

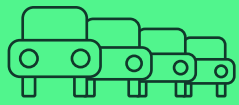
Market View

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

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January 2025 at a glance

- Stock volumes were down -6.7% MoM due to increased consumer demand in the new year. YoY, volumes were up +3.3%.
- All dealer types saw volumes drop MoM. YoY, both franchises (+4.5%) and supermarkets (+11.4%) were up, but independent were flat.
- January 2025 saw alternative fuel vehicles accounting for 17.1% of all stock, up from 12.4% this time last year.

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Stock volume by dealership

Stock volumes were down -6.7% MoM due to increased consumer demand in the new year. YoY, volumes were up +3.3%.

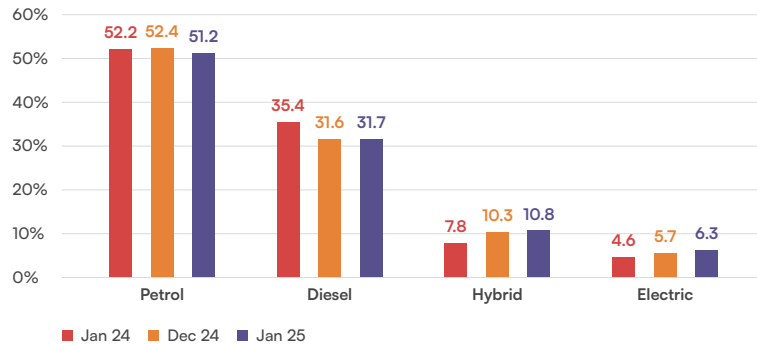
51.3

Jan 24
49.7
YoY: +3.3%

Dec 24
55.0
MoM: -6.7%

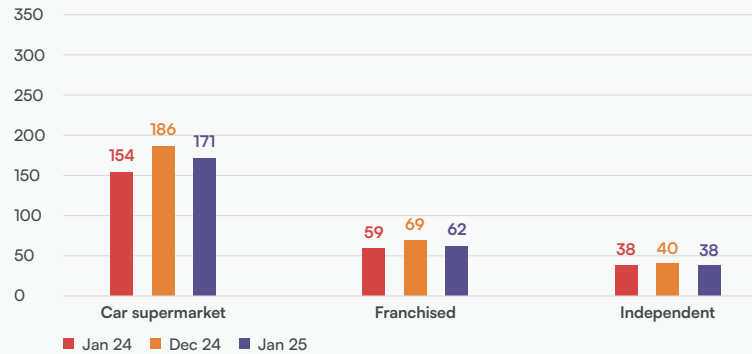
Stock volume by fuel type

January 2025 saw alternative fuel vehicles accounting for 17.1% of all stock, up from 12.4% this time last year.



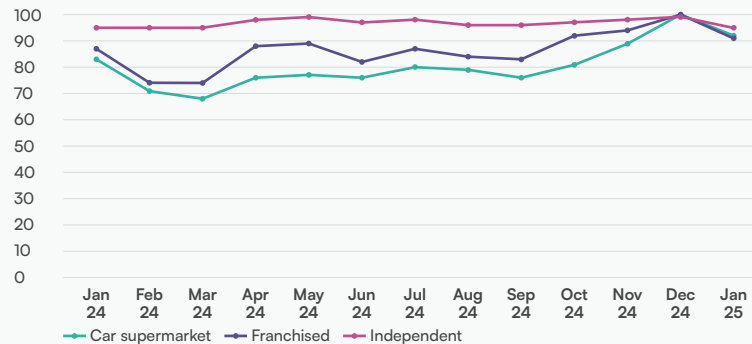
Stock volume by dealer type

All dealer types saw volumes drop MoM. YoY, both franchises (+4.5%) and supermarkets (+11.4%) were up, but independent were flat.



Stock volume trend per dealership

Stock volumes have been following the usual seasonal trends and we should expect to see the volume of held stock declining over the next few months.



“January traditionally gets off to a slow start for the used car market, and this year was compounded by a succession of storms bringing high winds, flooding and snow to most of the country.”

Lucy Tugby,
Marketing Director, MOTORS



Price



January 2025 at a glance

- The overall average vehicle price rose by +0.9% YoY, driven by 2 - 5 year old stock being up +1.1%, while all other age bands were down.
- All dealer types saw average prices rise MoM. YoY, supermarkets saw prices up (+4.1%) while both franchises (-1.7%) and independents (-8.4%) were down.
- Prices were stable MoM for all fuels types. EVs however have seen a big fall YoY, down -14.6% from £30,092 to £25,701.

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Average price

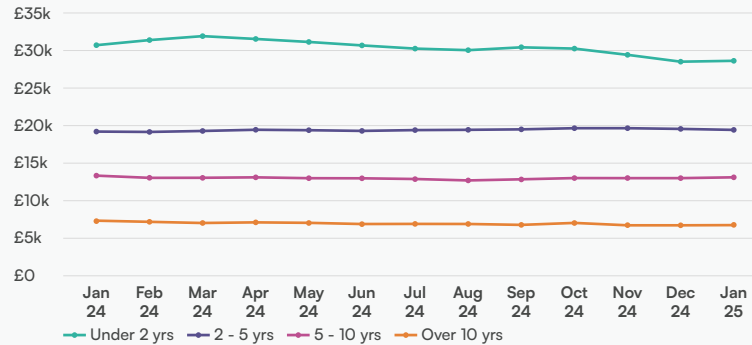
The overall average vehicle price was up just £57 (+0.3%) MoM.

£17,619

Jan 24	Dec 24
£17,461	£17,562
YoY: +0.9%	MoM: +0.3%

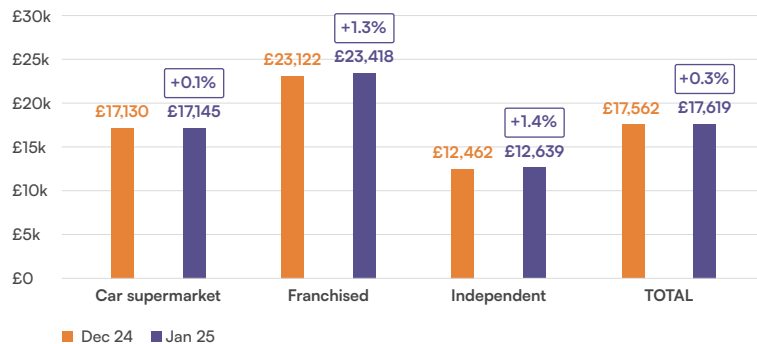
Average price by age

The overall average vehicle price rose by +0.9% YoY, driven by 2 - 5 year old stock being up +1.1%, while all other age bands were down.



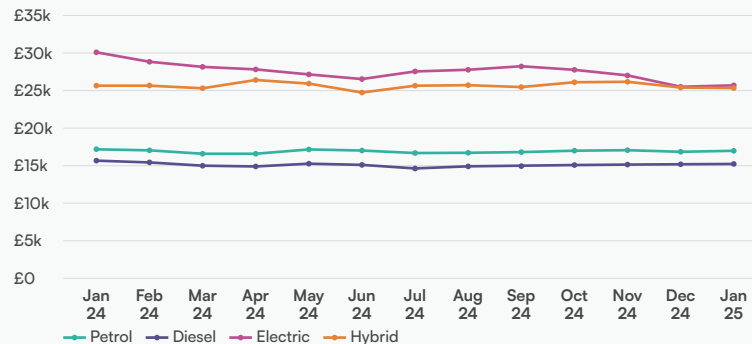
Average price by dealer type

All dealer types saw average prices rise MoM. YoY, supermarkets saw prices up (+4.1%) while both franchises (-1.7%) and independents (-8.4%) were down.



Average price by fuel type

Prices were stable MoM for all fuels types. EVs however have seen a big fall YoY, down -14.6% from £30,092 to £25,701.



“Dealers saw their sales conversion drop, compared to the same period last year, with many now carrying over unsold stock into February.”

Lucy Tugby,
Marketing Director, MOTORS



Price



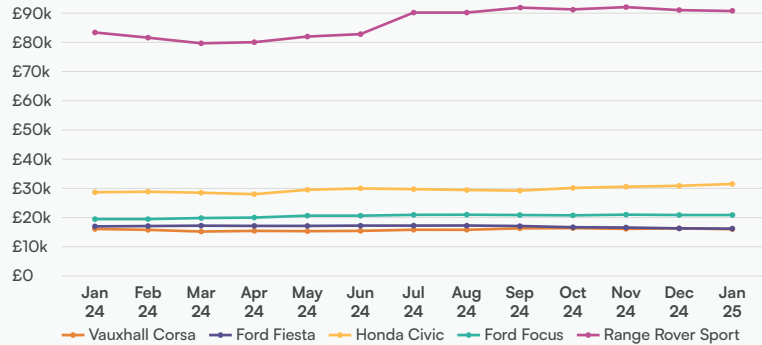
January 2025 at a glance

- Half of our regions saw their average car price higher than the overall average of £17,619.
- A Honda Civic costs on average just under £3,000 more than this time last year.
- 1 to 2 year old MGs saw the biggest MoM price ups and downs. Electric MG4 was up +8.4% and petrol HS down -5.7%.

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Average price selected makes/models

Of our selected makes/models the Honda Civic has seen the biggest increase in average price YoY, up +10.4% (just under £3,000).



Top 5 price movers by MoM increase and decrease

1 to 2 year old MGs saw the biggest MoM price ups and downs. Electric MG4 was up +8.4% and petrol HS down -5.7%.

Increase

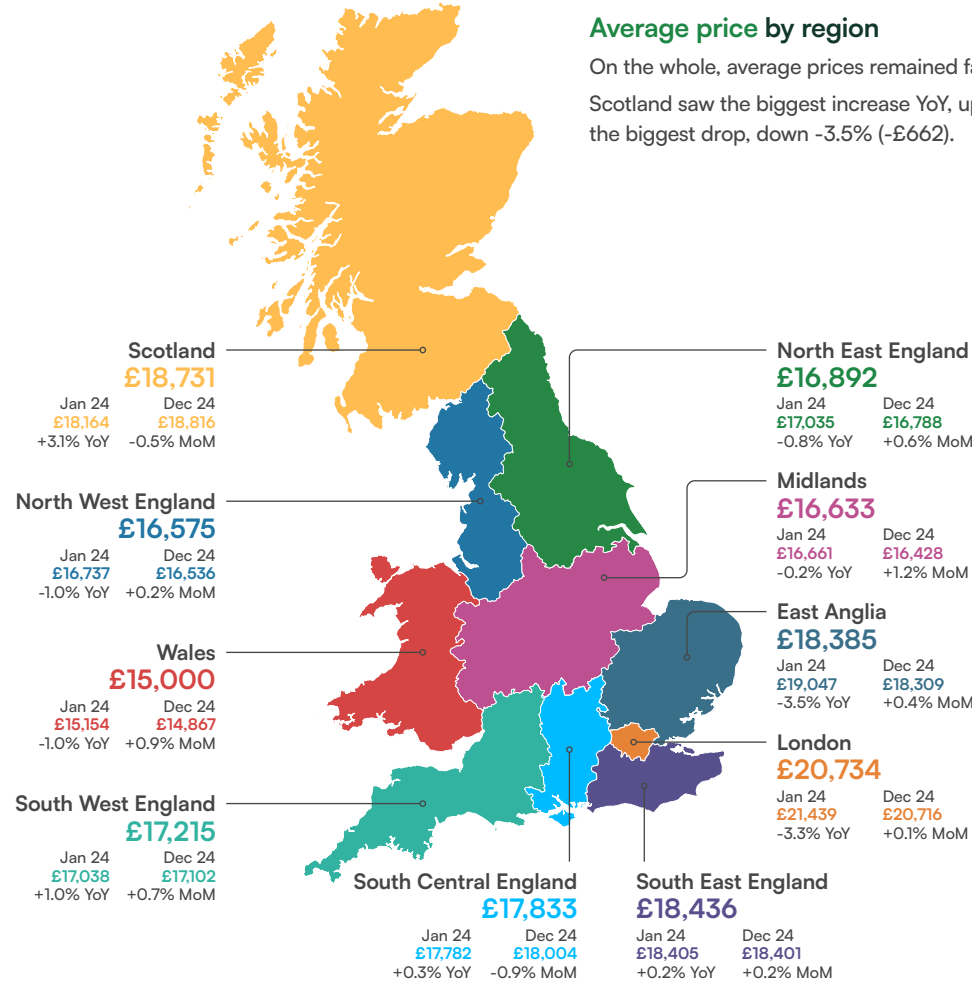
Make	Model	Age	Fuel type	Jan 25 stock	Jan 25 avg price	% change
MG	MG4	1 - 2 yrs	Electric	239	£24,319	+8.6%
Vauxhall	Astra	8 - 10 yrs	Petrol	114	£5,797	+4.3%
Ford	Focus	12 - 14 yrs	Petrol	141	£4,383	+3.7%
Ford	Kuga	4 - 5 yrs	Diesel	111	£17,988	+3.5%
MG	HS	Under 6 mths	Petrol	185	£23,577	+3.2%

Decrease

Make	Model	Age	Fuel type	Jan 25 stock	Jan 25 avg price	% change
Polestar	Polestar 2	3 - 4 yrs	Electric	121	£21,905	-4.0%
Tesla	Model 3	3 - 4 yrs	Electric	408	£22,157	-4.1%
Ford	Fiesta	12 - 14 yrs	Petrol	171	£3,977	-4.2%
Nissan	Qashqai	2 - 3 yrs	Petrol	315	£19,189	-5.1%
MG	HS	1 - 2 yrs	Petrol	563	£18,132	-5.7%

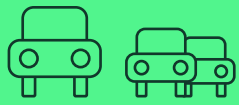
Average price by region

On the whole, average prices remained fairly static MoM across all regions. Scotland saw the biggest increase YoY, up +3.1% (+£567) and East Anglia the biggest drop, down -3.5% (-£662).



“We have seen a solid growth in traffic during January which we anticipate will translate into showroom footfall over the coming weeks.”

Lucy Tugby,
Marketing Director, MOTORS



Demand

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January 2025 at a glance

- Average days to sell in January was 35.1, up +8.0% MoM.
- All dealer types saw days to sell increase MoM.
- The usual seasonal trends were in evidence with a bounce in sold volume for all dealer types in January.

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Average days to sell

Average days to sell in January was 35.1, up +8.0% MoM.

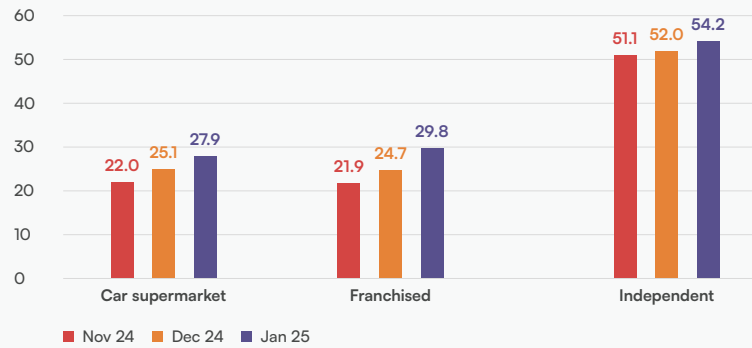
35.1

Nov 24
29.5
2xMoM: +18.9%

Dec 24
32.5
MoM: +8.0%

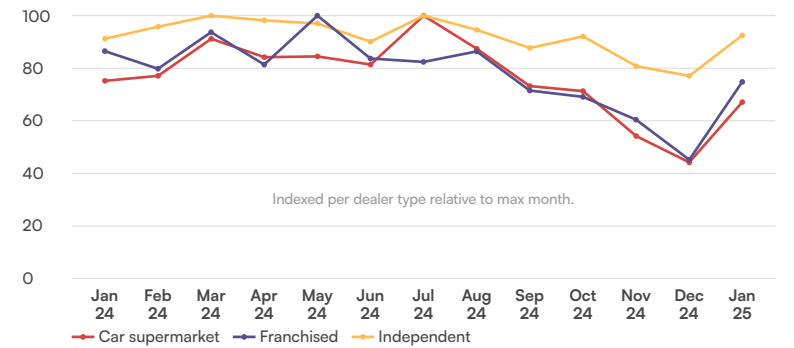
Average days to sell by dealer type

All dealer types saw days to sell increase MoM.



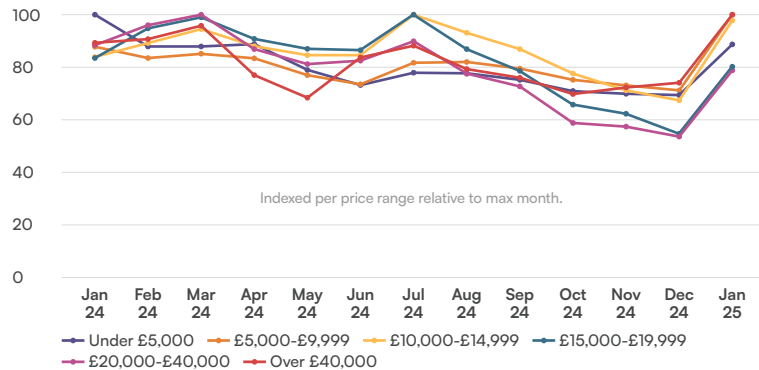
Sold volume index by dealer type

The usual seasonal trends were in evidence with a bounce in sold volume for all dealer types in January.



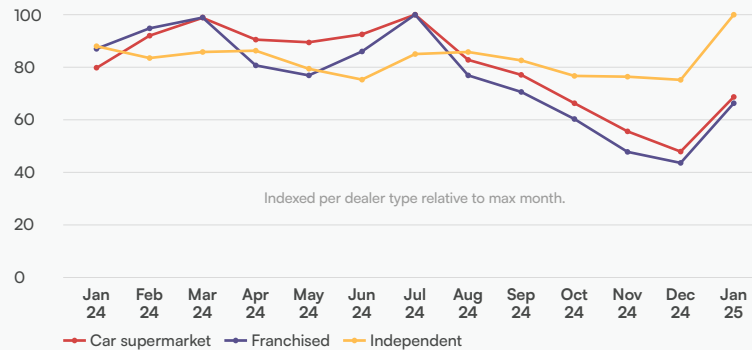
Ad views per listing index by price

All price bands showed significant increases in ad views MoM.



Ad views per listing index by dealer type

All dealer types showed significant increases in ad views MoM.





Demand

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January 2025 at a glance

- Once again more people were looking at Ford than any other brand.
- A less than 6 months old petrol Citroen C3 with less than 5,000 miles on the clock was the fastest seller in January (13.1 days).
- Medium vehicles had 41% of listings and 35% of vehicle views. Large vehicles had the highest views per vehicle, up from 130 in January 2024 to 180.

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Top 10 most viewed manufacturers

Ford remained the most viewed brand in January. YoY, Toyota, Land Rover and particularly Mercedes-Benz performed strongly.

#	Manufacturer	Jan 24	Dec 24	Jan 25
1	Ford	12.5%	11.9%	12.8%
2	Volkswagen	9.1%	8.9%	8.8%
3	Mercedes-Benz	5.4%	8.8%	7.8%
=4	BMW	7.3%	7.4%	7.1%
=4	Audi	7.5%	7.0%	7.1%
5	Vauxhall	7.1%	6.0%	6.0%
6	Toyota	4.9%	7.1%	5.9%
7	Land Rover	4.3%	4.9%	5.1%
8	Nissan	4.5%	4.7%	4.4%
9	Peugeot	3.8%	3.0%	3.0%

Top 10 fastest selling makes/models

With eight petrol vehicles, one diesel and one hybrid there was no place for an EV in the top 10 fastest sellers.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Citroen	C3	Under 6 mths	Petrol	Under 5k	13.1
2	MG	ZS	1 - 2 yrs	Petrol	5 - 10k	16.7
3	Renault	Trafic	6 mths - 1 yr	Diesel	Under 5k	18.5
4	Vauxhall	Corsa	2 - 3 yrs	Petrol	10 - 20k	19.2
5	MG	HS	1 - 2 yrs	Petrol	5 - 10k	21.3
=6	Hyundai	Tucson	1 - 2 yrs	Petrol	5 - 10k	21.8
=6	Peugeot	208	Under 6 mths	Petrol	Under 5k	21.8
7	MG	3	6 mths - 1 yr	Hybrid	Under 5k	22.9
8	MG	HS	1 - 2 yrs	Petrol	10 - 20k	23.5
9	BMW	1 Series	6 mths - 1 yr	Petrol	10 - 20k	23.9

Vehicle listings, indexed views per vehicle

Petrol vehicles have the largest share of stock and ad views. Diesels get the most views per vehicle, due to falling stock volumes and competitive pricing.

Fuel type	% of listings		Views per vehicle index		% of ad views	
	Jan 24	Jan 25	Jan 24	Jan 25	Jan 24	Jan 25
Petrol	51.0%	49.6%	102.3	98.4	52.1%	48.8%
Diesel	37.6%	34.3%	113.7	129.5	42.7%	44.4%
Hybrid	7.2%	10.2%	54.4	49.0	3.9%	5.0%
Electric	4.3%	5.8%	29.1	29.9	1.2%	1.7%
Grand Total	100%	100%	100	100	100%	100%

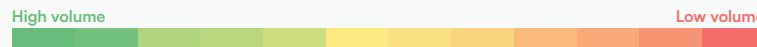
Indexed against monthly average views per listing.

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

Medium vehicles had the most listings and ad views. Large vehicles had the highest views per vehicle, up from 130 in January 2024 to 180.

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Jan 24	Jan 25	Jan 24	Jan 25	Jan 24	Jan 25
Medium	41.0%	41.4%	93	85	38.0%	35.3%
Small/Supermini	23.0%	26.4%	95	80	21.7%	21.1%
Prestige	15.6%	13.7%	115	142	17.9%	19.4%
Large	5.6%	5.4%	130	180	7.3%	9.8%
MPV	7.9%	7.2%	91	102	7.2%	7.4%
Estate	4.5%	3.7%	105	105	4.7%	3.9%
Convertible	2.6%	2.1%	128	147	3.3%	3.1%
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 50% of listings are for vehicles aged between 3 and 10 years old, whereas the majority of ad views volume comes from those between 6 and 14 years old.

Age	% of listings		Views per vehicle index		% of ad views	
	Jan 24	Jan 25	Jan 24	Jan 25	Jan 24	Jan 25
Under 6 mths	4.4%	5.3%	31	23	1.4%	1.2%
6 mths - 1 yr	4.4%	6.1%	34	24	1.5%	1.5%
1 - 2 yrs	6.5%	8.8%	37	25	2.4%	2.2%
2 - 3 yrs	8.5%	8.2%	41	30	3.5%	2.4%
3 - 4 yrs	14.4%	14.2%	39	32	5.6%	4.5%
4 - 5 yrs	12.5%	8.8%	51	51	6.5%	4.4%
5 - 6 yrs	8.8%	8.5%	69	76	6.0%	6.5%
6 - 8 yrs	13.0%	12.1%	103	119	13.4%	14.4%
8 - 10 yrs	9.8%	9.8%	156	161	15.2%	15.8%
10 - 12 yrs	7.1%	7.4%	190	200	13.5%	14.8%
12 - 14 yrs	4.3%	4.3%	257	243	11.0%	10.5%
14 - 16 yrs	2.6%	2.7%	309	294	8.1%	7.9%
16 - 18 yrs	1.7%	1.7%	350	333	5.9%	5.6%
18 - 20 yrs	0.8%	0.8%	356	360	2.9%	3.0%
Over 20 yrs	1.2%	1.2%	264	434	3.3%	5.2%
Grand total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Electric/hybrid

MOTORS

January 2025 at a glance

- The overall average price of an EV is down just over £5,000 from this time last year (-16.8%).
- Hybrid average prices are also down YoY but by much less (-4.2%), a drop of just over £1,000.
- The biggest price riser in January was a VW Golf hybrid, under 6 months old, with less than 5,000 miles on the clock, up +12.6% to £31,277.

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Electric average price

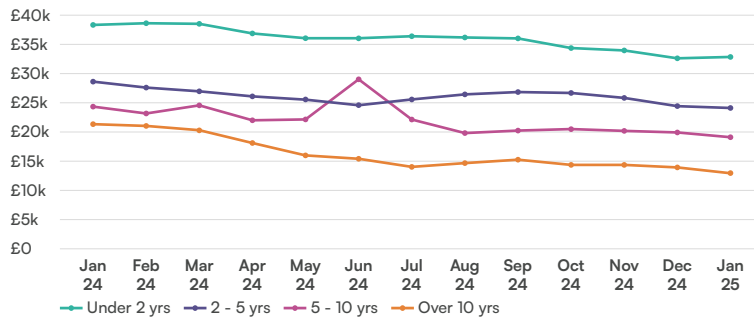
£25,272

Dec 24
£25,674
MoM: -1.6%

Jan 24
£30,359
YoY: -16.8%

Electric average price by age

All price bands are down YoY, with EVs over 10 years old down the most (-39.4%) to £12,934 from £21,341.



Top 5 electric price movers

MG4 electric, 1 - 2 years old with under 5,000 miles on the clock saw the biggest price rise MoM, up by +5.9% to £25,787.

Increase					
Make	Model	Age	Mileage	Avg price	% change
MG	MG4	1 - 2 yrs	Under 5k	£25,787	+5.9%
Nissan	Leaf	3 - 4 yrs	30 - 40k	£11,949	+5.1%
Audi	Q4	3 - 4 yrs	40 - 50k	£25,676	+4.4%
Renault	Zoe	4 - 5 yrs	20 - 30k	£10,453	+2.4%
Jaguar	I-Pace	3 - 4 yrs	20 - 30k	£26,242	+2.0%
Decrease					
Make	Model	Age	Mileage	Avg price	% change
Mercedes-Benz	EQA	3 - 4 Years	10 - 20k	£23,479	-4.1%
Polestar	Polestar 2	3 - 4 Years	40 - 50k	£21,435	-4.1%
Volkswagen	ID4	Under 6 Months	Under 5k	£36,561	-5.1%
Mercedes-Benz	EQA	3 - 4 Years	20 - 30k	£22,756	-5.9%
Volkswagen	ID. Buzz	Under 6 Months	Under 5k	£40,651	-13.3%

Hybrid average price

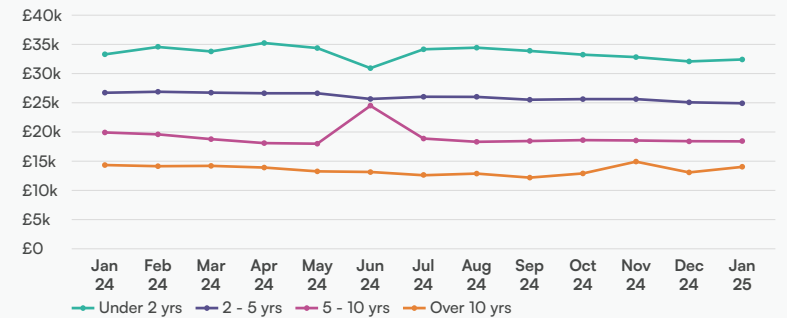
£25,098

Dec 24
£25,147
MoM: -0.2%

Jan 24
£26,198
YoY: -4.2%

Hybrid average price by age

All price bands are down YoY, with hybrids aged between 5 and 10 years old down the most (-7.7%) to £18,429 from £19,966.



Top 5 hybrid price movers

VW Golf hybrid, under 6 months old with under 5,000 miles on the clock saw the biggest price rise MoM, up by +12.6% to £31,277.

Increase					
Make	Model	Age	Mileage	Avg price	% change
Volkswagen	Golf	Under 6 mths	Under 5k	£31,277	+12.6%
Nissan	Qashqai	6 mths - 1 yr	Under 5k	£30,665	+6.8%
MG	HS	Under 6 mths	Under 5k	£26,392	+4.1%
Kia	Niro	Under 6 mths	Under 5k	£29,554	+3.3%
Volvo	XC60	6 mths - 1 yr	5 - 10k	£46,684	+2.6%
Decrease					
Make	Model	Age	Mileage	Avg price	% change
Volvo	XC90	2 - 3 yrs	30 - 40k	£39,975	-0.6%
Toyota	C-HR	4 - 5 yrs	20 - 30k	£17,956	-0.7%
Volvo	XC60	Under 6 mths	Under 5k	£52,473	-0.8%
BMW	3 Series	3 - 4 yrs	20 - 30k	£25,522	-0.8%
Toyota	C-HR	1 - 2 yrs	10 - 20k	£23,930	-0.8%



Electric/hybrid

MOTORS

January 2025 at a glance

- MINI Countryman was the fastest selling EV in January, selling in 10.1 days.
- MG ZS was the fastest selling hybrid in January, selling in 13.7 days.
- Petrol vehicles accounted for 51.2% of all listings in January with alternative fuel vehicles accounting for 17.1%.

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Top 10 fastest selling EVs

MINI Countryman was the fastest selling EV in January, selling in 10.1 days.

#	Make	Model	Days to sell
1	MINI	Countryman	10.1
2	Volkswagen	Golf	11.0
3	Audi	Q4	15.2
4	BMW	iX3	15.7
5	Mercedes-Benz	EQC	18.4
6	BMW	i3	18.5
7	Tesla	Model 3	18.6
8	Audi	E-Tron	21.0
9	MG	ZS	22.8
10	Volvo	XC40	22.9

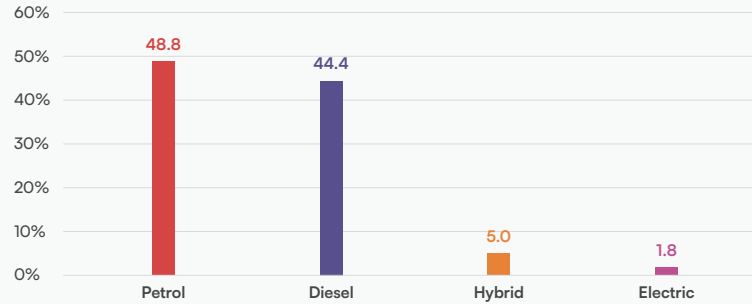
Top 10 fastest selling hybrids

MG ZS was the fastest selling hybrid in January, selling in 13.7 days.

#	Make	Model	Days to sell
1	MG	ZS	13.7
=2	Audi	Q5	18.4
=2	Kia	Xceed	18.4
3	Lexus	IS	18.7
4	Mercedes-Benz	CLA	20.0
5	Cupra	Leon	20.9
6	Suzuki	Swace	21.4
=7	Mercedes-Benz	A Class	21.6
=7	Volvo	XC60	21.6
8	MG	HS	23.4

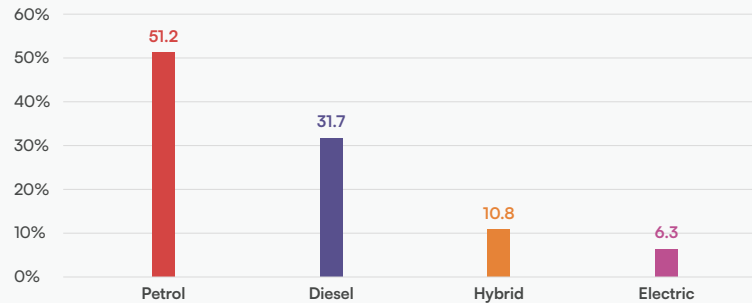
Ad views by fuel type

January 2025 saw alternative fuel vehicles accounting for 6.8% of all ad views.



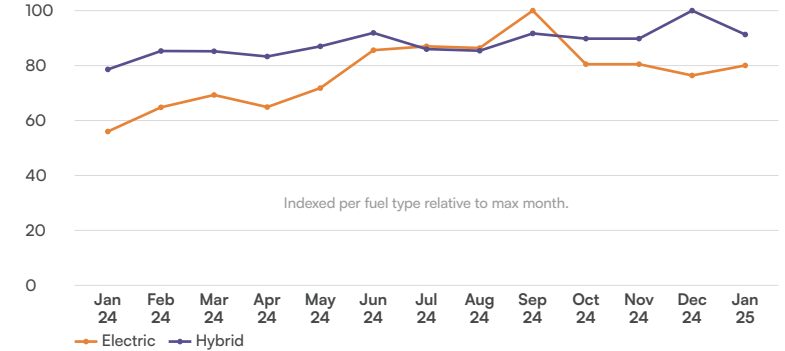
Vehicle listings by fuel type

January 2025 saw alternative fuel vehicles accounting for 17.1% of all listings.



Indexed ad views by fuel type

Ad views are up YoY for both EVs (+43.6%) and hybrids (+16.2%).



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