

Market View

For the latest insights from MOTORS.

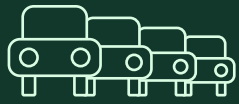
Welcome to our monthly Market View. We've analysed activity across the MOTORS platform to provide insights into stock, price, days to sell and demand by consumers based on what they are viewing, including: manufacturers, models and the increasing interest in electric and hybrid vehicles. We look at comparison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



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Stock

April 2025 at a glance

- April saw a small increase in total stock volumes, up +4.9% MoM, bringing dealer stock in line with last year.
- Franchised dealers saw the biggest MoM volume change, up by +10.7%, driven by the plate change in March.
- Share of stock volumes by fuel type saw little change MoM, but YoY figures reinforce the shift to alternative fuels at 17.5%, up from 13.5% last year.

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Stock volume by dealership

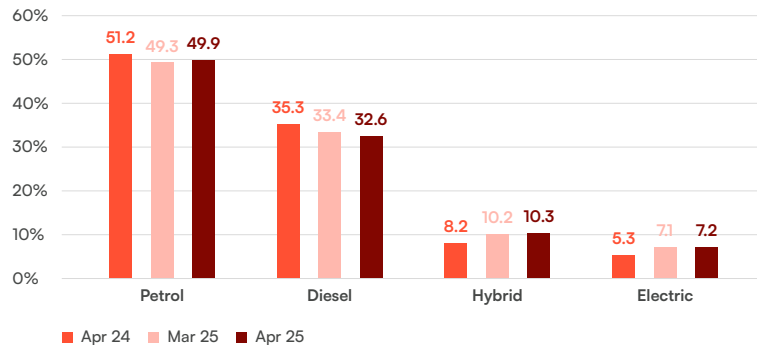
49.8

Apr 24
49.8
YoY: 0.0%

Mar 25
47.5
MoM: +4.9%

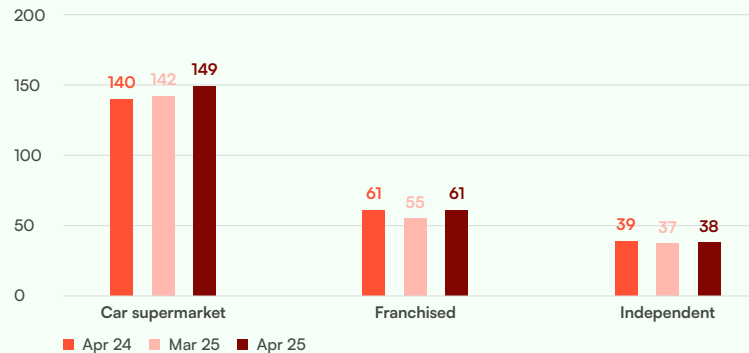
Stock volume by fuel type

Alternative fuel vehicles now account for 17.5% of stock volume, up from 13.5% this time last year.



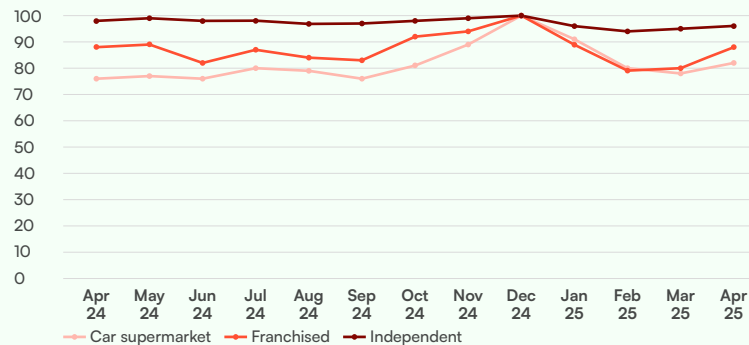
Stock volume by dealer type

All dealer types saw stock volumes increase with franchises seeing the biggest rise, up +10.7% MoM.



Stock volume trend per dealership

Stock volume trends were very similar to last year, with franchised dealer seeing the biggest MoM bounce in volumes following March plate change.



“The processing of part-exchanges and de-fleets from the company car and leasing sectors, triggered by the March plate-change, saw franchised dealers and car supermarkets increase their stock levels.”

Lucy Tugby,
Marketing Director, MOTORS



Price

April 2025 at a glance

- The overall average vehicle price increased by +0.8% MoM and +0.9% YoY, driven by a +1.9% increase in the average price of stock over 10 years old.
- MoM saw little change in the average price of vehicles at supermarkets and franchises, but independent dealers saw a +0.8% increase.
- The average list price of EVs continues to fall, down -1.3% MoM and -13% YoY.

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Average price

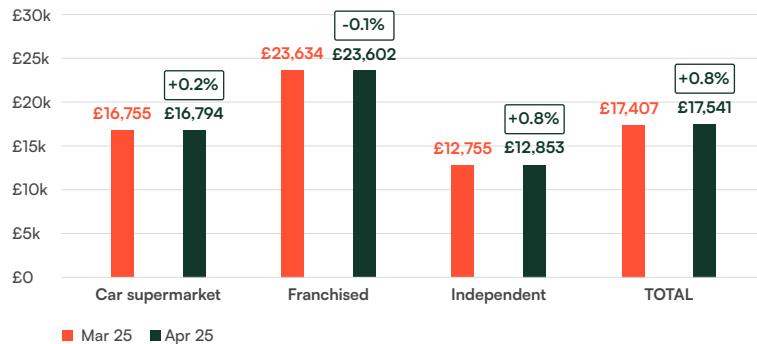
£17,541

Apr 24
£17,387
YoY: +0.9%

Mar 25
£17,407
MoM: +0.8%

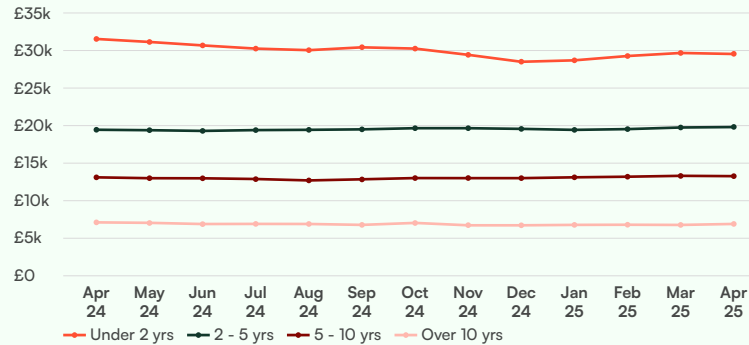
Average price by dealer type

MoM saw little change in the average price of vehicles at supermarkets and franchises but independent dealers saw a +0.8% increase in stock price, driven by demand and pricing of vehicles over 10 years old.



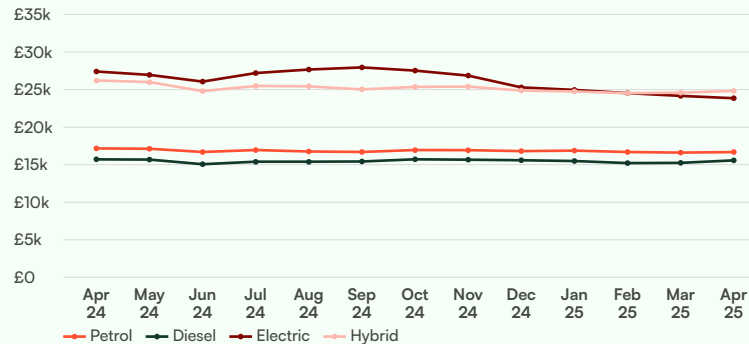
Average price by age

The youngest (under 2 years old) and the oldest (over 10 years old) have both seen average prices fall YoY, down -6.1% and -3.0% respectively.



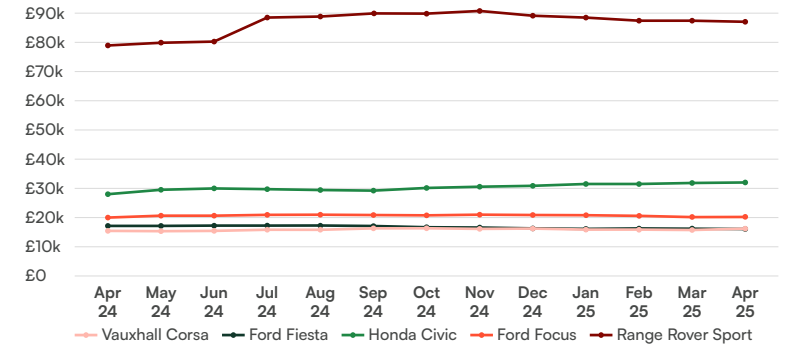
Average price by fuel type

March and April 2025 have seen the average price of an EV fall below hybrid for the first time.



Average price selected makes/models

There was little change MoM in the average price of the selected makes/models. YoY however has seen big gains for the Honda Civic (+13.5%) and Range Rover Sport (+10.3%).





Price

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April 2025 at a glance

- Older more popular make/models were the vehicles seeing the biggest price increases MoM.
- Decreases were more modest and generally from younger, more expensive vehicles.
- Scotland is the second most expensive region to buy a used car behind London in first place.

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Top 5 price movers by MoM increase and decrease

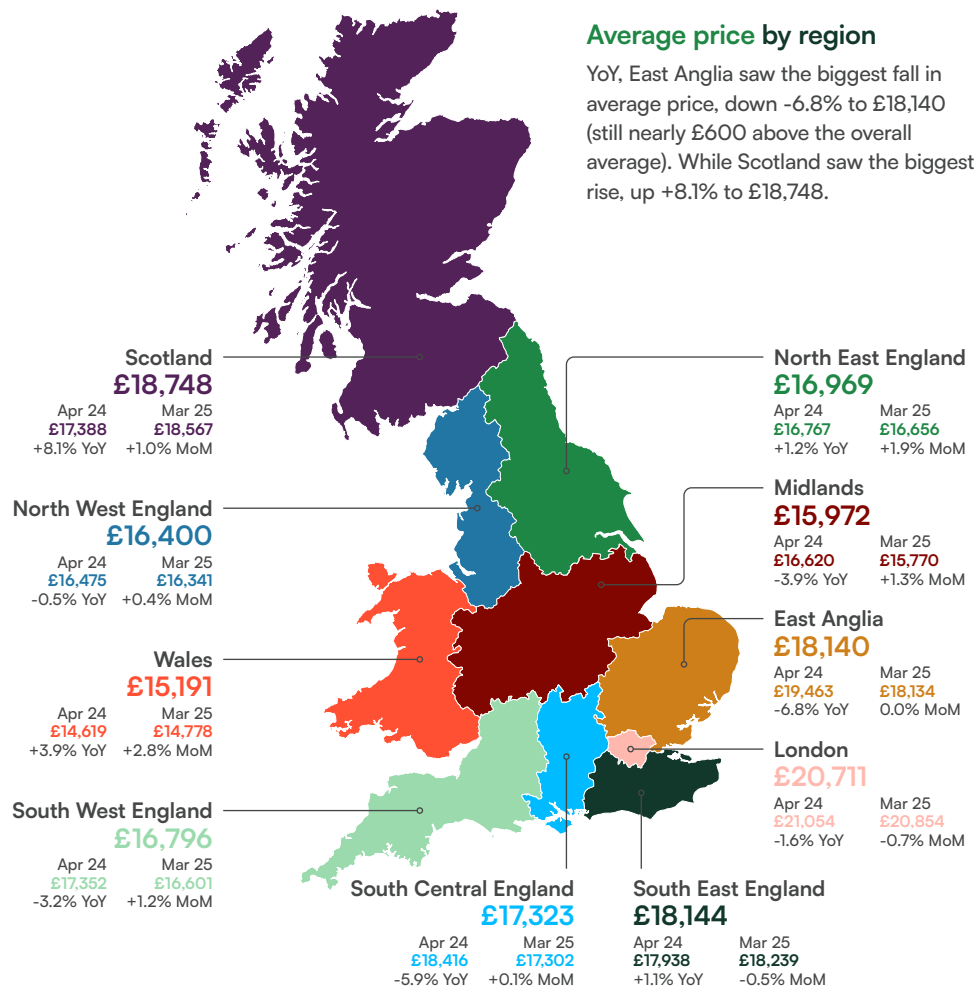
Older, more popular make/models saw the biggest price increases MoM.
Decreases were more modest and from younger, more expensive vehicles.

Increase

Make	Model	Age	Fuel type	Apr 25 stock	Apr 25 avg price	% change
Ford	Focus	8 - 10 yrs	Petrol	210	£9,475	+10.3%
Vauxhall	Corsa	10 - 12 yrs	Petrol	298	£3,942	+4.0%
Ford	Fiesta	6 - 8 yrs	Petrol	534	£8,832	+3.7%
Nissan	Qashqai	3 - 4 yrs	Petrol	294	£18,583	+3.5%
Fiat	500	8 - 10 yrs	Petrol	322	£5,835	+3.2%

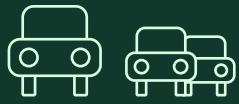
Decrease

Make	Model	Age	Fuel type	Apr 25 stock	Apr 25 avg price	% change
Peugeot	208	Under 6 mths	Petrol	373	£19,547	-1.1%
Mercedes-Benz	A Class	5 - 6 yrs	Petrol	226	£17,712	-1.1%
Honda	Jazz	3 - 4 yrs	Hybrid	260	£17,082	-1.2%
Ford	Focus	3 - 4 yrs	Petrol	280	£15,282	-1.4%
Renault	Captur	3 - 4 yrs	Petrol	218	£14,570	-1.6%



“April saw a continuation of the trends we have now been tracking for several months, with dealers benefiting from market stability and strong prices.”

Lucy Tugby,
Marketing Director, MOTORS



Demand

April 2025 at a glance

- Average days to sell in April was down from 29.5 days in March to 28.2 days as the plate change in March drove demand in vehicles sales.
- Days to sell for supermarkets was largely flat MoM but franchised and independent dealers both saw an increase in speed to sale.
- Demand fell MoM across all price ranges for views per vehicle, as total views were down due to seasonality, including a late Easter.

Average days to sell

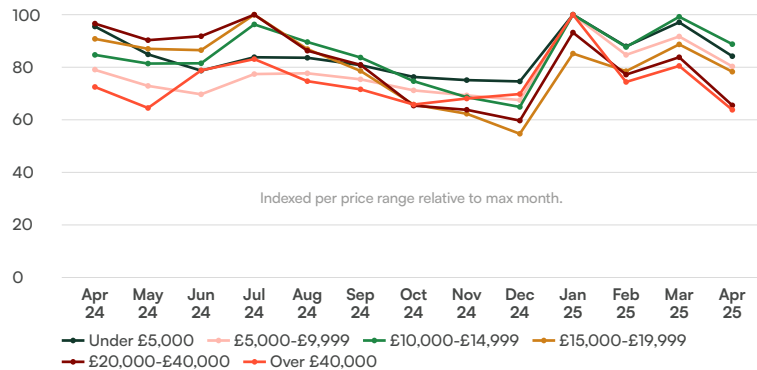
28.2

Feb 25
33.0
2xMoM: -14.5%

Mar 25
29.5
MoM: -4.5%

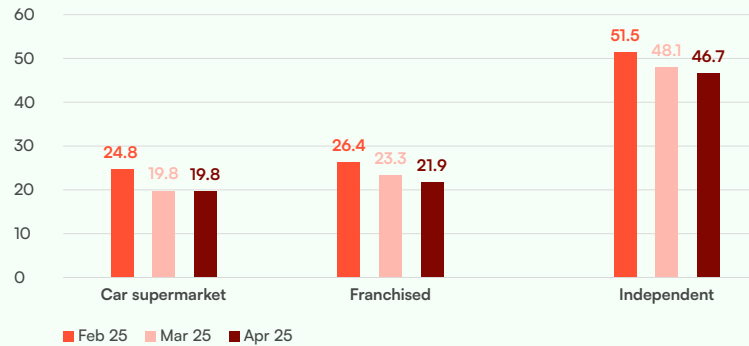
Ad views per listing index by price

Demand fell MoM across all price ranges for views per vehicle, as total views were down due to seasonality, including a late Easter.



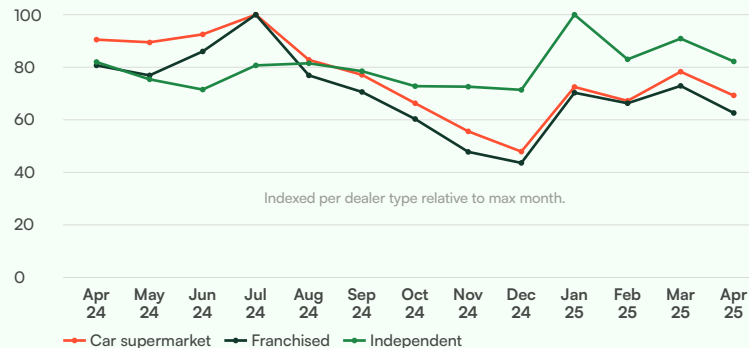
Average days to sell by dealer type

Days to sell for supermarkets was largely flat MoM but franchised and independent dealers both saw an increase in speed to sale.



Ad views per listing index by dealer type

Indexed views by dealer type show that volume of vehicle views fell MoM due to seasonality.

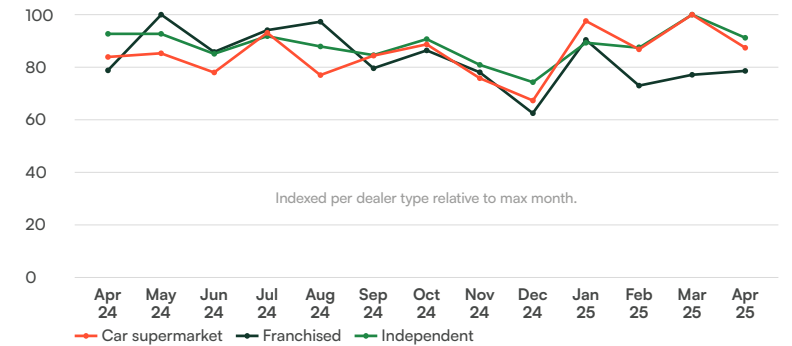


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Sold volume index by dealer type

Sold index showed that vehicle sales for franchised dealers performed strongly in April with volumes up +2.0% MoM (flow through from plate change month).





Demand

April 2025 at a glance

- Ford remains the top most viewed brand in April, with 10.7% of all vehicle views. Mercedes-Benz continues to perform strongly both MoM and YoY.
- Nearly new vehicles dominate the fastest selling list, due to the March plate change.
- Medium continues to provide over 40% of stock and 35% of vehicles views. Large, prestige and convertibles show most views per vehicle.



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Top 10 most viewed manufacturers

Ford remains the top most viewed brand in April, with 10.7% of all vehicle views. Mercedes-Benz continues to perform strongly both MoM and YoY.

#	Manufacturer	Apr 24	Mar 25	Apr 25
1	Ford	12.1%	11.3%	10.7%
2	Volkswagen	9.3%	9.8%	9.3%
3	BMW	8.5%	8.4%	8.6%
4	Mercedes-Benz	5.5%	8.1%	8.5%
5	Audi	7.9%	7.4%	7.4%
6	Vauxhall	7.2%	6.2%	6.2%
7	Toyota	5.2%	5.4%	5.4%
8	Nissan	5.0%	4.3%	4.5%
9	Land Rover	4.4%	4.3%	4.2%
10	Peugeot	3.8%	3.3%	3.1%

Top 10 fastest selling makes/models

Nearly new vehicles dominate the fastest selling list, due to the March plate change.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Ford	Puma	Under 6 mths	Petrol	Under 5k	6.0
2	MG	HS	Under 6 mths	Hybrid	Under 5k	7.4
3	MG	ZS	Under 6 mths	Electric	Under 5k	8.6
4	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	11.3
5	Vauxhall	Corsa	3 - 4 yrs	Petrol	20 - 30k	12.2
6	Fiat	500	Under 6 mths	Petrol	Under 5k	13.3
7	Vauxhall	Crossland	3 - 4 yrs	Petrol	20 - 30k	13.4
8	Peugeot	2008	Under 6 mths	Petrol	Under 5k	13.7
9	Vauxhall	Corsa	Under 6 mths	Electric	Under 5k	13.8
10	MG	HS	1 - 2 yrs	Petrol	10 - 20k	14.2

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	
	Apr 24	Apr 25	Apr 24	Apr 25	Apr 24	Apr 25
Petrol	50.1%	48.7%	101.6	99.9	50.9%	48.6%
Diesel	37.5%	35.3%	116.0	125.1	43.5%	44.1%
Hybrid	7.5%	9.6%	55.2	55.0	4.2%	5.3%
Electric	4.9%	6.4%	29.5	30.8	1.4%	2.0%
Grand Total	100%	100%	100	100	100%	100%

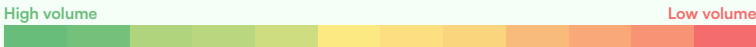
Indexed against monthly average views per listing.

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

Medium continues to provide over 40% of stock and 35% of vehicles views. Large, prestige and convertible show most views per vehicle.

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Apr 24	Apr 25	Apr 24	Apr 25	Apr 24	Apr 25
Medium	40.7%	41.5%	94	85	38.1%	35.3%
Small/Supermini	24.0%	27.5%	89	76	21.2%	20.9%
Prestige	15.5%	13.5%	119	153	18.4%	20.7%
Large	5.8%	5.6%	124	147	7.2%	8.3%
MPV	7.1%	5.8%	94	113	6.7%	6.6%
Estate	4.6%	4.2%	108	108	4.9%	4.5%
Convertible	2.4%	1.9%	147	198	3.5%	3.7%
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 age

54% of stock is between 3 and 10 years old, with 56% of views coming from 6 to 14 year old vehicles.

Age	% of listings		Views per vehicle index		% of ad views	
	Apr 24	Apr 25	Apr 24	Apr 25	Apr 24	Apr 25
Under 6 mths	4.4%	5.2%	32	27	1.4%	1.4%
6 mths - 1 yr	4.9%	4.8%	30	24	1.5%	1.2%
1 - 2 yrs	6.8%	7.8%	35	31	2.4%	2.4%
2 - 3 yrs	8.3%	8.3%	39	29	3.2%	2.4%
3 - 4 yrs	13.7%	13.0%	40	32	5.5%	4.2%
4 - 5 yrs	9.7%	8.4%	57	51	5.6%	4.3%
5 - 6 yrs	8.7%	7.8%	70	70	6.0%	5.4%
6 - 8 yrs	13.4%	13.5%	104	99	13.9%	13.4%
8 - 10 yrs	10.6%	10.9%	143	148	15.2%	16.1%
10 - 12 yrs	7.7%	8.3%	174	187	13.5%	15.5%
12 - 14 yrs	4.7%	4.9%	229	223	10.9%	11.1%
14 - 16 yrs	3.0%	3.1%	284	272	8.4%	8.4%
16 - 18 yrs	1.9%	1.8%	313	332	6.0%	5.9%
18 - 20 yrs	0.9%	1.0%	324	377	3.1%	3.7%
Over 20 yrs	1.3%	1.3%	267	348	3.4%	4.7%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Electric/hybrid

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April 2025 at a glance

- MG ZS aged between 3 and 4 years old had the biggest MoM price increase, up +7.0%.
- Nissan Juke hybrid saw the biggest MoM price increase for hybrid vehicles (up +9.3%), with the Nissan X-Trail seeing the biggest fall, down -6.5%.
- YoY, overall average prices for EVs (-14.2%) and hybrids (-4.9%) are down.

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Electric average price

£23,849

Mar 25

£24,161

MoM: -1.3%

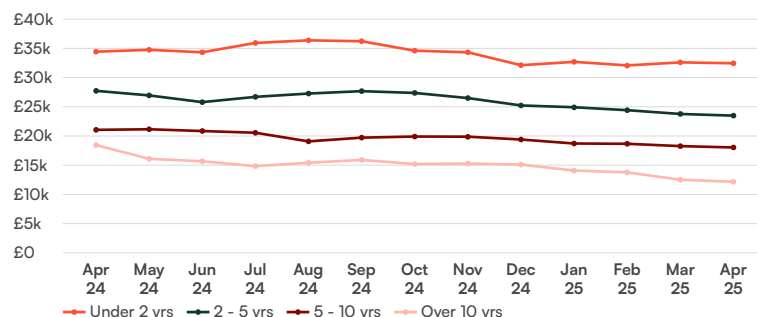
Apr 24

£27,408

YoY: -13.0%

Electric average price by age

All age bands saw prices fall MoM.



Top 5 electric price movers

MG ZS aged between 3 and 4 years old had the biggest MoM increase in April, going up +7.0%.

Increase

Make	Model	Age	Mileage	Avg price	% change
MG	ZS	3 - 4 yrs	20 - 30k	£12,975	+7.0%
Mazda	MX-30	1 - 2 yrs	Under 5k	£16,583	+5.9%
Polestar	Polestar 2	3 - 4 yrs	20 - 30k	£21,881	+4.3%
MG	MG4	Under 6 mths	Under 5k	£24,199	+2.1%
Vauxhall	Corsa	Under 6 mths	Under 5k	£18,895	+1.9%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Audi	E-Tron	3 - 4 yrs	30 - 40k	£22,468	-5.5%
Nissan	Leaf	1 - 2 yrs	Under 5k	£15,699	-5.9%
Peugeot	2008	6 mths - 1 yr	Under 5k	£21,021	-6.9%
Ford	Explorer	Under 6 mths	Under 5k	£36,217	-7.5%
Dacia	Spring	Under 6 mths	Under 5k	£13,228	-9.8%

“ For the third consecutive month the average price of EVs tracked below hybrids.”

Lucy Tugby,
Marketing Director, MOTORS

Hybrid average price

£24,820

Mar 25

£24,586

MoM: +0.9%

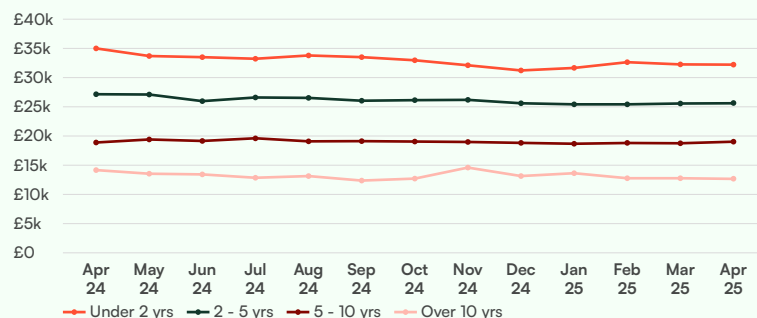
Apr 24

£26,193

YoY: -5.2%

Hybrid average price by age

Only hybrids aged over 10 years old have seen a YoY price rise, up +4.5%.



Top 5 hybrid price movers

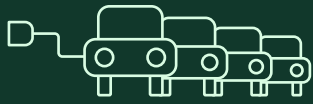
Nissan Juke hybrid saw the biggest MoM price increase for hybrid vehicles - up +9.3%, with the Nissan X-Trail seeing the biggest fall, down -6.5% MoM.

Increase

Make	Model	Age	Mileage	Avg price	% change
Nissan	Juke	Under 6 mths	Under 5k	£25,658	+9.3%
Cupra	Formentor	6 mths - 1 yr	Under 5k	£27,438	+6.7%
BMW	3 Series	4 - 5 yrs	50 - 60k	£21,249	+6.5%
Hyundai	Tucson	6 mths - 1 yr	5 - 10k	£31,453	+6.3%
Hyundai	Tucson	6 mths - 1 yr	10 - 20k	£29,876	+5.3%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Hyundai	Kona	2 - 3 yrs	10 - 20k	£17,116	-3.2%
Mazda	2	Under 6 mths	Under 5k	£22,424	-3.7%
BMW	3 Series	4 - 5 yrs	80 - 100k	£15,612	-3.9%
Kia	Sportage	6 mths - 1 yr	Under 5k	£32,211	-4.2%
Nissan	X-Trail	Under 6 mths	Under 5k	£32,507	-6.5%



Electric/hybrid

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April 2025 at a glance

- The Vauxhall Grandland was the fastest selling EV in April, selling on average in 10.2 days.
- The Suzuki Across was the fastest selling hybrid vehicle in April, selling on average in 5.7 days.
- Alternative fuel vehicles accounted for 17.5% of total listings.

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Top 10 fastest selling EVs

The Vauxhall Grandland was the fastest selling EV in April, selling on average in just 10.2 days

#	Make	Model	Days to sell
1	Vauxhall	Grandland	10.2
2	Dacia	Spring	12.0
3	Tesla	Model Y	12.9
4	MINI	Cooper	15.6
5	Hyundai	Ioniq	15.9
6	Mercedes-Benz	EQA	16.7
=7	MG	ZS	17.0
=7	Tesla	Model 3	17.0
8	Mercedes-Benz	EQC	17.3
9	Ford	Mustang Mach-e	18.8

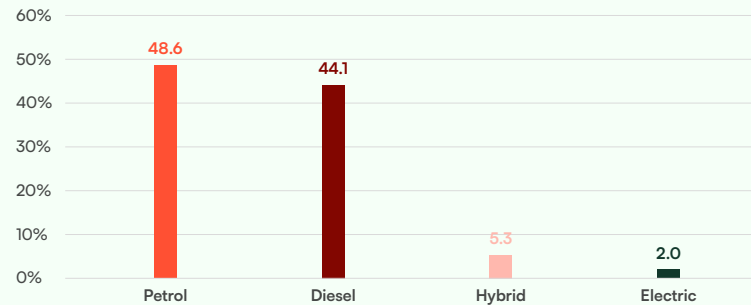
Top 10 fastest selling hybrids

It was a good month for selling Mercedes-Benz hybrids with four models making it into the top 10.

#	Make	Model	Days to sell
1	Suzuki	Across	5.7
2	Mercedes-Benz	GLA	9.8
3	Vauxhall	Grandland	12.7
4	MG	HS	13.0
5	BMW	X3	16.3
6	Mercedes-Benz	A Class	18.1
7	Fiat	500	18.3
8	Mercedes-Benz	GLE	18.7
9	Mercedes-Benz	CLA	18.9
10	Peugeot	3008	19.2

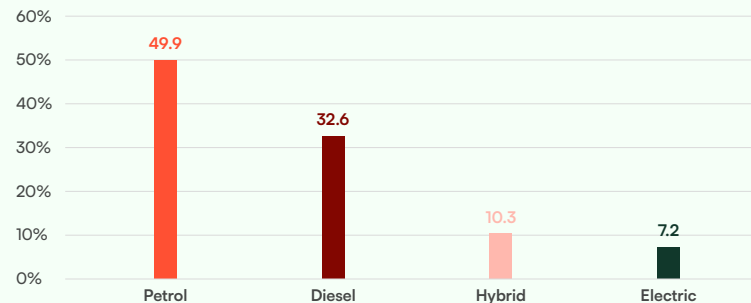
Ad views by fuel type

Alternative fuel vehicles accounted for 7.3% of all ad views.



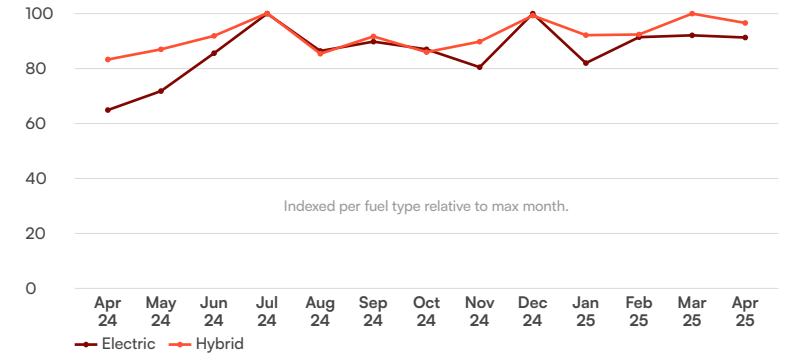
Vehicle listings by fuel type

Alternative fuel vehicles accounted for 17.5% of all listings.



Indexed ad views by fuel type

Alternative fuel views as a share of total view by fuel type have increased YoY, with EV views up +41.0% and hybrid up +16.0%.



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 partnerships with eBay, Gumtree and Parkers. This creates a cost-effective advertising platform reaching buyers across the digital car search journey, which typically sees them visit on average 3.9 sites.*

The Cazoo brand was acquired by MOTORS in June 2024 and was relaunched as a used car search marketplace in April 2025 with more than 300,000 listings providing even greater online visibility for car dealers. Along with a new app it has become the flagship brand in the MOTORS network. 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



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Source: *MOTORS Digital Touchpoints Survey, March 2025. Independent research of 3,000 car buyers conducted by Insight Advantage from 24 February to 2 March 2025. Motors.co.uk Limited, registered in England and Wales with number 05975777, 27 Old Gloucester Street, London, WC1N 3AX, United Kingdom. © Copyright 2000-2025 Motors.co.uk Limited. All rights reserved. VAT No. GB 345 7692 64.