View analysis of the key used car trends across its platform, detailing average pricing, stocking levels and consumer demand. This data provides valuable insight for dealers across the UK.

Since 2021, MOTORS has been owned by O₃ Industries and Novum Capital.

For more information, please visit www.dealer.motors.co.uk



Source: *MOTORS Digital Touchpoints Survey, November 2023. (Independent research of 3,000 car buyers conducted by Insight Advantage from 31 October-8 November).

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