

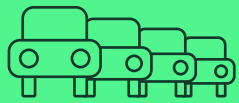
Market View

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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February 2025 at a glance

- Stock volumes fell MoM (-8.0%) due to stronger demand after the new year.
- Car supermarkets and franchises saw volumes drop MoM as demand increased, while independents remained static.
- Alternative fuels contributed to 17.2% of stock, up from 13.1% in February last year.

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Stock volume by dealership

Stock volumes were down MoM due to stronger demand after the new year.

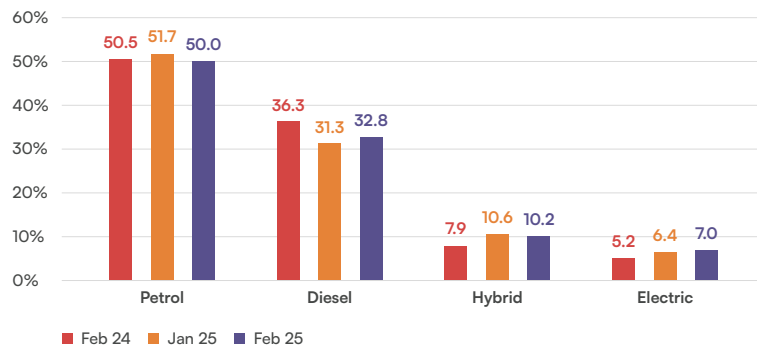
48.5

Feb 24
49.7
YoY: -2.4%

Jan 25
52.7
MoM: -8.0%

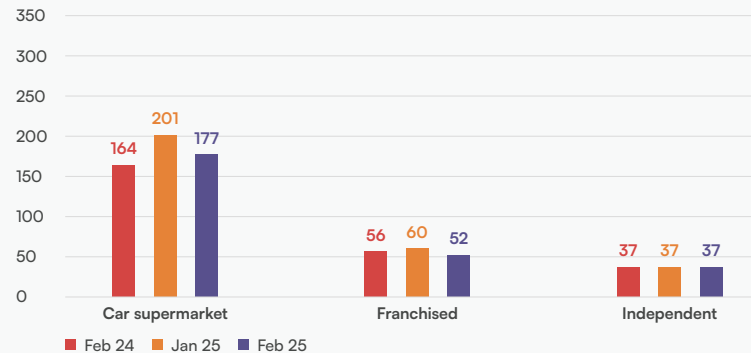
Stock volume by fuel type

Alternative fuels contributed to 17.2% of stock, up from 13.1% in February last year.



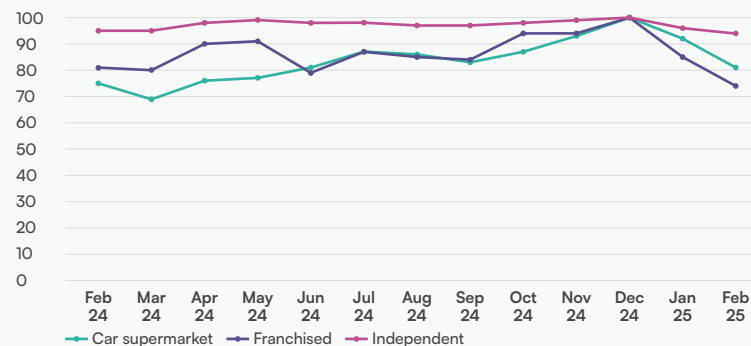
Stock volume by dealer type

Car supermarkets (-11.8%) and franchises (-13.6%) saw stock volumes fall MoM, while independents remained static.



Stock volume trend per dealership

Stock volumes have been following the usual seasonal trends, with all dealer types down in February.



“February saw dealers trading through the inventories they had built in January, with buyers benefiting from some competitive prices, as witnessed by faster sales.”

Lucy Tugby,
Marketing Director, MOTORS



Price

February 2025 at a glance

- The overall average vehicle price fell MoM, down -1.2% but was up +2.8% YoY.
- Only car supermarkets saw average prices drop MoM but remained up (+4.0%) YoY.
- The average price of petrol (+2.5%) and diesel (+1.6%) vehicles were up YoY while hybrids (-1.2%) and EVs (-12.7%) are down.

Average price

The overall average vehicle price was up nearly £500 (+2.8%) from this time last year.

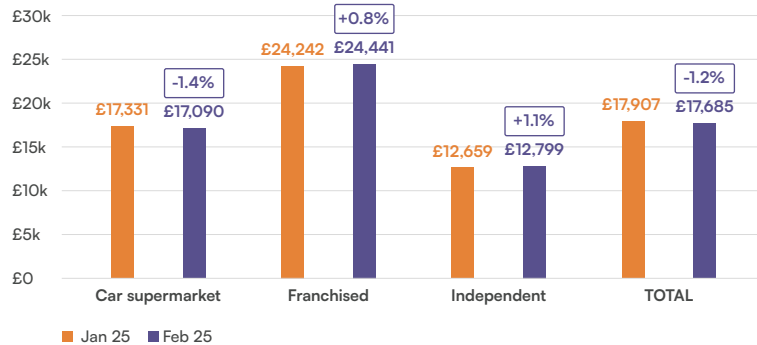
£17,685

Feb 24
£17,198
YoY: +2.8%

Jan 25
£17,907
MoM: -1.2%

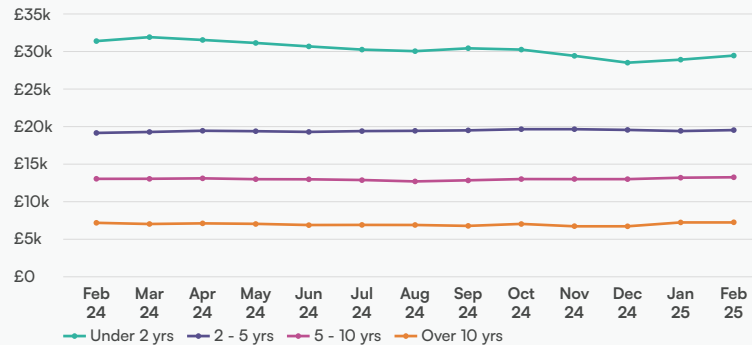
Average price by dealer type

Only car supermarkets saw average prices drop MoM but remained up (+4.0%) YoY.



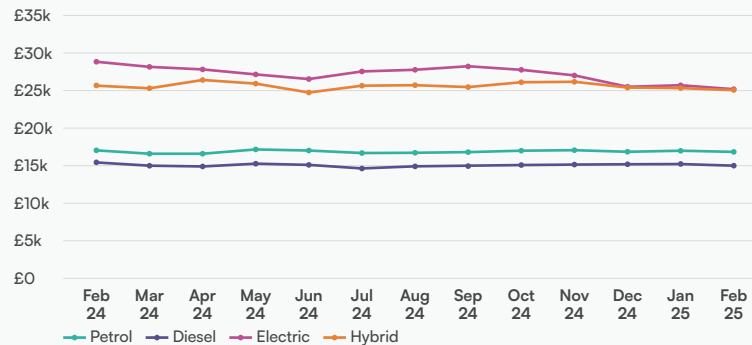
Average price by age

All age groups saw their average price rise MoM with those under 2 years old up the most at +1.9% to £29,449.



Average price by fuel type

All fuel types saw average prices fall MoM. Petrol (+2.5%) and diesel (+1.6%) vehicles were up YoY while hybrids (-1.2%) and EVs (-12.7%) are down.

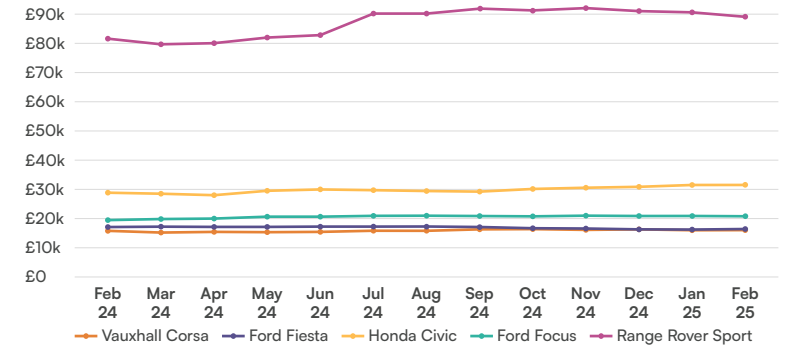


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Average price selected makes/models

The Ford Focus (+6.5%), Range Rover Sport (+9.2%) and Honda Civic (+10.0%) have all seen strong average price increases YoY.



“ Our Market View data shows that ongoing price reductions have encouraged more dealers to add Teslas to their stock mix.

With Tesla Model 3 prices averaging at £20,300, these vehicles are becoming more affordable for consumers.”

Lucy Tugby,
Marketing Director, MOTORS



Price

MOTORS

February 2025 at a glance

- Wales remains the region with the lowest overall average price (£15,085), just over £9,000 less than in London (£24,175).
- Six of the ten regions saw average prices fall MoM with prices in Scotland dropping the most, down -2.0%.
- February saw a fall in demand for Tesla, with three of their models in the top 5 price fallers.

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Top 5 price movers by MoM increase and decrease

With three Tesla's in the top 5 price fallers reflect a fall in demand for the brand.

Increase

Make	Model	Age	Fuel type	Feb 25 stock	Feb 25 avg price	% change
MG	HS	Under 6 mths	Petrol	105	£25,342	+6.9%
Fiat	500	12 - 14 yrs	Petrol	122	£4,193	+6.7%
BMW	1 Series	6 mths - 1 yr	Petrol	111	£25,540	+4.9%
Volkswagen	Golf	8 - 10 yrs	Petrol	134	£12,590	+4.4%
Ford	Focus	8 - 10 yrs	Petrol	161	£7,759	+3.4%

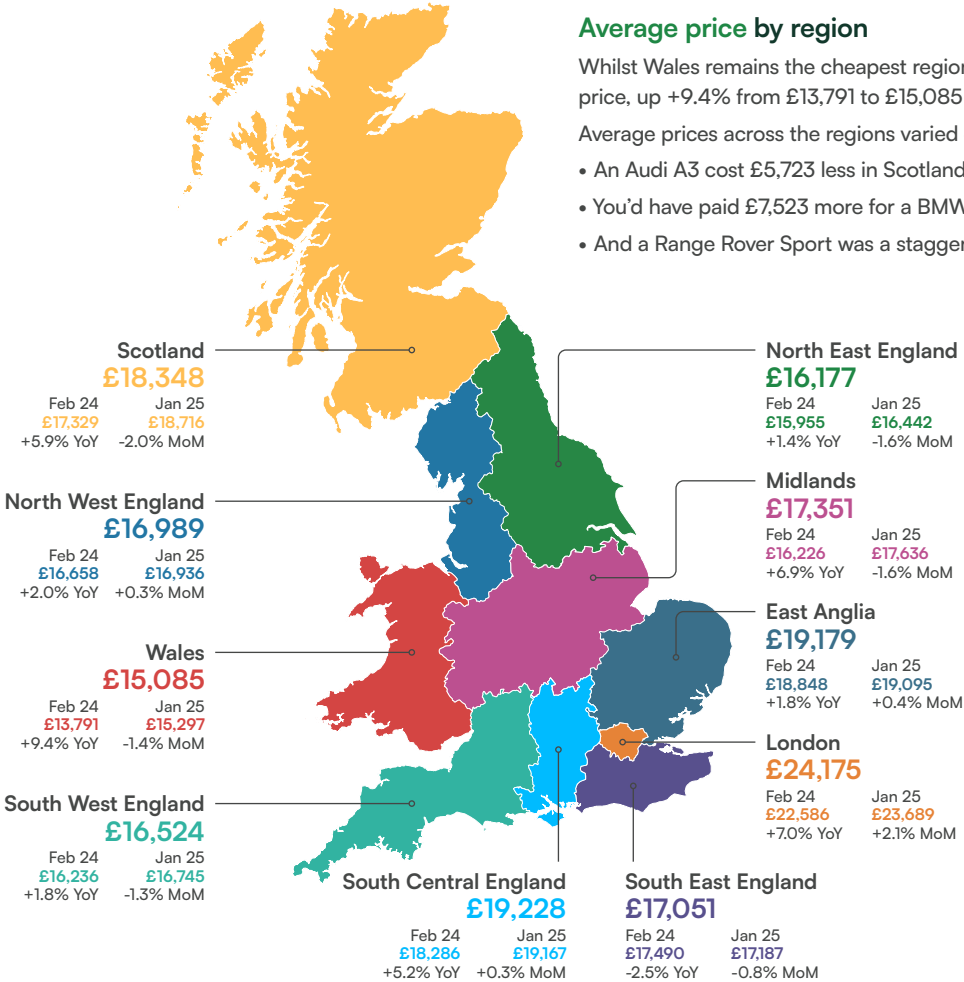
Decrease

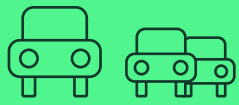
Make	Model	Age	Fuel type	Feb 25 stock	Feb 25 avg price	% change
Volkswagen	Polo	1 - 2 yrs	Petrol	131	£17,744	-3.8%
Tesla	Model 3	4 - 5 yrs	Electric	220	£19,009	-4.2%
Vauxhall	Grandland	6 mths - 1 yr	Petrol	139	£21,421	-4.8%
Tesla	Model Y	2 - 3 yrs	Electric	129	£29,639	-4.9%
Tesla	Model 3	3 - 4 yrs	Electric	438	£20,859	-5.4%

“ Continued price reductions have encouraged dealers to grow their Tesla stocks, up 4% MoM and 77% YoY.

While the average price of used Teslas on MOTORS has now fallen 22% since February 2024 and was down 5% MoM.”

Lucy Tugby,
Marketing Director, MOTORS





Demand

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February 2025 at a glance

- Average days to sell was down from 35.7 to 34.5 days as Q1 demand continues to drive vehicles sales.
- All dealer types saw days to sell fall MoM as vehicles on the forecourt at the turn of the year were sold as demand increased in January and February.
- Buyers were looking at ads for cars under £5,000 (+6.7% MoM) and at those priced between £15,000 and £20,000 (+13.7% MoM).

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Average days to sell

Q1 demand continues to drive vehicle sales.

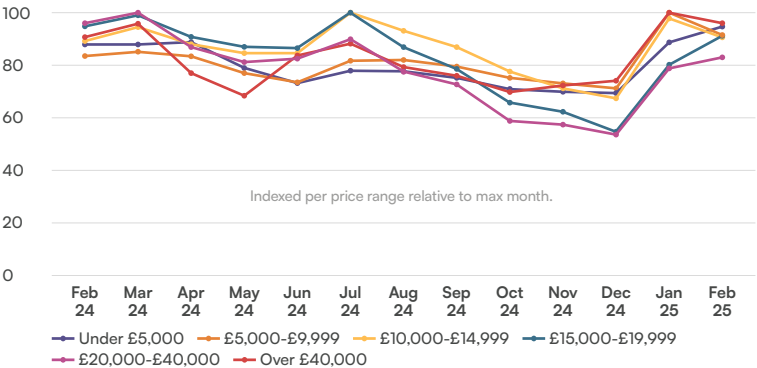
34.5

Dec 24
34.5
2xMoM: 0.0%

Jan 25
35.7
MoM: -3.4%

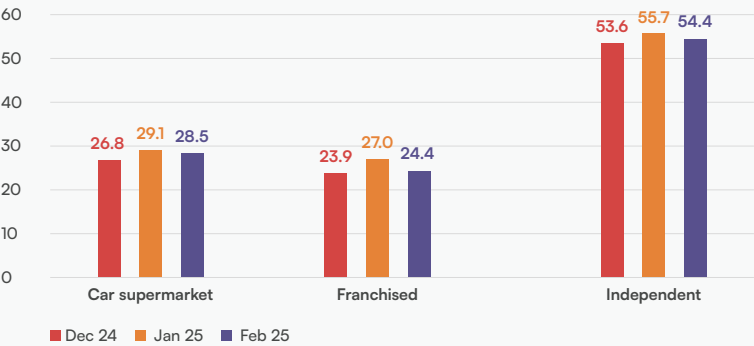
Ad views per listing index by price

Ad views for vehicles between £15,000 and £20,000 were up +13.7% MoM, plus more people were looking at the cheaper models under £5,000, up +6.7%.



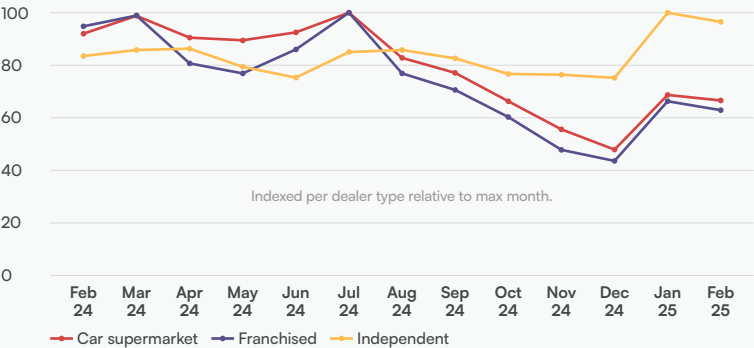
Average days to sell by dealer type

All dealer types saw days to sell fall MoM as vehicles on the forecourt at the turn of the year were sold as demand increased in January and February.



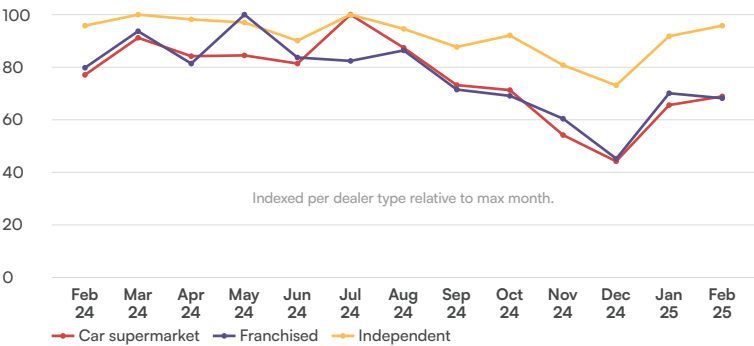
Ad views per listing index by dealer type

Ad views for all dealer types were down in February after big rises in January.



Sold volume index by dealer type

Sales for franchises and supermarket ere down -15% and -11% respectively YoY, with independent volumes flat.





Demand

February 2025 at a glance

- More buyers were looking at Ford in February than any other manufacturer.
- Five of the top 10 fastest selling vehicles were under six months old with less than 5,000 miles on the clock.
- Whilst not featuring in the top 10 most viewed, MG still had four models in the top 10 fastest sellers.

Top 10 most viewed manufacturers

No change this month in the top 10, with Mercedes-Benz in third spot, up from sixth this time last year.

#	Manufacturer	Feb 24	Jan 25	Feb 25
1	Ford	12.1%	12.8%	12.1%
2	Volkswagen	9.2%	8.8%	8.8%
3	Mercedes-Benz	5.7%	7.9%	8.2%
4	BMW	7.5%	7.2%	7.3%
5	Audi	7.3%	7.2%	7.2%
6	Vauxhall	7.1%	5.9%	5.9%
7	Toyota	4.8%	5.8%	5.3%
8	Land Rover	4.2%	5.1%	4.9%
9	Nissan	4.5%	4.3%	4.5%
10	Peugeot	3.8%	3.0%	3.5%

Top 10 fastest selling makes/models

Only two alternative fuel vehicles in the top 10 fastest sellers.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Citroen	Berlingo	Under 6 mths	Diesel	Under 5k	11.7
2	MG	MG4	1 - 2 yrs	Electric	Under 5k	16.0
3	MG	ZS	Under 6 mths	Hybrid	Under 5k	16.2
4	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	17.3
=5	Peugeot	208	Under 6 mths	Petrol	Under 5k	19.5
=5	SEAT	Ateca	Under 6 mths	Petrol	Under 5k	19.5
=5	MG	HS	1 - 2 yrs	Petrol	10 - 20k	19.5
6	Nissan	Qashqai	2 - 3 yrs	Petrol	10 - 20k	20.3
7	MG	HS	1 - 2 yrs	Petrol	5 - 10k	20.9
8	Nissan	Juke	3 - 4 yrs	Petrol	10 - 20k	28.0

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Vehicle listings, indexed views per vehicle

Views per vehicle performed most strongly for diesel vehicles due to reduced stock and growth in views, likely driven by good value for diesel models.

Fuel type	% of listings		Views per vehicle index		% of ad views	
	Feb 24	Feb 25	Feb 24	Feb 25	Feb 24	Feb 25
Petrol	50.5%	50.0%	102.0	95.9	51.5%	47.9%
Diesel	36.3%	32.8%	116.4	136.4	42.3%	44.7%
Hybrid	7.9%	10.2%	58.1	50.1	4.6%	5.1%
Electric	5.2%	7.0%	30.4	32.1	1.6%	2.3%
Grand Total	100%	100%	100	100	100%	100%

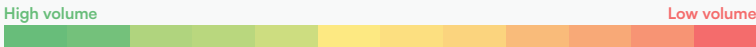
Indexed against monthly average views per listing.

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

Medium vehicles continue to provide over 40% of stock and 36% of ad views. Large and convertible show most views per vehicle.

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Feb 24	Feb 25	Feb 24	Feb 25	Feb 24	Feb 25
Medium	40.5%	41.2%	94	88	38.1%	36.2%
Small/Supermini	22.4%	25.9%	97	77	21.7%	20.0%
Prestige	15.9%	13.7%	112	141	17.9%	19.3%
Large	5.6%	5.9%	123	161	6.9%	9.6%
MPV	8.1%	7.0%	89	104	7.2%	7.3%
Estate	4.8%	4.0%	104	103	5.0%	4.1%
Convertible	2.7%	2.2%	118	158	3.2%	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

54% of stock is between 3 and 10 years old, with 54% of views coming from 6 to 14 year old vehicles.

Age	% of listings		Views per vehicle index		% of ad views	
	Feb 24	Feb 25	Feb 24	Feb 25	Feb 24	Feb 25
Under 6 mths	5.0%	5.9%	32	21	1.7%	1.4%
6 mths - 1 yr	4.9%	6.1%	33	26	1.8%	1.8%
1 - 2 yrs	6.7%	9.2%	38	24	2.7%	2.5%
2 - 3 yrs	8.6%	8.6%	42	27	3.9%	2.8%
3 - 4 yrs	13.9%	14.4%	41	30	6.1%	5.0%
4 - 5 yrs	12.1%	8.6%	54	42	7.0%	4.2%
5 - 6 yrs	8.9%	9.0%	70	66	6.7%	7.0%
6 - 8 yrs	13.4%	12.7%	100	100	14.4%	14.9%
8 - 10 yrs	9.6%	9.2%	142	146	14.6%	15.9%
10 - 12 yrs	6.7%	6.6%	174	177	12.6%	13.6%
12 - 14 yrs	4.0%	3.8%	229	215	9.9%	9.6%
14 - 16 yrs	2.5%	2.4%	273	270	7.3%	7.6%
16 - 18 yrs	1.6%	1.4%	302	310	5.3%	5.2%
18 - 20 yrs	0.8%	0.7%	344	351	2.8%	3.1%
Over 20 yrs	1.3%	1.2%	233	381	3.3%	5.3%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Electric/hybrid

MOTORS

February 2025 at a glance

- EV stock volumes are up +26.2% YoY.
- EVs aged between 2 and 5 years old saw the biggest YoY rise in stock volume, up +56.2%.
- Hybrid stock volumes were down -11.1% MoM, but up +20.7% YoY.

Electric average price

£24,802

Jan 25

£25,277

MoM: -1.9%

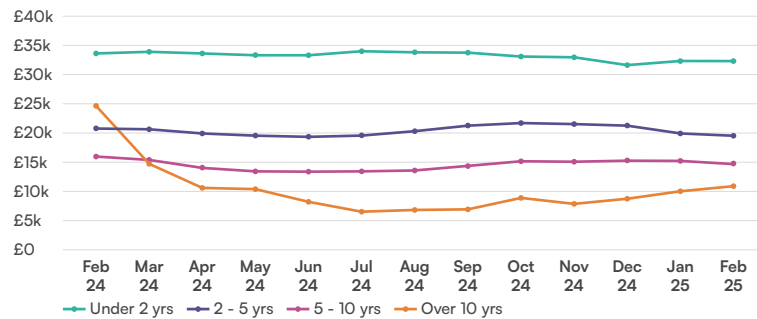
Feb 24

£27,480

YoY: -9.7%

Electric average price by age

The average price of EVs under 10 years has dropped on average by -5.8% YoY. For those over 10 years old the average price has dropped -55.8%.



Top 5 electric price movers

It's an Audi E-Tron top two lock out with another one in fifth while Tesla and MINI see their prices cut.

Increase

Make	Model	Age	Mileage	Avg price	% change
Audi	E-Tron	3 - 4 yrs	20 - 30k	£25,251	+4.4%
Audi	E-Tron	3 - 4 yrs	10 - 20k	£25,660	+2.0%
Nissan	Leaf	3 - 4 yrs	20 - 30k	£12,409	+1.1%
Volkswagen	ID3	3 - 4 yrs	20 - 30k	£16,534	+1.1%
Audi	E-Tron	3 - 4 yrs	30 - 40k	£23,295	+1.0%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Tesla	Model 3	3 - 4 yrs	30 - 40k	£20,420	-5.5%
MINI	Hatch	3 - 4 yrs	10 - 20k	£14,809	-5.7%
MINI	Hatch	3 - 4 yrs	30 - 40k	£14,305	-6.8%
Tesla	Model 3	3 - 4 yrs	40 - 50k	£19,721	-7.1%
MG	MG4	1 - 2 yrs	5 - 10k	£27,020	-9.3%

Hybrid average price

£24,508

Jan 25

£24,782

MoM: -1.1%

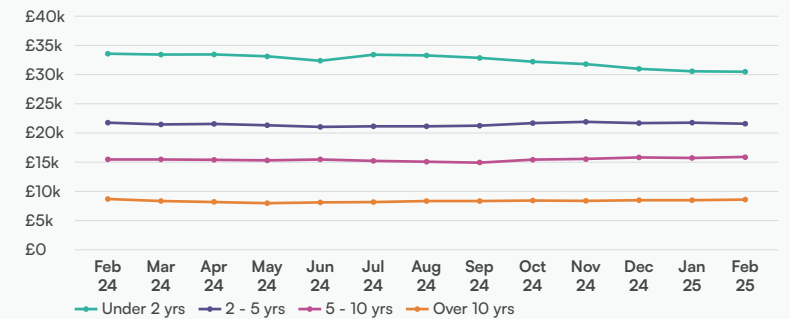
Feb 24

£25,384

YoY: -3.4%

Hybrid average price by age

Hybrid vehicles under 2 years old have seen their average price fall the most of all the age groups YoY, down -9.2% from £33,575 to £30,498.



Top 5 hybrid price movers

A Toyota (Yaris) saw the biggest MoM price increase for hybrid, while another one (C-HR) had the biggest fall, albeit by less than -1%.

Increase

Make	Model	Age	Mileage	Avg price	% change
Toyota	Yaris	2 - 3 yrs	20 - 30k	£18,446	+6.8%
Toyota	C-HR	1 - 2 yrs	10 - 20k	£25,087	+4.7%
Toyota	C-HR	3 - 4 yrs	10 - 20k	£19,917	+4.4%
Kia	Niro	3 - 4 yrs	10 - 20k	£18,946	+3.0%
Ford	Kuga	6 mths - 1 yr	10 - 20k	£29,387	+2.9%

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

February 2025 at a glance

- The MG5 was the fastest selling EV in February, selling on average in 14.3 days.
- The Volvo XC60 was the fastest selling hybrid in February, selling on average in 12.9 days.
- Petrol vehicles accounted for half of all listings, with alternative fuel vehicles accounting for 17.2%.

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Top 10 fastest selling EVs

The MG5 was the fastest selling EV in February, selling on average in 14.3 days.

#	Make	Model	Days to sell
1	MG	MG5	14.3
2	Citroen	C4	15.1
3	Mazda	MX-30	16.4
4	Vauxhall	Corsa-e	17.2
5	Tesla	Model 3	18.4
=6	Mercedes-Benz	EQC	18.8
=6	Renault	Zoe	18.8
7	BMW	iX3	18.9
8	BMW	i3	19.5
9	Mercedes-Benz	EQA	20.7

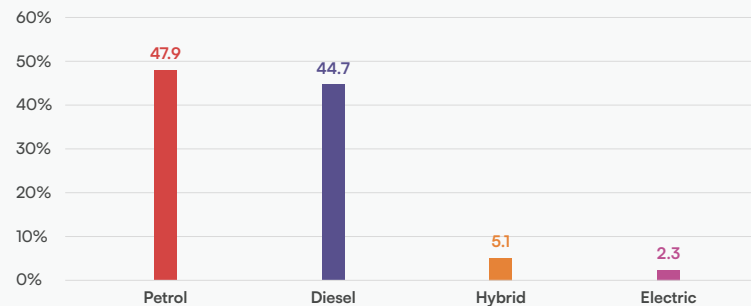
Top 10 fastest selling hybrids

The Volvo XC60 was the fastest selling hybrid in February (12.9 days), 8.7 days quicker than in January (21.6 days).

#	Make	Model	Days to sell
1	Volvo	XC60	12.9
2	Mercedes-Benz	CLA	13.5
3	SEAT	Leon	14.1
4	MG	ZS	15.7
5	Mazda	CX-60	16.1
6	Renault	Arkana	18.5
7	Renault	Clio	20.4
8	Renault	Captur	21.7
9	Toyota	Yaris Cross	22.5
10	Mercedes-Benz	A Class	22.8

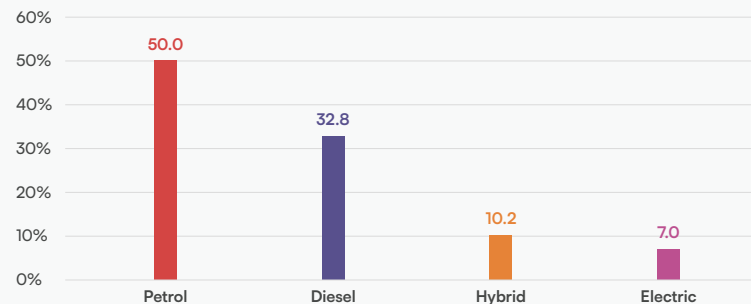
Ad views by fuel type

Alternative fuel vehicles accounted for just 7.4% of ad views, up from 6.8% in January.



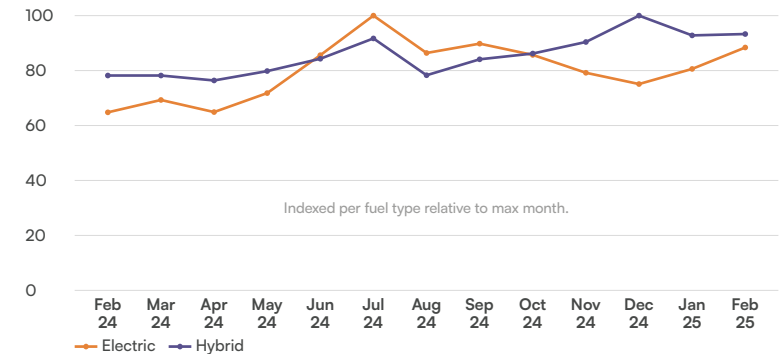
Vehicle listings by fuel type

Alternative fuel vehicles accounted for 17.2% of listings, up slightly from 17.1% in January.



Indexed ad views by fuel type

Ad views for EVs were up +9.6% MoM while hybrids remained static (+0.5%).



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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