

Market View

For the latest insights from MOTORS.

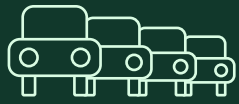
Welcome to our monthly Market View. We've analysed activity across the MOTORS platform to provide insights into stock, price, days to sell and demand by consumers based on what they are viewing, including: manufacturers, models and the increasing interest in electric and hybrid vehicles. We look at comparison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



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Stock

May 2025 at a glance

- May saw a small increase in total stock volumes, up +0.7% MoM, with average listings of 51.6 per dealer.
- Car supermarkets saw the biggest MoM volume change, up by +1.1%, these dealers were also up +7.2% YoY.
- Share of stock volumes by fuel type saw little change MoM but YoY figures reinforce the shift to alternative fuel stock at 17.1%, up from 13.9% last year.

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Stock volume by dealership

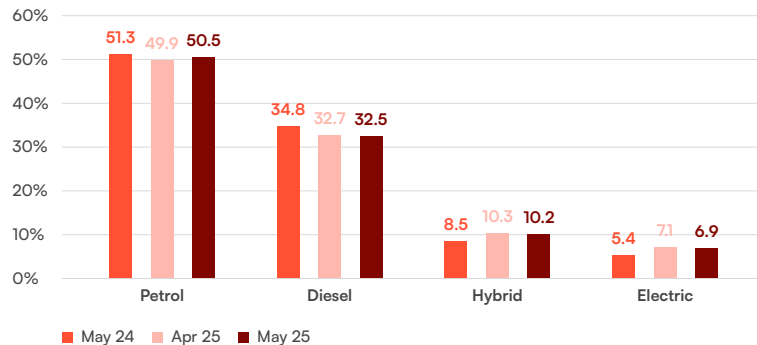
51.6

May 24
50.6
YoY: +2.0%

Apr 25
51.2
MoM: +0.7%

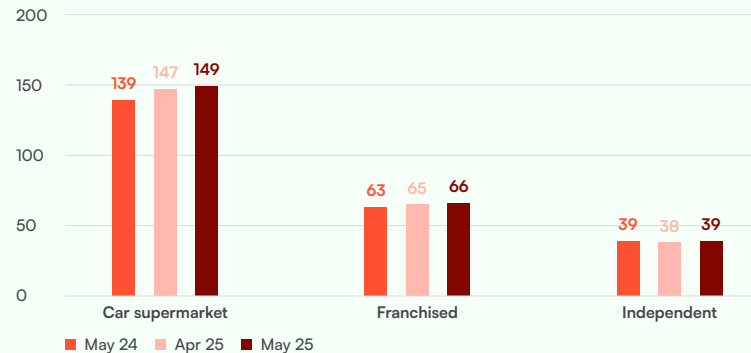
Stock volume by fuel type

Alternative fuel vehicles accounted for 17.1% of stock in May, up from 13.9% this time last year.



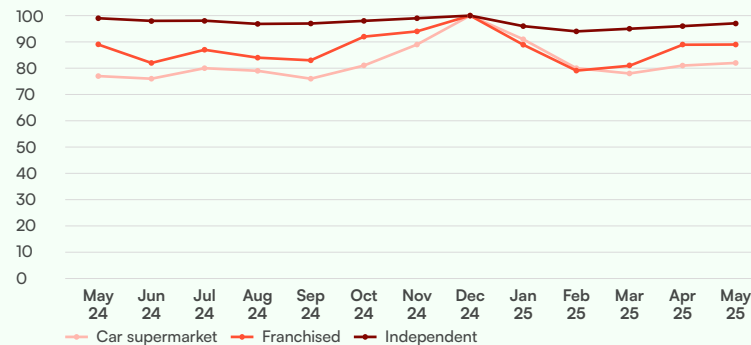
Stock volume by dealer type

Car supermarkets saw the biggest MoM volume change, up by +1.1%, these dealers were also up +7.2% YoY.



Stock volume trend per dealership

Stock volumes are very similar to this time last year. Car supermarkets saw the biggest MoM bounce in volumes, up +7.2%.



“Following two successive months of price rises, it was just a matter of time before we started to see some downward pressure, especially as dealer inventories have been growing since March.”

Lucy Tugby,
Marketing Director, MOTORS



Price

May 2025 at a glance

- The average vehicle price fell by -1.8% MoM and -1.0% YoY, driven by a -2.2% drop in the price of stock under 2 years old.
- Franchised dealers have seen the largest decrease in average prices since last year, down -4.4% YoY.
- The average list price of EVs continues to fall, down -1.5% MoM and -13.1% YoY.

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Average price

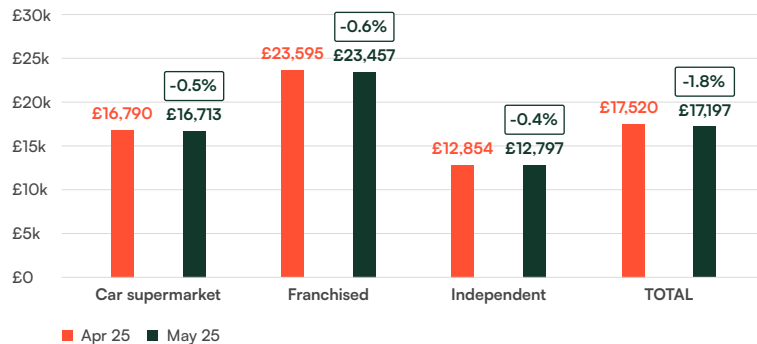
£17,197

May 24
£17,368
YoY: -1.0%

Apr 25
£17,520
MoM: -1.8%

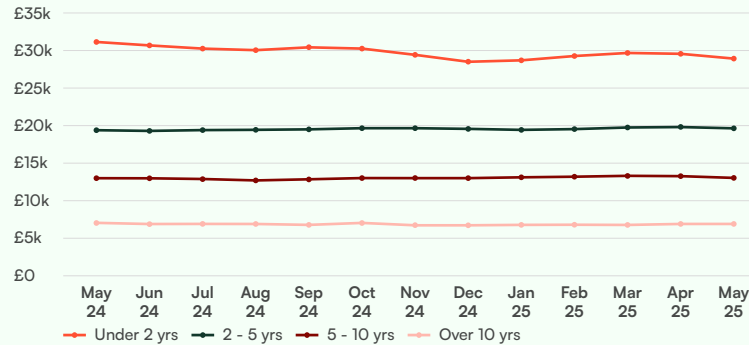
Average price by dealer type

All dealer types saw average prices fall MoM.



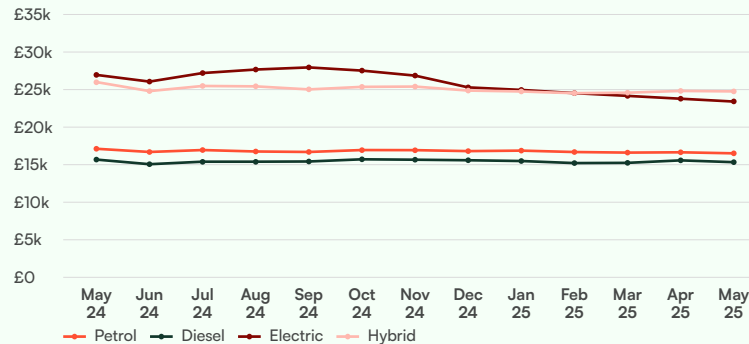
Average price by age

YoY both vehicles under 2 years old and those over 10 years old, saw a reduction in average price, down -7.0% and -2.1% respectively.



Average price by fuel type

The average list price of EVs continues to fall, down -1.5% MoM and -13.1% YoY.



“Franchised dealers made the biggest cuts and were rewarded with the highest sales increases over the course of the month, with younger profile cars proving to be particularly popular among buyers looking to get the most for their money.”

Lucy Tugby,
Marketing Director, MOTORS



Price

May 2025 at a glance

- The average vehicle price fell in all regions of the UK MoM. Only Scotland and Wales saw YoY rises, up +4.3% and +3.9% respectively.
- Only Scotland and Wales saw YoY rises, up +4.3% and +3.9% respectively.
- The average vehicle price in South Central England is now just over 10% cheaper than this time last year.

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Top 5 price movers by MoM increase and decrease

3 to 5 year old Tesla Model 3's saw prices reduced by, on average -3.2% in May.

Increase

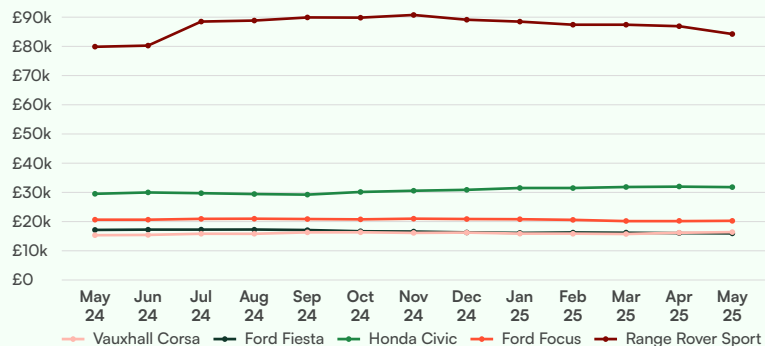
Make	Model	Age	Fuel type	May 25 stock	May 25 avg price	% change
Vauxhall	Corsa	Under 6 mths	Petrol	402	£18,624	+3.3%
Kia	Sportage	3 - 4 yrs	Petrol	230	£19,465	+3.1%
Peugeot	208	Under 6 mths	Petrol	347	£20,024	+2.5%
Mercedes-Benz	A Class	6 - 8 yrs	Diesel	233	£13,599	+2.2%
Ford	Fiesta	3 - 4 yrs	Petrol	239	£14,335	+2.0%

Decrease

Make	Model	Age	Fuel type	May 25 stock	May 25 avg price	% change
Fiat	500	10 - 12 yrs	Petrol	280	£4,670	-2.4%
Audi	A1	6 - 8 yrs	Petrol	247	£12,604	-2.9%
Land Rover	Discovery Sport	8 - 10 yrs	Diesel	240	£11,995	-3.1%
Tesla	Model 3	4 - 5 yrs	Electric	241	£17,833	-3.2%
Tesla	Model 3	3 - 4 yrs	Electric	237	£19,452	-3.3%

Average price selected makes/models

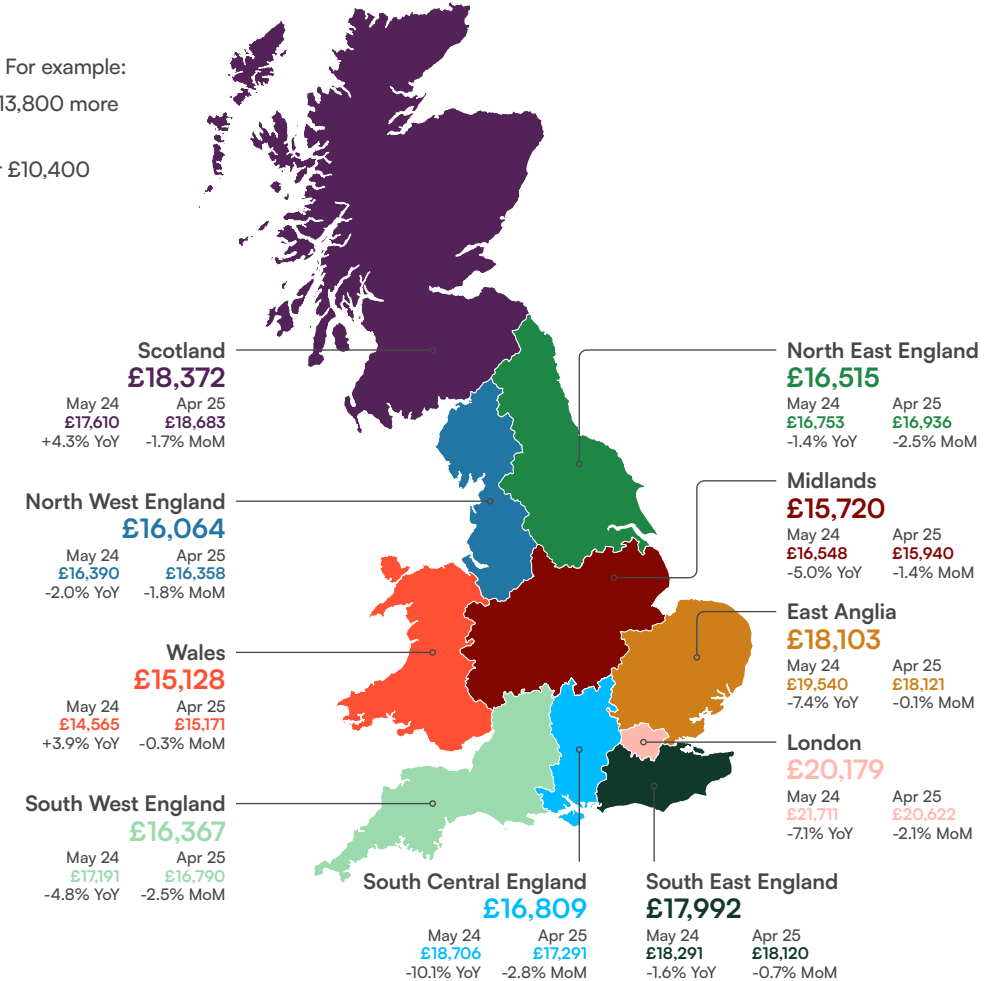
The average price fell MoM for all of the selected makes/models, with the Range Rover Sport down the most at -3.1% (-£2,600).

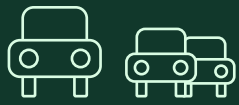


Average price by region

It pays for buyers to be prepared to travel to get the best deal. For example:

- The average price of a Honda Civic in Scotland is just over £13,800 more than in South West England.
- The average price of a Mercedes-Benz GLA Class is just over £10,400 cheaper in London than in Scotland.





Demand

May 2025 at a glance

- Average days to sell in May was up one, from 29.3 days in April to 30.3.
- Speed to sale slowed slightly for both car supermarkets and franchises MoM.
- Stock priced over £40,000 saw the biggest increase in ad views MoM, up +8.1%.

Average days to sell

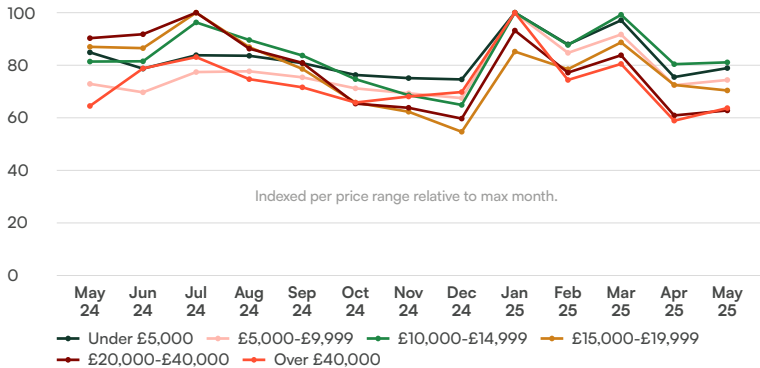
30.3

Mar 25
30.3
2xMoM: -0.2%

Apr 25
29.3
MoM: +3.4%

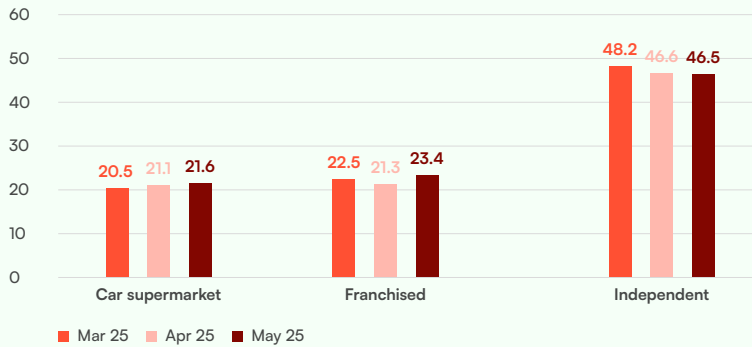
Ad views per listing index by price

Stock priced over £40,000 saw the biggest increase in ad views MoM, up +8.1%.



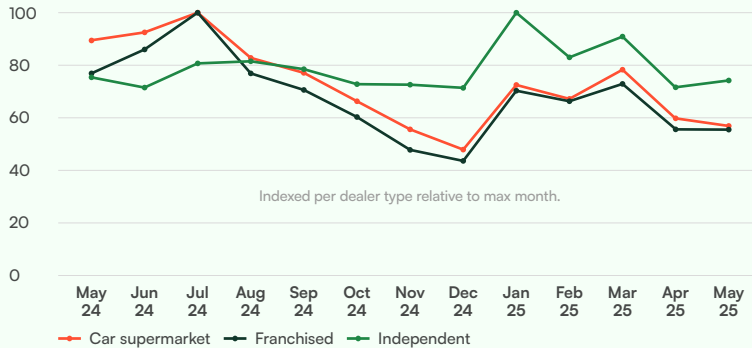
Average days to sell by dealer type

Speed to sale slowed slightly for both car supermarkets and franchises MoM.



Ad views per listing index by dealer type

Only independent dealers saw ad views rise MoM, up +3.7%.

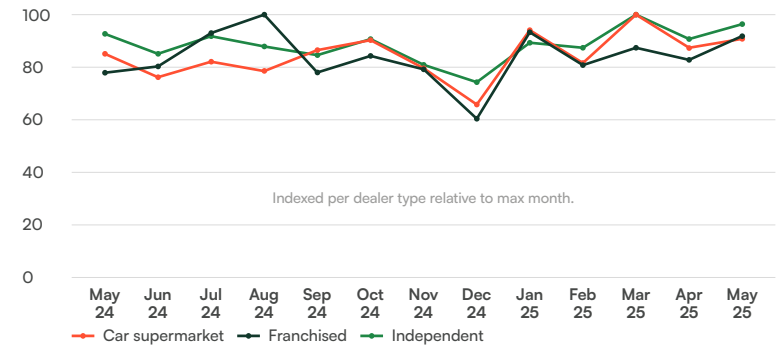


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Sold volume index by dealer type

All dealer types performed strongly in May with volumes up +8.0% MoM. Franchised dealers were the best, up +10.8%.





Demand

May 2025 at a glance

- Ford remained the top most viewed brand in May, with 11.6% of all vehicle views.
- Fastest make/model in May 25 was the Vauxhall Corsa, selling in an average of 8.6 days.
- Medium vehicles continue to provide over 41% of stock and 35% of ad views. Large, prestige and convertibles show most views per vehicle.



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Top 10 most viewed manufacturers

Ford remained the top most viewed brand in May, with 11.6% of all vehicle views. Mercedes-Benz ad views are up +36.6% YoY.

#	Manufacturer	May 24	Apr 25	May 25
1	Ford	12.1%	10.8%	11.6%
2	Volkswagen	9.1%	9.3%	9.1%
3	BMW	8.4%	8.5%	8.2%
4	Mercedes-Benz	5.7%	8.4%	7.9%
5	Audi	7.5%	7.3%	7.1%
6	Vauxhall	7.2%	6.2%	6.2%
7	Toyota	5.5%	5.4%	5.2%
8	Nissan	5.0%	4.5%	4.2%
9	Land Rover	4.1%	4.1%	3.7%
10	Peugeot	3.6%	3.2%	3.2%

Top 10 fastest selling makes/models

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

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Vauxhall	Corsa	6 mths - 1 yr	Petrol	Under 5k	8.6
2	Ford	Explorer	Under 6 mths	Electric	Under 5k	11.6
3	MG	HS	1 - 2 yrs	Petrol	10 - 20k	11.7
4	SEAT	Ateca	Under 6 mths	Petrol	Under 5k	13.1
5	Peugeot	2008	Under 6 mths	Petrol	Under 5k	13.2
6	Toyota	Yaris	2 - 3 yrs	Hybrid	10 - 20k	14.7
7	MG	HS	1 - 2 yrs	Petrol	5 - 10k	14.8
8	Vauxhall	Corsa	3 - 4 yrs	Petrol	20 - 30k	16.0
9	Peugeot	208	Under 6 mths	Petrol	Under 5k	16.2
10	Nissan	Qashqai	3 - 4 yrs	Petrol	10 - 20k	17.9

Vehicle listings, indexed views per vehicle by fuel type

Views per vehicle was highest for diesels. Petrol vehicles had the most listings and ad views.

Fuel type	% of listings		Views per vehicle index		% of ad views	
	May 24	May 25	May 24	May 25	May 24	May 25
Petrol	50.2%	49.1%	100.5	100.3	50.4%	49.2%
Diesel	37.1%	35.2%	117.8	123.1	43.7%	43.3%
Hybrid	7.8%	9.5%	55.7	55.2	4.3%	5.3%
Electric	5.0%	6.2%	31.8	34.9	1.6%	2.2%
Grand Total	100%	100%	100	100	100%	100%

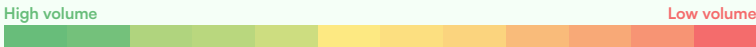
Indexed against monthly average views per listing.

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

Medium vehicles continue to provide over 41% of stock and 35% of ad views. Large, prestige and convertibles show most views per vehicle.

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	May 24	May 25	May 24	May 25	May 24	May 25
Medium	40.1%	41.0%	95	86	38.0%	35.2%
Small/Supermini	25.2%	28.2%	83	76	21.0%	21.4%
Prestige	14.7%	13.3%	120	148	17.8%	19.8%
Large	6.3%	5.8%	117	138	7.4%	8.0%
MPV	7.4%	6.2%	97	117	7.2%	7.2%
Estate	4.0%	3.8%	121	111	4.9%	4.2%
Convertible	2.3%	1.7%	165	241	3.7%	4.2%
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

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

Age	% of listings		Views per vehicle index		% of ad views	
	May 24	May 25	May 24	May 25	May 24	May 25
Under 6 mths	4.6%	4.8%	32	29	1.5%	1.4%
6 mths - 1 yr	5.3%	4.8%	31	24	1.6%	1.1%
1 - 2 yrs	6.9%	7.4%	35	32	2.4%	2.4%
2 - 3 yrs	8.0%	8.1%	39	29	3.1%	2.4%
3 - 4 yrs	15.1%	13.1%	41	33	6.2%	4.3%
4 - 5 yrs	8.5%	9.1%	61	50	5.2%	4.6%
5 - 6 yrs	8.5%	7.2%	73	69	6.2%	5.0%
6 - 8 yrs	12.9%	13.6%	107	98	13.9%	13.4%
8 - 10 yrs	10.4%	11.0%	145	148	15.0%	16.2%
10 - 12 yrs	7.8%	8.4%	173	182	13.4%	15.3%
12 - 14 yrs	4.8%	5.1%	224	220	10.7%	11.2%
14 - 16 yrs	3.0%	3.1%	276	269	8.2%	8.4%
16 - 18 yrs	2.0%	1.8%	308	312	6.0%	5.6%
18 - 20 yrs	0.9%	1.0%	338	378	3.2%	3.7%
Over 20 yrs	1.3%	1.4%	260	374	3.4%	5.1%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.



Electric/hybrid

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May 2025 at a glance

- Vauxhall Corsa aged 6 months to 1 year old had the biggest MoM EV price increase, up +17.8%. Compared to Jaguar I-Pace which was down -7.6%.
- MG HS saw the biggest MoM price increase for hybrids (up +9.5%), with the Range Rover Evoque seeing the biggest fall, down -4.8%.
- May saw the average price of hybrids greater than EVs for the fourth month in a row.

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Electric average price

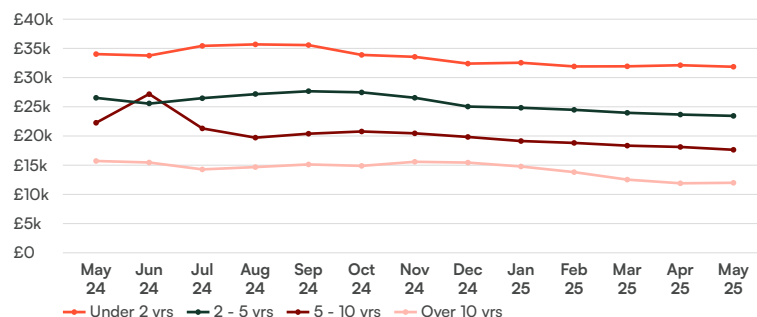
£23,570

Apr 25
£23,903
MoM: -1.4%

May 24
£27,247
YoY: -13.5%

Electric average price by age

Only EVs over 10 years old saw a MoM average price increase up +0.7% to £11,986.



Top 5 electric price movers

Vauxhall Corsa aged 6 months to 1 year old had the biggest MoM EV price increase, up +17.8%. Compared to Jaguar I-Pace which was down -7.6%.

Increase					
Make	Model	Age	Mileage	Avg price	% change
Vauxhall	Corsa	6 mths - 1 yr	Under 5k	£19,920	+17.8%
Mercedes-Benz	EQA	Under 6 mths	Under 5k	£38,215	+4.0%
Peugeot	208	Under 6 mths	Under 5k	£20,864	+3.1%
Audi	E-Tron	4 - 5 yrs	30 - 40k	£22,008	+3.1%
Polestar	Polestar 2	3 - 4 yrs	20 - 30k	£22,543	+2.9%
Decrease					
Make	Model	Age	Mileage	Avg price	% change
Kia	Niro	2 - 3 yrs	10 - 20k	£21,255	-5.4%
Dacia	Spring	Under 6 mths	Under 5k	£12,219	-6.8%
MG	MG4	Under 6 mths	Under 5k	£22,503	-6.9%
Audi	Q4 E-TRON	Under 6 mths	Under 5k	£43,237	-7.0%
Jaguar	I-Pace	Under 6 mths	Under 5k	£39,713	-7.6%

“Falling EV prices will give dealers greater confidence to stock them, especially as the overall average is now lower than hybrids.”

Lucy Tugby,
Marketing Director, MOTORS

Hybrid average price

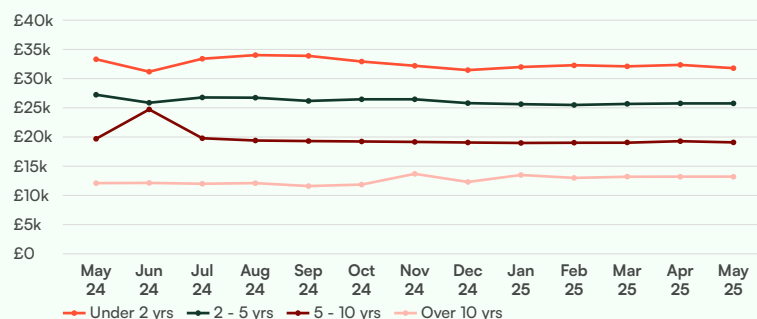
£24,804

Apr 25
£25,019
MoM: -0.9%

May 24
£26,107
YoY: -5.0%

Hybrid average price by age

While the average price for 2 - 5 year old hybrids was static MoM, all other age bands fell with those under 2 years old down the most at -1.7% to £31,787.



Top 5 hybrid price movers

MG HS saw the biggest MoM price increase for hybrids (up +9.5%), with the Range Rover Evoque seeing the biggest fall, down -4.8%.

Increase					
Make	Model	Age	Mileage	Avg price	% change
MG	HS	6 mths - 1 yr	Under 5k	£26,164	+9.5%
Nissan	X-Trail	Under 6 mths	Under 5k	£35,132	+8.3%
Toyota	RAV4	3 - 4 yrs	30 - 40k	£26,605	+3.8%
BMW	3 Series	4 - 5 yrs	80 - 100k	£16,222	+3.4%
Nissan	Qashqai	6 mths - 1 yr	5 - 10k	£28,568	+3.2%
Decrease					
Make	Model	Age	Mileage	Avg price	% change
Mercedes-Benz	GLA Class	1 - 2 yrs	20 - 30k	£26,216	-3.3%
BMW	3 Series	4 - 5 yrs	30 - 40k	£21,687	-3.5%
BMW	3 Series	4 - 5 yrs	40 - 50k	£20,774	-3.7%
Kia	Sportage	3 - 4 yrs	30 - 40k	£21,388	-3.9%
Range Rover	Evoque	3 - 4 yrs	20 - 30k	£26,254	-4.8%



Electric/hybrid

May 2025 at a glance

- The Mazda MX-30 was the fastest selling EV, selling on average in 13.3 days.
- The Suzuki Across was the fastest selling hybrid, selling on average in 9.9 days.
- Ad views for alternative fuel vehicles have increased YoY, with EVs up +38.3% and hybrids up +10.7%.

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Top 10 fastest selling EVs

Mercedes-Benz EVs are proving popular, with three models in the top ten.

#	Make	Model	Days to sell
1	Mazda	MX-30	13.3
2	Dacia	Spring	14.2
3	Ford	Explorer	14.5
4	Mercedes-Benz	EQB	15.2
5	Volkswagen	Golf	16.4
=6	Tesla	Model Y	16.5
=6	Ford	Mustang Mach-e	16.5
7	Vauxhall	Grandland	16.6
8	Mercedes-Benz	EQC	18.0
9	Mercedes-Benz	EQA	18.8

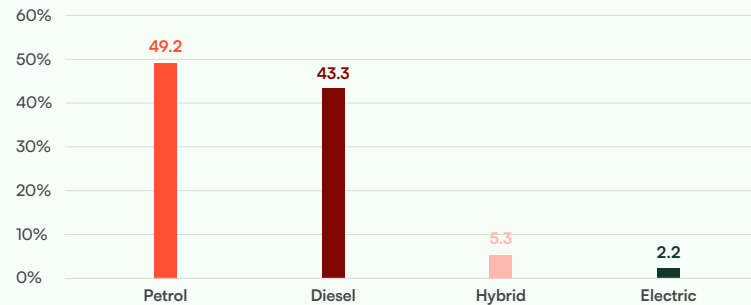
Top 10 fastest selling hybrids

Toyota hybrids are also selling fast, with three models in the top ten.

#	Make	Model	Days to sell
1	Suzuki	Across	9.9
2	Toyota	Yaris Cross	12.5
3	Mercedes-Benz	GLA Class	14.4
4	Lexus	UX	15.2
5	Hyundai	Bayon	15.7
6	Toyota	Yaris	15.8
7	Mercedes-Benz	A Class	16.0
8	BMW	X1	16.4
9	Lexus	ES	16.9
10	Toyota	C-HR	17.1

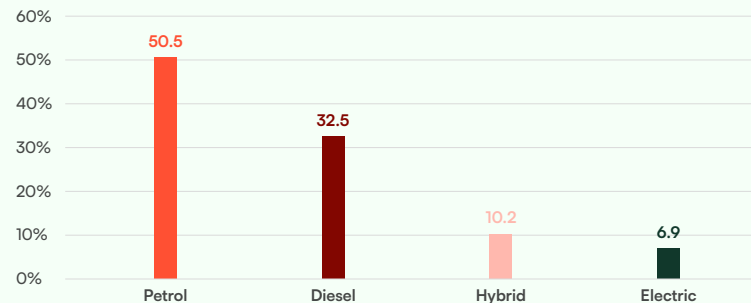
Ad views by fuel type

Alternative fuel vehicles accounted for 7.5% of ad views.



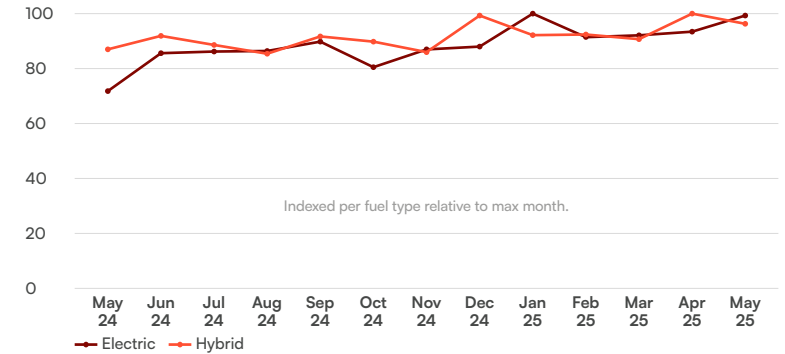
Vehicle listings by fuel type

Alternative fuel vehicles accounted for 17.1% of total listings.



Indexed ad views by fuel type

Ad views for alternative fuel vehicles have increased YoY, with EVs up +38.3% and hybrids up +10.7%.



“As greater numbers of EV’s enter the used car market, especially from leasing and fleet sectors, we’re starting to see lower prices attracting higher levels of online views.”

Lucy Tugby,
Marketing Director, MOTORS

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.