

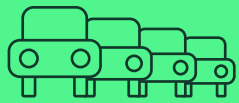
Market View

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.

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

MOTORS



Stock



December 2024 at a glance

- December saw an increase in stock levels (+4.2% MoM) as dealers prepared for the post Christmas increase in demand.
- Franchises and supermarkets saw strongest stock growth MoM, up +6.5% and +7.3% respectively.
- Share of stock volume by fuel type shows a small increase in the share of electric and hybrid vehicles MoM.

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

Stock volume by dealership

December saw an increase in stock levels (+4.2% MoM) as dealers prepared for the post Christmas increase in demand.

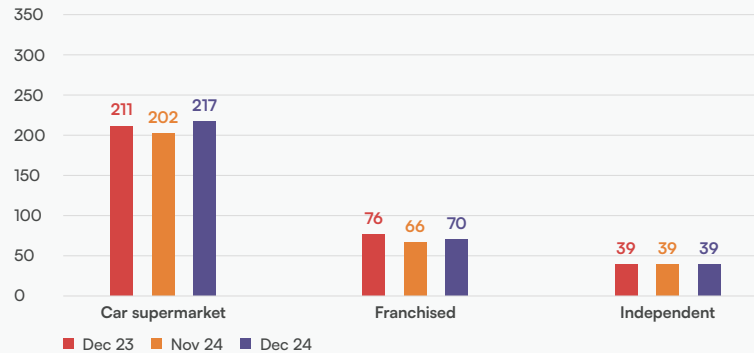
58.3

Dec 23 **60.1**
YoY: -3.1%

Nov 24 **55.9**
MoM: +4.2%

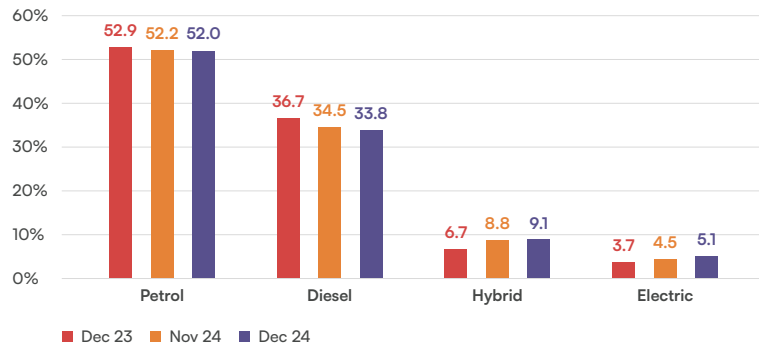
Stock volume by dealer type

Franchises and supermarkets saw strongest stock growth MoM, up +6.5% and +7.3% respectively.



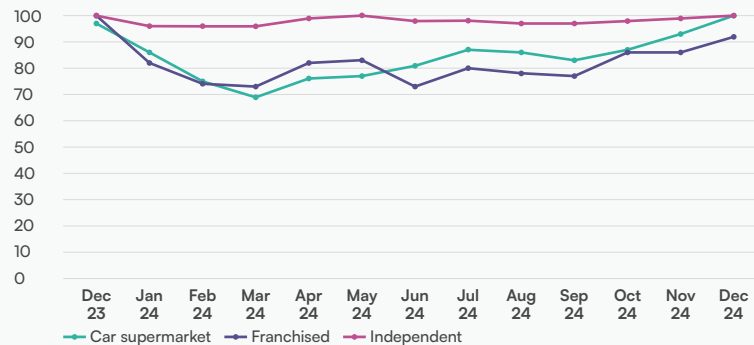
Stock volume by fuel type

Share of stock volume by fuel type shows a small increase in the share of electric and hybrid vehicles MoM.



Stock volume trend per dealership

December showed the usual trend of strong forecourt volumes ahead of increased demand in Q1.



“Dealers increased their stocks in December in preparation for a positive start to 2025 and were rewarded by a record number of buyers for the month searching MOTORS for used cars, despite the festive distractions.”

Lucy Tugby,
Marketing Director, MOTORS



Price



December 2024 at a glance

- The average vehicle price dropped very slightly MoM by -0.2%, with prices slightly higher YoY, up +1.5%.
- Franchised dealers and supermarkets have seen prices rise YoY, up +2.9% and +3.8% respectively. Independent dealers have seen prices fall by -7.3% YoY.
- Electric vehicle prices were down -5.6% MoM and -15.8% YoY. Hybrid vehicles also saw lower pricing, down 3.0% MoM.

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

Average price

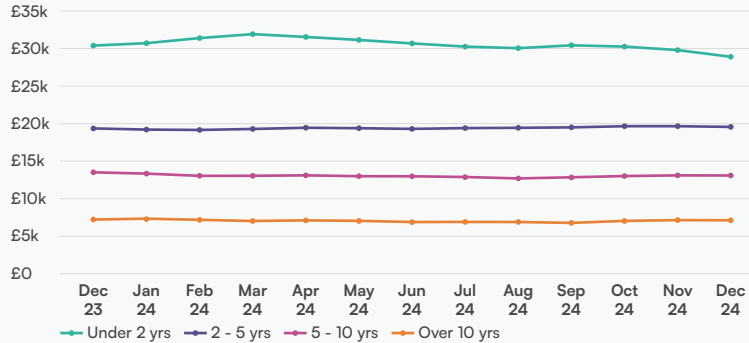
The average vehicle price dropped very slightly MoM by -0.2%, with prices slightly higher YoY, up +1.5%.

£17,859

Dec 23	Nov 24
£17,596	£17,889
YoY: +1.5%	YoY: -0.2%

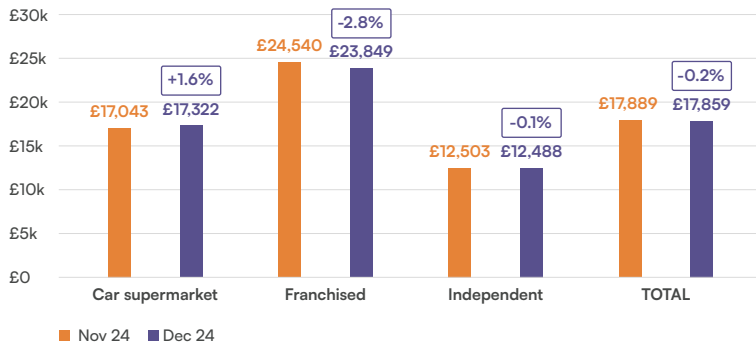
Average price by age

YoY, vehicles in the 2 - 5 yrs age range have maintained prices, up +2.3% YoY, all other age ranges have seen falls in prices.



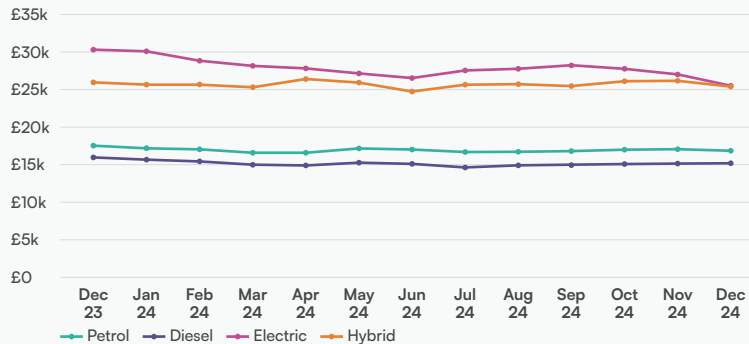
Average price by dealer type

Electric vehicle prices were down -5.6% MoM and -15.8% YoY. Hybrid vehicles also saw lower pricing, down 3.0% MoM.



Average price by fuel type

Electric vehicle prices were down -5.6% MoM and -15.8% YoY. Hybrid vehicles also saw lower pricing, down 3.0% MoM.



“After the fluctuations of used car prices over recent years, 2024 saw a return to relative normality with the £17,859 average in December flat month-on-month and just 1.5% higher than December 2023.”

Lucy Tugby,
Marketing Director, MOTORS



Price

MOTORS

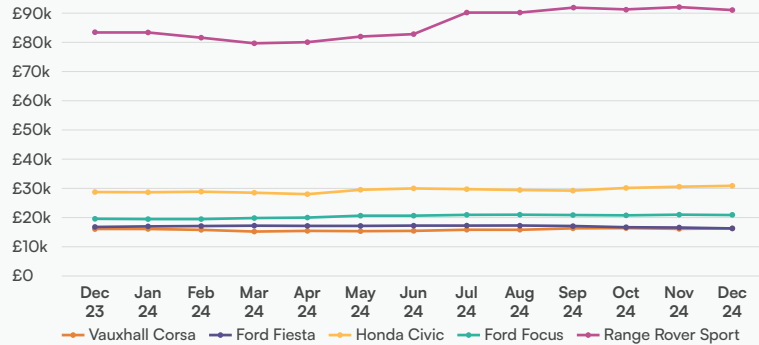
December 2024 at a glance

- In the regions, North East England saw the biggest YoY drop in average price, down -4.0% while London was up the most +9.5% to £23,764.
- Six of the ten regions' average prices were lower than the £17,585 overall average.
- The top 5 price increases were made up of a broad range of age bands (between 1 and 12 years old) and fuel types (diesel, petrol and hybrid).

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

Average price selected makes/models

Prices fell MoM, with only the Vauxhall Corsa and Honda Civic seeing small increases. The average price of the Range Rover Sport was up +9.1% YoY.



Top 5 price movers by MoM increase and decrease

10+ year old BMW 1 Series saw the biggest price increase MoM, up +6.5%.

Increase

Make	Model	Age	Fuel type	Dec 24 stock	Dec 24 avg price	% change
BMW	1 Series	10 - 12 yrs	Diesel	116	£5,867	+6.5%
SEAT	Leon	6 - 8 yrs	Petrol	109	£11,188	+5.7%
Nissan	Qashqai	1 - 2 yrs	Hybrid	151	£25,406	+5.3%
Volkswagen	Golf	3 - 4 yrs	Petrol	278	£18,969	+4.3%
Vauxhall	Insignia	8 - 10 yrs	Diesel	141	£5,221	+4.2%

Decrease

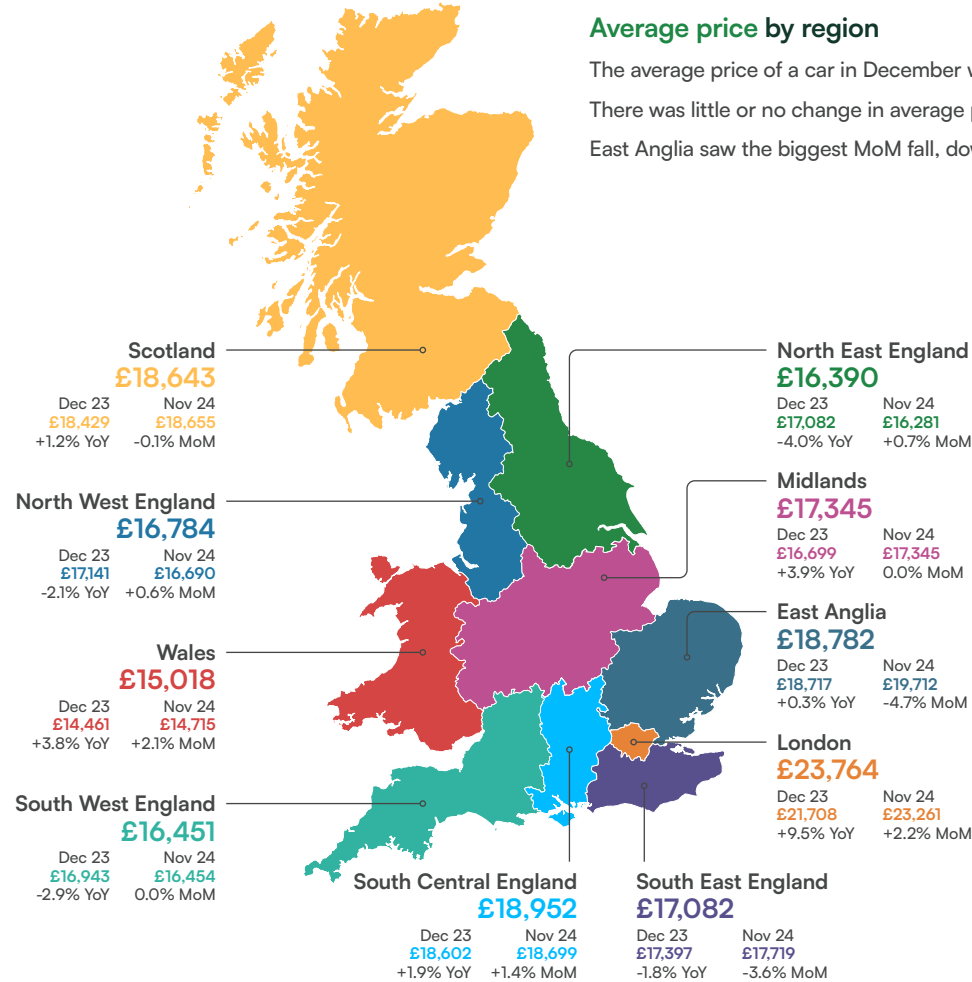
Make	Model	Age	Fuel type	Dec 24 stock	Dec 24 avg price	% change
Citroen	C1	8 - 10 yrs	Petrol	122	£5,059	-3.4%
Citroen	C3	6 - 8 yrs	Petrol	114	£7,226	-3.4%
Vauxhall	Grandland	1 - 2 yrs	Petrol	132	£22,739	-3.8%
Nissan	Juke	1 - 2 yrs	Petrol	236	£15,888	-4.7%
Volkswagen	Golf	2 - 3 yrs	Petrol	119	£19,411	-5.6%

Average price by region

The average price of a car in December was over £8,700 lower in Wales than in London.

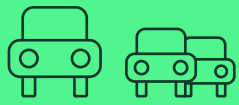
There was little or no change in average price MoM in Scotland, South West England and the Midlands.

East Anglia saw the biggest MoM fall, down just over £900 (-4.7%).



“Regional variations in December once again highlighted the need for dealers to keep on top of the trends in their own region as well as neighbouring regions when pricing used vehicles.”

Lucy Tugby,
Marketing Director, MOTORS



Demand

MOTORS

December 2024 at a glance

- Average days to sell in December was 34.6, up from 30.3 in November and 29.3 in October, driven by seasonally slower consumer demand.
- December was stable for independent dealers after slowing in November, while franchises and supermarkets saw a significant slowdown in December.
- Sold index shows that the market continued to slow in December and that franchises and supermarkets in particular had a relatively weak Q4.

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

Average days to sell

Average days to sell was up for the third month running, driven by seasonally slower consumer demand.

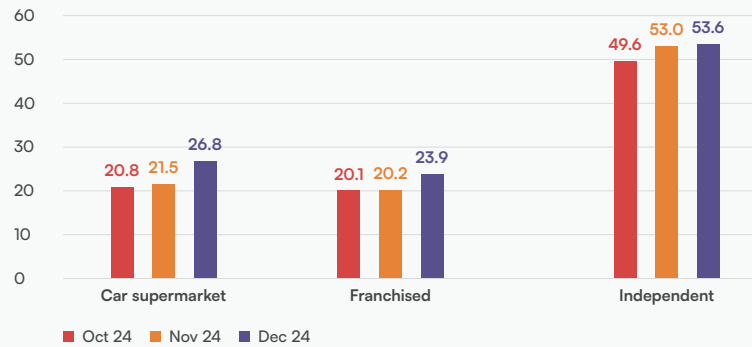
34.6

Oct 24
29.3
2xMoM: +17.7%

Nov 24
30.3
MoM: +13.9%

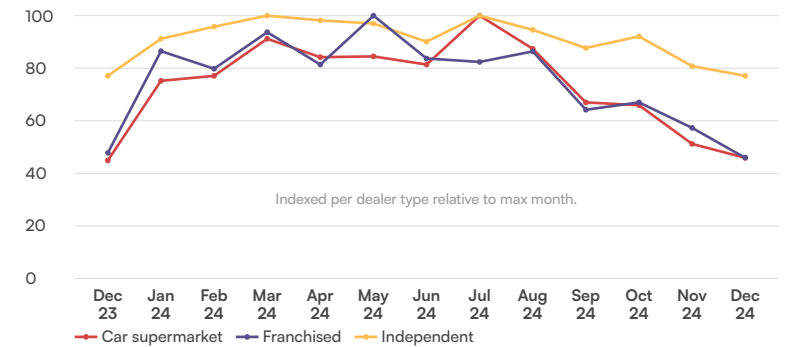
Average days to sell by dealer type

December was stable for independent dealers after slowing in November, while franchises and supermarkets saw a significant slowdown in December.



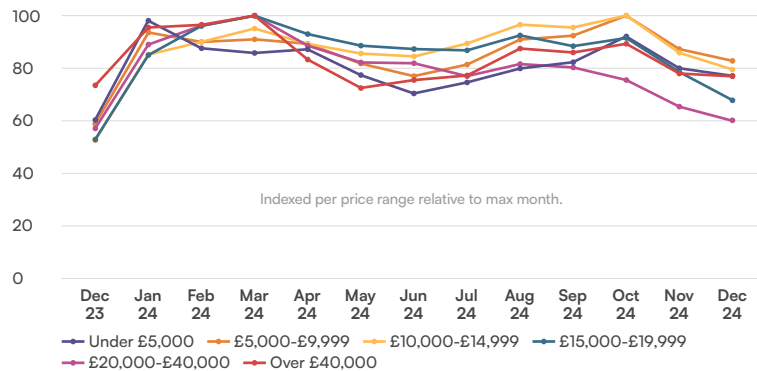
Sold volume index by dealer type

Sold index shows that the market continued to slow in December and that franchises and supermarkets in particular had a relatively weak Q4.



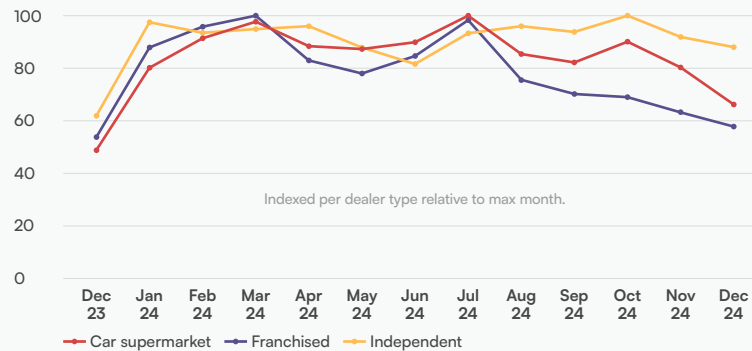
Ad views per listing index by price

Ad views were down MoM for all price bands due to seasonality, but there was a shallower decline and bounce back over the Christmas.



Ad views per listing index by dealer type

Ad views fell for all dealer types MoM, continuing the downward trend since October as overall consumer demand declined seasonally in December.





Demand

MOTORS

December 2024 at a glance

- The most viewed brand in December was Ford again. Mercedes-Benz and Toyota saw the biggest growth YoY.
- Petrol vehicles remain comfortably the most stocked and viewed fuel type, while high engagement with diesel vehicles is likely driven by competitive pricing.
- Over 54% of listings were for vehicles between 3 and 10 years old, whereas the majority of ad views is for those aged between 6 and 14 years old.

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

Top 10 most viewed manufacturers

The most viewed brand in December was Ford again. Mercedes-Benz and Toyota saw the biggest growth YoY.

#	Manufacturer	Dec 23	Nov 24	Dec 24
1	Ford	11.8%	11.9%	11.7%
2	Volkswagen	9.1%	9.3%	8.9%
3	Mercedes-Benz	6.4%	8.1%	8.8%
4	BMW	7.7%	6.9%	7.5%
5	Audi	7.8%	6.8%	7.1%
6	Toyota	4.9%	6.9%	7.2%
7	Vauxhall	6.7%	6.0%	5.9%
8	Nissan	4.4%	4.9%	4.8%
9	Land Rover	4.4%	4.6%	4.9%
10	Peugeot	3.6%	3.2%	3.0%

Top 10 fastest selling makes/models

Seven out of the top ten under 6 months old and nothing over 2 years old shows that the newer the car, the quicker it sold in December.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Vauxhall	Mokka	6 mths - 1 yr	Petrol	10 - 20k	8.4
2	Peugeot	208	Under 6 mths	Petrol	Under 5k	10.9
3	Fiat	500	Under 6 mths	Petrol	Under 5k	14.2
4	Vauxhall	Corsa	Under 6 mths	Electric	Under 5k	16.0
5	Peugeot	2008	Under 6 mths	Petrol	Under 5k	16.1
6	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	17.1
7	Vauxhall	Mokka	Under 6 mths	Electric	Under 5k	17.2
8	MG	HS	1 - 2 yrs	Petrol	10 - 20k	17.4
9	MG	ZS	1 - 2 yrs	Petrol	5 - 10k	18.7
10	Citroen	C3	Under 6 mths	Petrol	Under 5k	19.7

Vehicle listings, indexed views per vehicle

Petrol vehicles remain comfortably the most stocked and viewed fuel type, while high engagement with diesel vehicles is likely driven by competitive pricing.

Fuel type	% of listings		Views per vehicle index		% of ad views	
	Dec 23	Dec 24	Dec 23	Dec 24	Dec 23	Dec 24
Petrol	54.0%	53.1%	96.4	90.6	52.0%	48.1%
Diesel	33.9%	31.0%	123.9	143.7	42.0%	44.5%
Hybrid	8.1%	10.2%	55.0	54.6	4.4%	5.6%
Electric	4.0%	5.8%	37.3	32.3	1.5%	1.9%
Grand Total	100%	100%	100	100	100%	100%

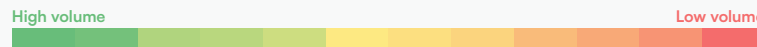
Indexed against monthly average views per listing.

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

The bulk of listings and ad views in December were for medium vehicles.

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Dec 23	Dec 24	Dec 23	Dec 24	Dec 23	Dec 24
Medium	42.5%	40.0%	89	87	37.8%	34.7%
Small/Supermini	23.7%	28.5%	86	72	20.4%	20.4%
Prestige	14.8%	12.8%	132	154	19.6%	19.7%
Large	5.3%	5.2%	142	192	7.6%	10.1%
MPV	6.8%	7.5%	95	104	6.5%	7.8%
Estate	4.3%	3.8%	113	104	4.8%	3.9%
Convertible	2.6%	2.1%	128	161	3.3%	3.4%
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 54% of listings were for vehicles between 3 and 10 years old, whereas the majority of ad views is for those aged between 6 and 14 years old.

Age	% of listings		Views per vehicle index		% of ad views	
	Dec 23	Dec 24	Dec 23	Dec 24	Dec 23	Dec 24
Under 6 mths	4.5%	5.8%	29	18	1.5%	1.4%
6 mths - 1 yr	4.7%	6.4%	31	18	1.7%	1.5%
1 - 2 yrs	7.2%	9.5%	32	18	2.7%	2.3%
2 - 3 yrs	10.2%	9.4%	34	20	4.0%	2.5%
3 - 4 yrs	16.3%	16.1%	34	22	6.4%	4.6%
4 - 5 yrs	13.4%	9.4%	47	34	7.4%	4.2%
5 - 6 yrs	8.8%	8.7%	66	56	6.8%	6.5%
6 - 8 yrs	12.3%	11.7%	100	100	14.3%	15.5%
8 - 10 yrs	8.4%	8.5%	148	136	14.5%	15.3%
10 - 12 yrs	5.6%	6.0%	185	173	12.1%	13.6%
12 - 14 yrs	3.4%	3.5%	245	220	9.7%	10.1%
14 - 16 yrs	2.0%	2.1%	294	269	7.0%	7.5%
16 - 18 yrs	1.3%	1.3%	347	322	5.4%	5.4%
18 - 20 yrs	0.6%	0.7%	383	376	2.9%	3.3%
Over 20 yrs	1.1%	1.0%	291	453	3.7%	6.1%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Electric/hybrid

MOTORS

December 2024 at a glance

- EVs over 10 years old saw a MoM average price rise of +11.2% but were down a massive -73.0% YoY.
- Hybrids saw a slight fall in average price YoY, down -1.2% to £24,270 while EVs saw a more significant drop, down -12.1% to £25,227.
- Audi, MG and Jaguar EVs saw the biggest MoM price increases.

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

Electric average price

YoY, the overall average price has fallen by just under £3,500.

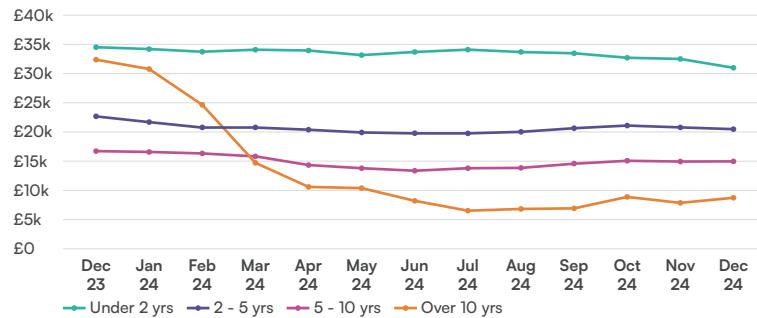
£25,227

Nov 24
£26,569
 MoM: -5.1%

Dec 23
£28,708
 YoY: -12.1%

Electric average price by age

All age bands saw prices fall YoY with those aged over 10 years old down the most (-73.0%) from £32,383 to just £8,742.



Hybrid average price

There's been little change YoY with the overall average price down by £300.

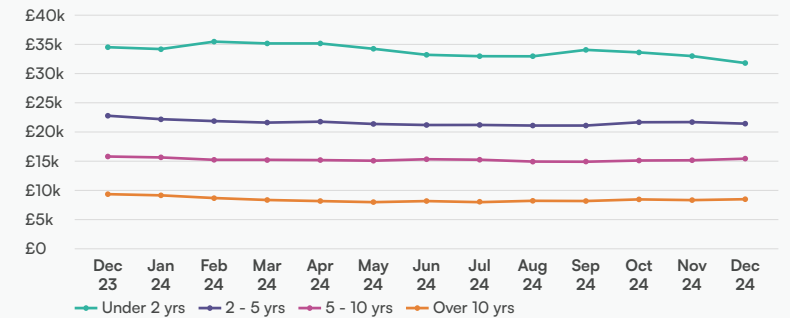
£24,720

Nov 24
£25,338
 MoM: -2.4%

Dec 23
£25,023
 YoY: -1.2%

Hybrid average price by age

All age bands saw prices fall YoY with the older models (over 10 years) down the most at -9.2%.



Top 5 electric price movers

Audi, MG and Jaguar saw the biggest MoM price rises. The Polestar 2 saw the biggest drop with average prices of 3 - 4 year old models down -6.1%.

Increase

Make	Model	Age	Mileage	Avg price	% change
Audi	E-Tron	2 - 3 yrs	20 - 30k	£32,569	+6.6%
Audi	Q4	2 - 3 yrs	10 - 20k	£32,453	+4.8%
MG	MG4	1 - 2 yrs	5 - 10k	£24,804	+2.9%
Jaguar	I-Pace	3 - 4 yrs	30 - 40k	£24,121	+2.3%
MG	MG4	1 - 2 yrs	10 - 20k	£22,984	+1.6%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Ford	Mustang mach-e	1 - 2 yrs	10 - 20k	£36,831	-2.9%
Volkswagen	ID4	Under 6mths	10 - 20k	£37,735	-3.7%
Tesla	Model 3	3 - 4 yrs	30 - 40k	£22,509	-4.7%
Volkswagen	ID3	Under 6 mths	10 - 20k	£29,641	-4.8%
Polestar	Polestar 2	3 - 4 yrs	30 - 40k	£22,197	-6.1%

Top 5 hybrid price movers

1 - 2 year old Nissan Qashqai saw the biggest price rise MoM, up +7.2%. Older versions of the hybrid Qashqai however, saw a drop in prices.

Increase

Make	Model	Age	Mileage	Avg price	% change
Nissan	Qashqai	1 - 2 yrs	20 - 30k	£24,719	+7.2%
Toyota	C-HR	6 mths - 1 yr	10 - 20k	£34,355	+5.0%
BMW	3 Series	4 - 5 yrs	40 - 50k	£18,230	+3.3%
Toyota	C-HR	3 - 4 yrs	30 - 40k	£18,227	+2.4%
Audi	A3	3 - 4 yrs	10 - 20k	£21,100	+2.2%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Nissan	Qashqai	2 - 3 yrs	10 - 20k	£21,231	-3.1%
Kia	Niro	4 - 5 yrs	30 - 40k	£16,685	-3.4%
Volkswagen	Golf	Under 6 mths	10 - 20k	£27,333	-3.9%
Nissan	Qashqai	3 - 4 yrs	20 - 30k	£19,433	-4.9%
Hyundai	Tucson	1 - 2 yrs	10 - 20k	£27,939	-5.3%



Electric/hybrid

MOTORS

December 2024 at a glance

- The BMW i1 and Volvo EX30 were the fastest selling EVs in December, selling on average in 14.5 days.
- The Volvo XC60 was the fastest selling hybrid in December, selling slightly faster on average in 14.4 days.
- Petrol vehicles accounted for 52.0% of all listings in December with alternative fuel vehicles accounting for 14.2%.

To access the driving force behind multisite advertising, please call our team on **0203 966 2700**

Top 10 fastest selling EVs

The BMW i1 and Volvo EX30 were the fastest selling EVs in December, selling on average in 14.5 days.

#	Make	Model	Days to sell
=1	BMW	i3	14.5
=1	Volvo	EX30	14.5
2	MG	ZS	14.6
3	Peugeot	208	14.9
4	Kia	Niro	18.5
5	Peugeot	2008	19.2
6	Polestar	Polestar 2	19.5
7	MINI	Hatch	19.6
8	Renault	Zoe	20.1
9	Volkswagen	ID4	20.3

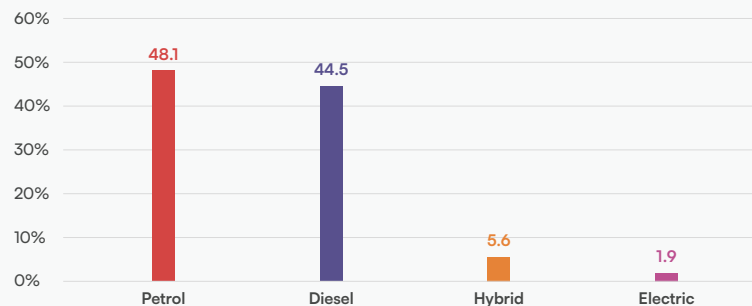
Top 10 fastest selling hybrids

The Volvo XC60 was the fastest selling hybrid in December, selling on average in 14.4 days.

#	Make	Model	Days to sell
1	Volvo	XC60	14.4
2	MG	3	14.5
3	Renault	Arkana	16.6
4	Suzuki	Swace	16.8
5	Vauxhall	Grandland	17.5
6	BMW	X1	17.7
7	Volvo	XC40	18.0
8	Vauxhall	Astra	18.1
9	Volvo	XC90	19.6
10	Renault	Austral	20.4

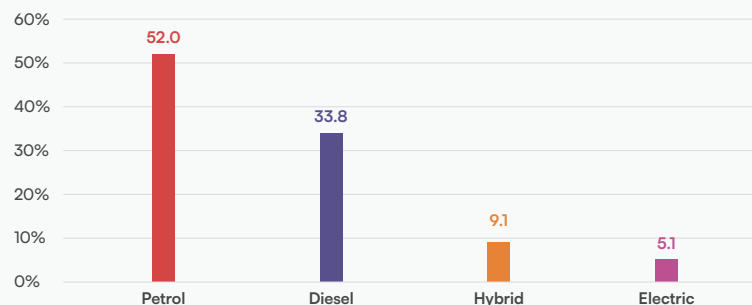
Ad views by fuel type

Petrol vehicles accounted for 48.1% of all ad views in December with alternative fuel vehicles accounting for 7.5%.



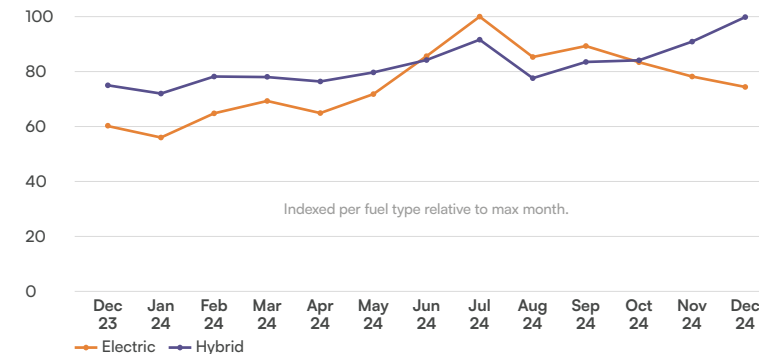
Vehicle listings by fuel type

Petrol vehicles accounted for 52.0% of all listings in December with alternative fuel vehicles accounting for 14.2%.



Indexed ad views by fuel type

Since September interest in EVs has been down, but on the up for hybrids. YoY, ad views are up, +23.5% for EVs and +33.4% for hybrids.



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