

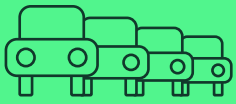
Market View

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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MOTORS



Stock



November 2024 at a glance

- November saw a slight MoM increase in stock levels (+1.6%) as dealers start filling their forecourts towards as the end of the year draws nearer.
- Stock levels for supermarkets and independents were both up MoM, +7.2% and +1.1% respectively.
- All fuel types saw stock levels increase MoM with electric (+13.0%) and hybrid (+8.7%) vehicles leading the way.

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Stock volume by dealership

November saw a slight MoM increase in stock levels (+1.6%) as dealers start filling their forecourts as the end of the year draws nearer.

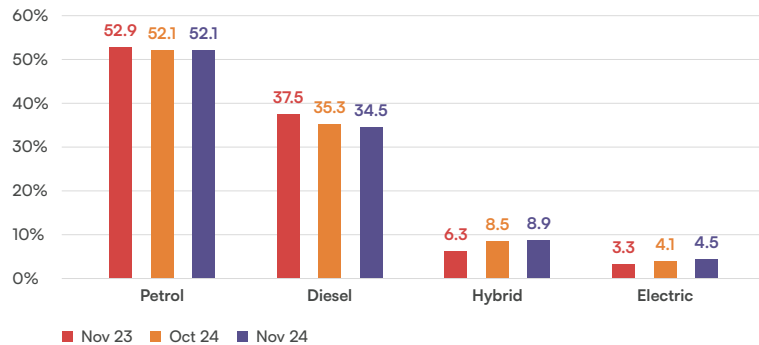
56.0

Nov 23 **59.3**
YoY: -5.5%

Oct 24 **55.2**
MoM: +1.6%

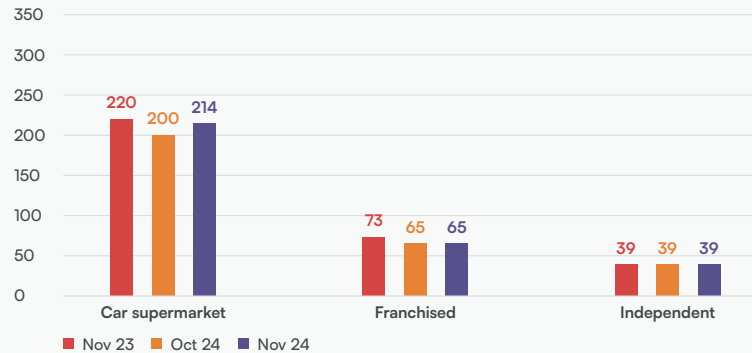
Stock volume by fuel type

YoY stock levels for petrol and diesel are down -2.3% and -8.6% respectively while electric (+40.6%) and hybrid (+35.9%) have seen significant increases.



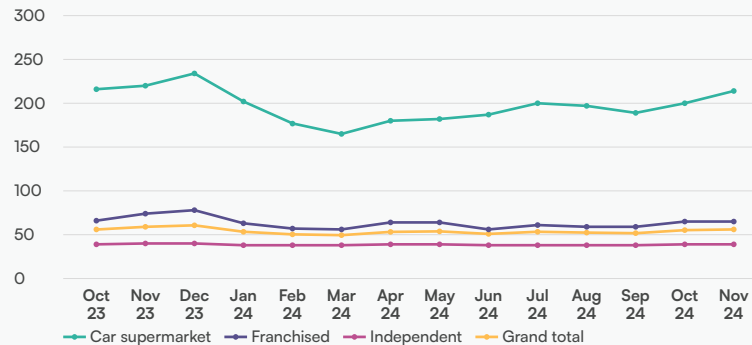
Stock volume by dealer type

Stock levels for all dealer types are down YoY with franchises down the most at -10.6%.



Stock volume trend per dealership

Despite being down -5.5% YoY, stock levels are following the seasonal trend and increasing.



“Car supermarkets sought out greater profitability opportunities in November by sourcing higher volumes of younger vehicles.

For the second month in a row they increased inventories to an average of 214 units, a new high for the year.”

Lucy Tugby,
Marketing Director, MOTORS



Price



November 2024 at a glance

- Overall average vehicle prices saw little change both MoM and YoY.
- EV prices were down -2.2% MoM, and -13.2% YoY. Other fuel types were up marginally MoM but also lower than this time last year.
- Car supermarkets saw average prices increase by +1.2% MoM, with small increases for franchises (+0.1%) and independents (+0.4%).

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Average price

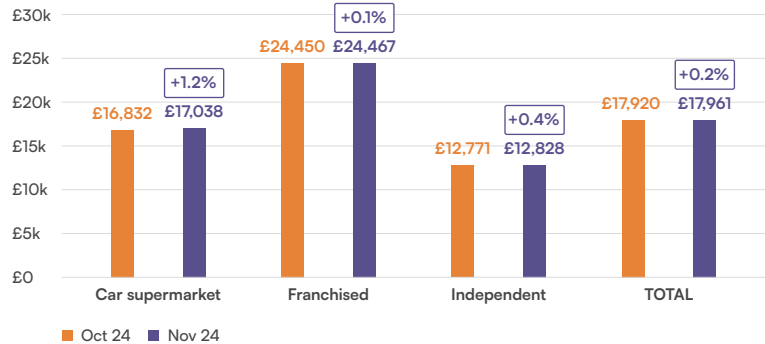
Overall average vehicle prices saw little change both MoM and YoY.

£17,961

Nov 23 £17,923 YoY: +0.2%	Oct 24 £17,920 MoM: +0.2%
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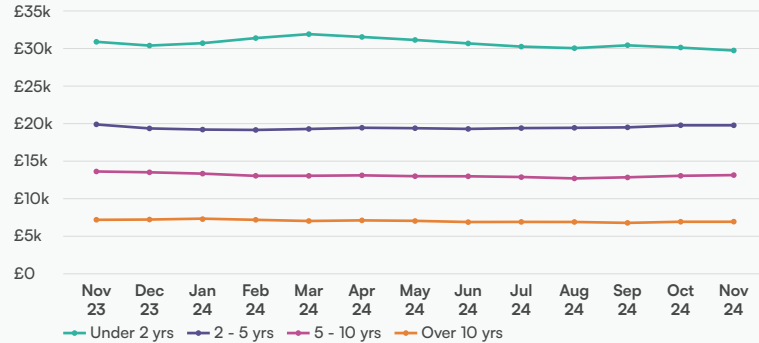
Average price by dealer type

Car supermarket average prices were the closest to the overall average at £923 lower, while franchises were £6,506 higher and independents £5,133 lower.



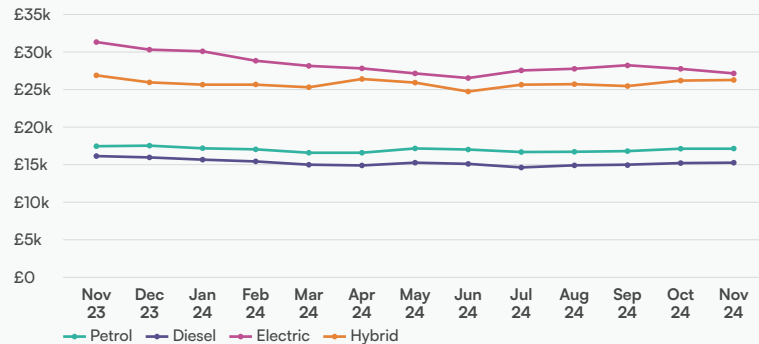
Average price by age

All vehicle age bands have seen prices fall YoY. Cars under 2 years old saw their average price drop -1.3% MoM, down to £29,739.



Average price by fuel type

EV prices were down -2.2% MoM, and -13.2% YoY. Other fuel types were up marginally MoM but also lower than this time last year.



“The average price for a used car listed on MOTORS was £17,961, a rise of just £41 MoM and £38 YoY, a marked contrast to the pricing volatility which characterised 2023.”

Lucy Tugby,
Marketing Director, MOTORS



Price

MOTORS

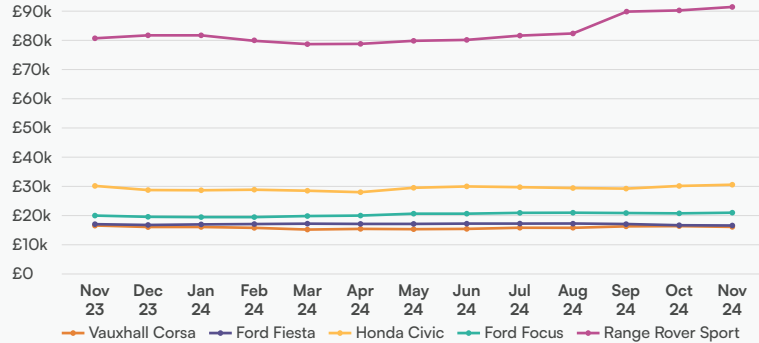
November 2024 at a glance

- Ford Focus, Honda Civic and Range Rover Sport are showing the strongest price trend, maintaining value MoM and increasing by over +1.5% YoY.
- As usual the highest average price is in London (£23,014) and the lowest is in Wales (£14,718).
- Older VW Tiguan's (8 - 10 years old) saw the biggest price increase MoM, up +6.6%.

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Average price selected makes/models

Ford Focus, Honda Civic and Range Rover Sport are showing the strongest price trend, maintaining value MoM and increasing by over +1.5% YoY.



Top 5 price movers by MoM increase and decrease

All ages of car from under 6 months to between 10 and 12 years old are featured in the November top 5 price increases.

Increase

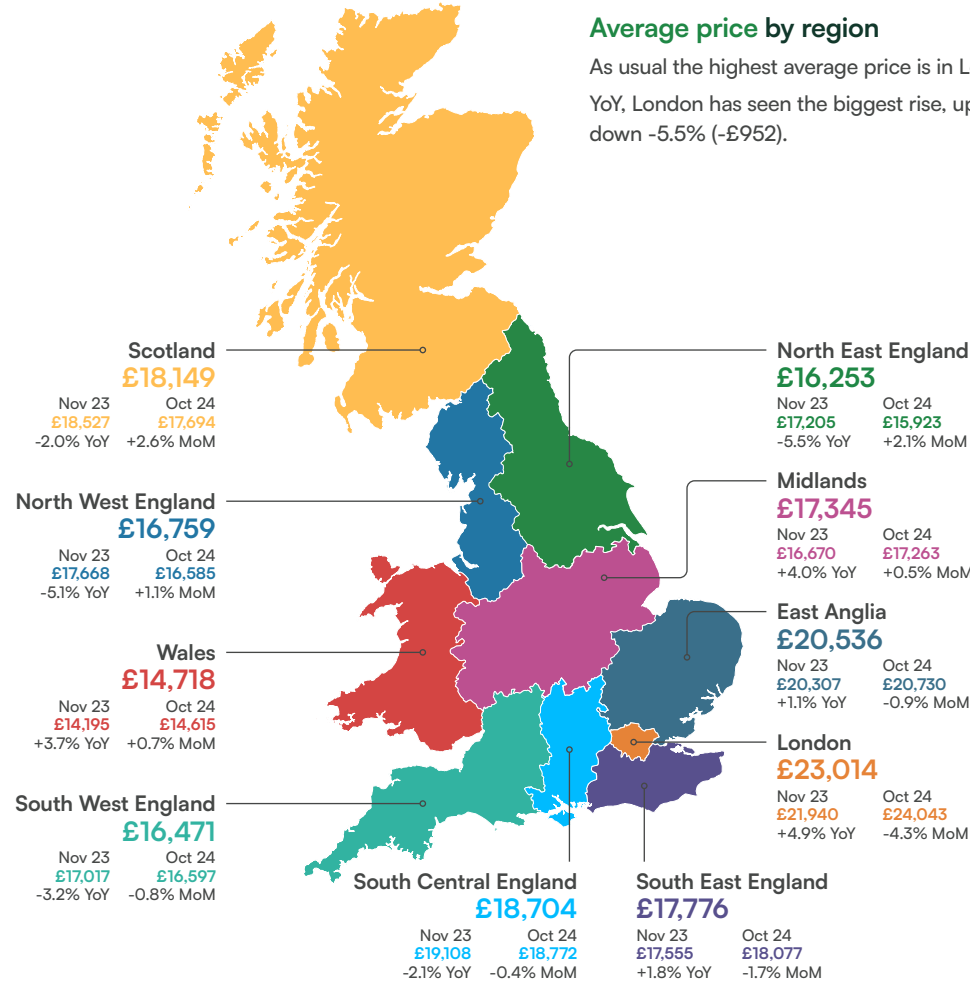
Make	Model	Age	Fuel type	Nov 24 stock	Nov 24 avg price	% change
Volkswagen	Tiguan	8 - 10 yrs	Diesel	138	£11,300	+6.6%
Peugeot	2008	1 - 2 yrs	Petrol	145	£20,480	+6.0%
Volkswagen	Polo	Under 6 mths	Petrol	174	£20,017	+4.6%
Mercedes-Benz	A Class	3 - 4 yrs	Petrol	157	£20,896	+4.1%
Range Rover	Evoque	10 - 12 yrs	Diesel	146	£10,099	+4.0%

Decrease

Make	Model	Age	Fuel type	Nov 24 stock	Nov 24 avg price	% change
Vauxhall	Mokka	8 - 10 yrs	Diesel	102	£5,608	-3.7%
Vauxhall	Mokka	8 - 10 yrs	Petrol	156	£6,254	-3.8%
Peugeot	208	8 - 10 yrs	Petrol	119	£5,258	-4.1%
Ford	Focus	10 - 12 yrs	Diesel	127	£4,253	-4.3%
Audi	A1	1 - 2 yrs	Petrol	120	£20,722	-5.0%

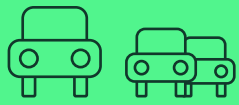
Average price by region

As usual the highest average price is in London (£23,014) and the lowest is in Wales (£14,718). YoY, London has seen the biggest rise, up +4.9% (+£1,074) and North East England the biggest fall, down -5.5% (-£952).



“There were signs of some regional used car price corrections in November as average prices in London and the wider south east, along with the south west, all seeing month-on-month drops.”

Lucy Tugby,
Marketing Director, MOTORS



Demand

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November 2024 at a glance

- Average days to sell was up +2.0% MoM to 30.
- Franchised dealers saw a slight drop in days to sell MoM (-0.4%) but supermarkets (+0.5 days) and independents (+2.7 days) both increased.
- Ad views for all price bands were down -13.3% MoM. Cars between £5,000 and £20,000 have seen ad views rise YoY.

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Average days to sell

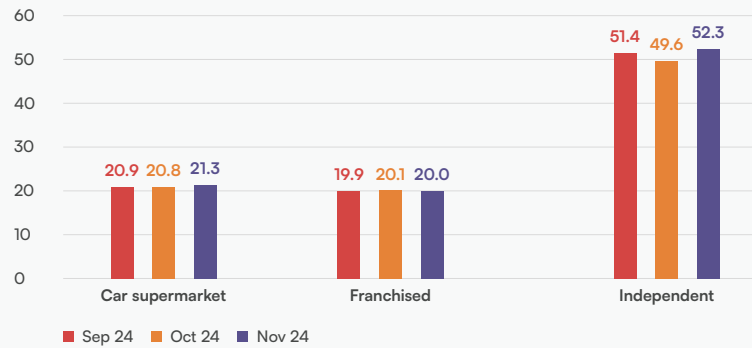
30.0

Sep 24
29.7
2xMoM: +1.0%

Oct 24
29.4
MoM: +2.0%

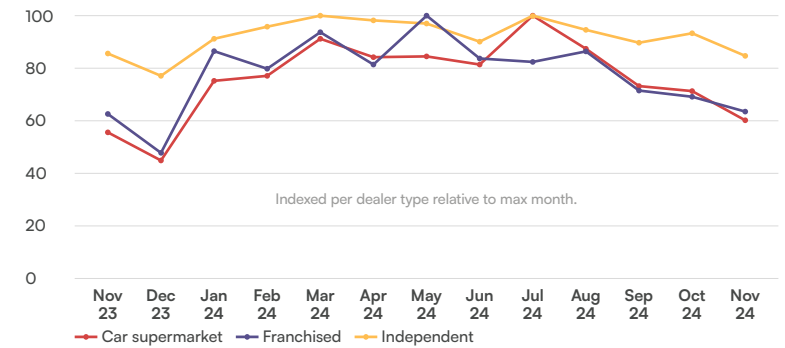
Average days to sell by dealer type

Franchised dealers saw a slight drop in days to sell MoM (-0.1 days) but supermarkets (+0.5 days) and independents (+2.7 days) both increased.



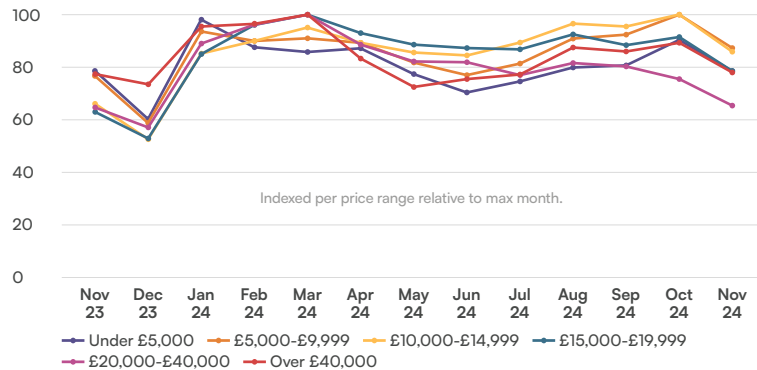
Sold volume index by dealer type

Sold index shows that the market continued to slow in MoM, in line with the usual seasonal trends.



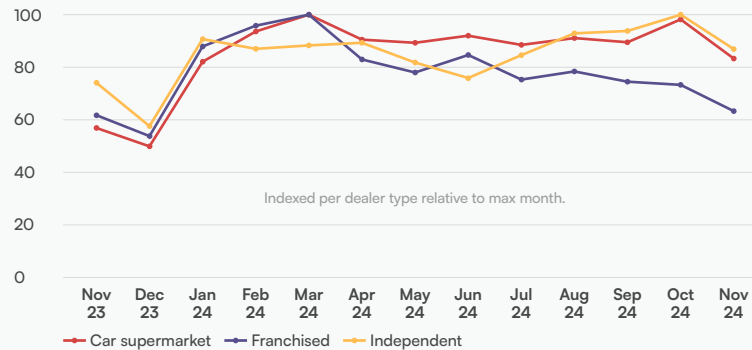
Ad views per listing index by price

Ad views for all price bands were down -13.3% MoM. Cars between £5,000 and £20,000 have seen ad views rise YoY.



Ad views per listing index by dealer type

Ad views fell for all dealer types MoM as overall consumer demand begins to decline, as normal, into the festive season.





Demand

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November 2024 at a glance

- Ford remains the most viewed manufacturer. Mercedes-Benz (+1.4%), Toyota (+2.1%) and Land Rover (+4.5%) all saw a MoM increase in attention.
- Petrol vehicles remain comfortably the most stocked and viewed fuel type.
- Over 55% of listings are for vehicles between 3 and 10 years old.

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Top 10 most viewed manufacturers

Ford remains the most viewed manufacturer. Mercedes-Benz (+1.4%), Toyota (+2.1%) and Land Rover (+4.5%) all saw a MoM increase in attention.

#	Manufacturer	Nov 23	Oct 24	Nov 24
1	Ford	11.0%	10.6%	10.5%
2	Volkswagen	8.6%	8.7%	8.6%
3	Audi	8.4%	8.2%	8.3%
4	BMW	8.3%	8.1%	8.2%
5	Vauxhall	7.0%	6.9%	6.8%
6	Mercedes-Benz	5.8%	5.7%	5.8%
7	Toyota	4.9%	5.1%	5.2%
8	Nissan	4.6%	4.7%	4.6%
9	Land Rover	4.6%	4.2%	4.4%
10	Peugeot	3.5%	3.7%	3.5%

Top 10 fastest selling makes/models

Younger cars (under 6 months) with less than 5,000 miles on the clock were the quickest selling cars in November.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Peugeot	208	Under 6 mths	Petrol	Under 5k	7.3
2	Citroen	C3	Under 6 mths	Petrol	Under 5k	9.4
3	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	10.5
4	Vauxhall	Mokka	Under 6 mths	Electric	Under 5k	10.8
5	BMW	1 Series	6 mths - 1 yr	Petrol	10 - 20k	11.4
6	Vauxhall	Corsa	3 - 4 yrs	Petrol	10 - 20k	11.5
7	Ford	Puma	1 - 2 yrs	Petrol	5 - 10k	12.7
8	MG	HS	Under 6 mths	Petrol	Under 5k	13.4
9	Ford	Fiesta	1 - 2 yrs	Petrol	10 - 20k	14.7
10	Nissan	Qashqai	3 - 4 yrs	Petrol	20 - 30k	15.2

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

Petrol vehicles remain comfortably the most stocked and viewed fuel type.

Fuel type	% of listings		Views per vehicle index		% of ad views	
	Nov 23	Nov 24	Nov 23	Nov 24	Nov 23	Nov 24
Petrol	52.9%	51.3%	97.6	104.8	51.6%	53.7%
Diesel	36.7%	34.8%	118.9	114.4	43.6%	39.9%
Hybrid	7.0%	9.3%	50.5	50.9	3.6%	4.7%
Electric	3.4%	4.6%	35.6	36.4	1.2%	1.7%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

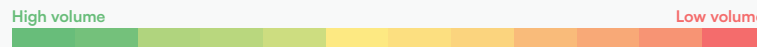
Vehicle listings, indexed views per vehicle and ad views by body style

Medium vehicles contributed 41% of listings and 37% of views in November.

Whilst views per vehicle are generally lower than other sectors, engagement in medium vehicles increased YoY.

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Nov 23	Nov 24	Nov 23	Nov 24	Nov 23	Nov 24
Medium	42.9%	40.5%	87	92	37.1%	37.2%
Small/Supermini	23.3%	26.3%	91	77	21.2%	20.3%
Prestige	14.5%	13.7%	129	134	18.7%	18.4%
Large	5.7%	7.3%	133	125	7.6%	9.0%
MPV	6.8%	6.5%	107	106	7.3%	6.8%
Estate	4.1%	3.6%	114	139	4.7%	5.0%
Convertible	2.6%	2.2%	129	147	3.4%	3.2%
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 age

Over 55% of listings are for vehicles between 3 and 10 years old, whereas the majority of views volume comes from the 6 to 14 year old age range.

Age	% of listings		Views per vehicle index		% of ad views	
	Nov 23	Nov 24	Nov 23	Nov 24	Nov 23	Nov 24
Under 6 mths	4.0%	4.9%	32	21	1.3%	1.4%
6 mths - 1 yr	4.3%	5.6%	33	20	1.4%	1.5%
1 - 2 yrs	6.6%	8.1%	33	22	2.2%	2.5%
2 - 3 yrs	9.7%	8.2%	34	32	3.3%	3.6%
3 - 4 yrs	14.7%	14.6%	35	29	5.2%	5.9%
4 - 5 yrs	12.8%	9.2%	48	53	6.1%	6.7%
5 - 6 yrs	8.8%	8.6%	71	53	6.2%	6.3%
6 - 8 yrs	12.6%	12.3%	107	80	13.6%	13.8%
8 - 10 yrs	9.5%	9.8%	163	109	15.5%	14.9%
10 - 12 yrs	6.8%	7.5%	202	126	13.8%	13.2%
12 - 14 yrs	4.1%	4.5%	268	167	11.1%	10.4%
14 - 16 yrs	2.5%	2.7%	313	200	7.8%	7.6%
16 - 18 yrs	1.6%	1.7%	378	232	5.9%	5.6%
18 - 20 yrs	0.8%	0.9%	395	244	3.1%	3.0%
Over 20 yrs	1.2%	1.3%	293	204	3.6%	3.6%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Electric/hybrid

MOTORS

November 2024 at a glance

- Audi Q4 electric, (2 - 3 years old with 20 - 30k miles on the clock) saw the biggest price rise MoM, up +8.6% to £30,601.
- The average price of an EV is down just over £2,600 YoY.
- No real change MoM to the average hybrid price but still down -2.3% YoY.

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Electric average price

The average price for an EV is down £4,150 YoY.

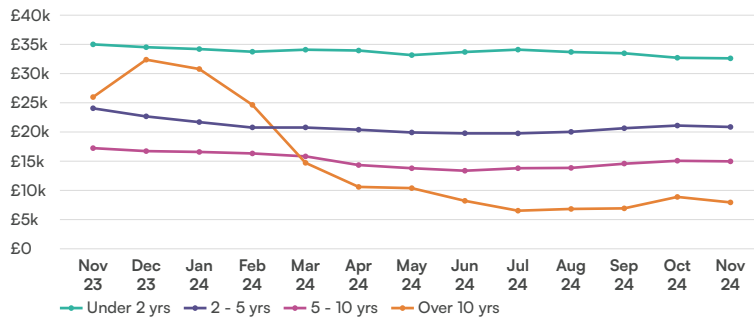
£27,178

Oct 24
£27,788
MoM: -2.2%

Nov 23
£31,328
YoY: -13.2%

Electric average price by age

EVs over 10 years old have seen the biggest average price fall, down -10.6% MoM and -69.4% YoY to £7,945.



Hybrid average price

No real change MoM to the average hybrid price but still down -2.2% YoY.

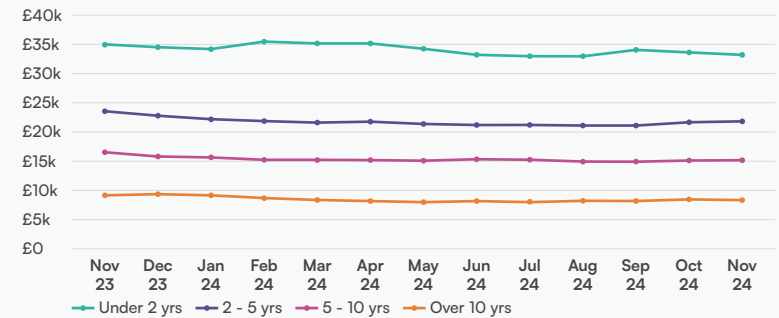
£26,305

Oct 24
£26,219
MoM: +0.3%

Nov 23
£26,893
YoY: -2.2%

Hybrid average price by age

The average prices of all ages of hybrids are down YoY: Under 2 yrs -4.9% (£32,610), 2 - 5 yrs -7.3% (£21,823), 5 - 10 yrs -8.3% (£15,167) and over 10 yrs -8.9% (£8,337).



Top 5 electric price movers

Audi Q4, (2 - 3 years old with 20 - 30k miles on the clock) saw the biggest price rise MoM, up +8.6% to £30,601.

Increase					
Make	Model	Age	Mileage	Avg price	% change
Audi	Q4	2 - 3 yrs	20 - 30k	£30,601	+8.6%
Audi	E-Tron	3 - 4 yrs	20 - 30k	£26,728	+4.2%
Vauxhall	Corsa	Under 6 mths	10 - 20k	£19,454	+2.3%
Volkswagen	ID3	3 - 4 yrs	30 - 40k	£16,500	+1.8%
Porsche	Taycan	Under 6 mths	10k - 20k	£102,217	+1.3%

Decrease					
Make	Model	Age	Mileage	Avg price	% change
Kia	Niro	6 mths - 1 yr	10k - 20k	£28,777	-4.2%
Peugeot	2008	6 mths - 1 yr	10k - 20k	£24,169	-4.4%
Tesla	Model 3	4 - 5 yrs	30k - 40k	£20,599	-4.5%
Fiat	500	Under 6 mths	10k - 20k	£19,403	-4.6%
MG	MG4	1 - 2 yrs	20k - 30k	£21,636	-5.1%

Top 5 hybrid price movers

Audi A3, (3 - 4 years old with 30 - 40k miles on the clock) saw the biggest price rise MoM, up +2.9% to £20,298.

Increase					
Make	Model	Age	Mileage	Avg price	% change
Audi	A3	3 - 4 yrs	30 - 40k	£20,298	+2.9%
Kia	Niro	2 - 3 yrs	10 - 20k	£22,144	+2.9%
Toyota	Corolla	4 - 5 yrs	20 - 30k	£17,081	+2.8%
Toyota	C-HR	6 mths - 1 yr	10 - 20k	£32,126	+2.4%
Kia	Sportage	2 - 3 yrs	10 - 20k	£29,368	+2.3%

Decrease					
Make	Model	Age	Mileage	Avg price	% change
Ford	Kuga	Under 6 mths	10 - 20k	£32,160	-4.0%
Ford	Focus	1 - 2 yrs	10 - 20k	£21,228	-4.0%
Nissan	Juke	Under 6 mths	5 - 10k	£23,134	-4.2%
Ford	Puma	Under 6 mths	10 - 20k	£24,283	-5.2%
Volkswagen	Golf	Under 6 mths	10 - 20k	£28,793	-7.4%



Electric/hybrid

MOTORS

November 2024 at a glance

- Vauxhall Astra was the fastest selling EV, selling in 9.4 days.
- Mercedes-Benz CLA was the fastest selling hybrid, selling in 11.0 days.
- Of total listings, petrol vehicles accounted for 52.1% with alternative fuel vehicles accounting for 13.4%.

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Top 10 fastest selling EVs

Vauxhall Astra was the fastest selling EV, selling in 9.4 days.

#	Make	Model	Days to sell
1	Vauxhall	Astra	9.4
2	Volvo	EX30	11.8
3	Volvo	XC40	13.5
4	MG	ZS	14.1
5	BMW	i3	14.3
6	Vauxhall	Mokka	14.4
7	Tesla	Model 3	14.7
8	Volkswagen	ID4	15.2
=9	Fiat	500	15.9
=9	Cupra	Born	15.9

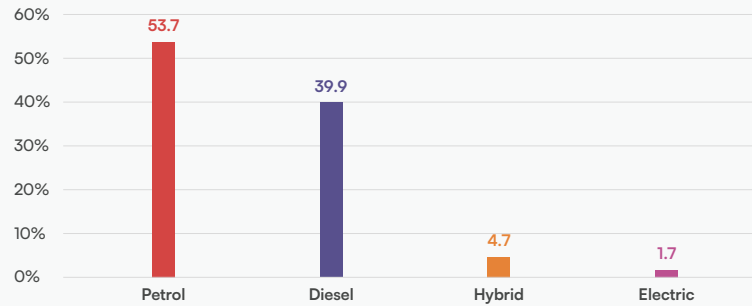
Top 10 fastest selling hybrids

Mercedes-Benz CLA was the fastest selling hybrid, selling in 11.0 days.

#	Make	Model	Days to sell
1	Mercedes-Benz	CLA	11.0
2	Renault	Austral	11.3
3	Mazda	CX-60	13.5
4	Vauxhall	Grandland	13.6
5	Hyundai	Ioniq	15.6
6	Volvo	XC60	15.7
7	Fiat	500	16.1
8	Renault	Captur	16.6
9	Citroen	C5 Aircross	18.6
10	Cupra	Formentor	19.8

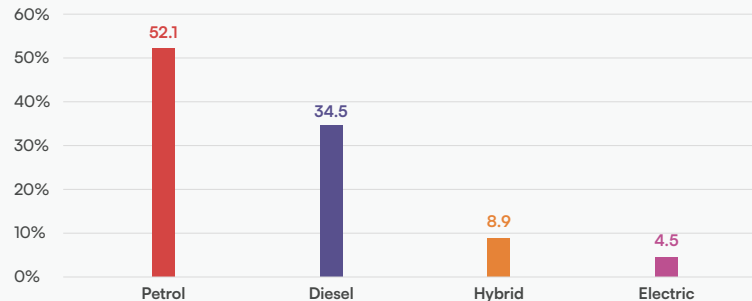
Ad views by fuel type

Of total ad views, petrol vehicles accounted for 53.7% with alternative fuel vehicles accounting for 6.4%.



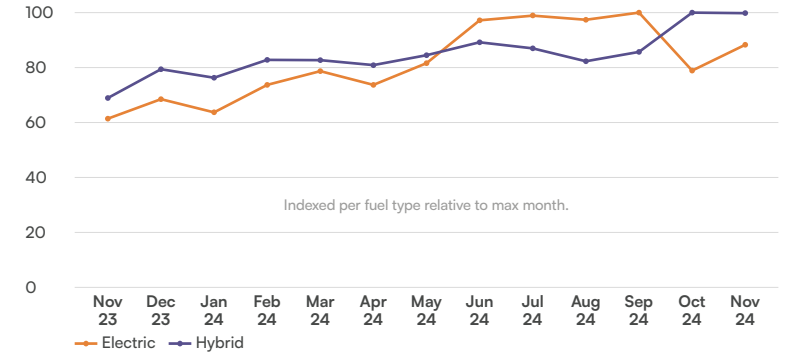
Vehicle listings by fuel type

Of total listings, petrol vehicles accounted for 52.1% with alternative fuel vehicles accounting for 13.4%.



Indexed ad views by fuel type

Hybrid ad views were flat MoM, while electric ad views were up +12% MoM after a drop in October.



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