
Cazoo partner guide:
Helping a buyer with ADHD pick a car
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If a customer with ADHD comes to you wanting guidance on buying a car, there are steps you can take to help them find the car that's right for them.

We've put together this handy guide to help *you* help *them*, so that they feel supported and seen in making their decision on a car.

These recommendations have been put together to help buyers with ADHD choose something that will reduce their risk on the road (based on planning, attention and impulse control).

Ultimately, though, while we can make suggestions, the customer knows their own ADHD better than most and the goal is to open up a two-way conversation that considers the needs they identify themselves.

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1. Initiating the conversation: Openness and trust

Neurodiversity, including ADHD, is often invisible, but it significantly impacts how a person interacts with a vehicle.

By establishing an open, non-judgmental space, you can help customers identify features that genuinely enhance their safety and comfort.

Having this open discussion from the start is key however, as one size does not fit all.

Goal: Frame the conversation around **suitability and confident, stress-free driving**, not perceived difficulty.

Conversational strategy	Example phrasing	Why It works
Establish safety focus	"To help me narrow down options and find the perfect fit, are there any driving situations (like merging on a motorway or complex parallel parking) that you find distracting or highly demanding of your focus?"	Opens the door to discussing focus issues without requiring a diagnosis.
Address planning needs	"How important is an integrated navigation system for you? Some customers find relying on a phone in a cradle can be a distraction risk."	Addresses memory / planning challenges and means it doesn't matter if your phone is not charged, as you can use the in-built system.
Discuss cockpit design	"When you're driving, do you prefer key functions (like climate and radio) to be controlled by physical buttons / dials? Or do you find it easier when everything is integrated into a touchscreen?"	Helps identify suitability for distraction-free cabins.

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2. The neurocognitive context and vehicle recommendation

Individuals with ADHD often face challenges with executive function, which governs critical driving skills like maintaining focus, judging time/distance, and managing impulse control (e.g. speeding).

The recommendations that follow are designed to direct customers toward vehicles that contain features to compensate for these specific challenges, leading to a safer, more positive driving experience - based on the individual's needs and challenges.

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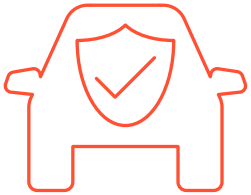

Tip 1:
Prioritise safety features as compensatory tools

ADHD can increase the risk of minor and major accidents due to momentary lapses in attention.

The goal is to recommend vehicles that use technology to act as a crucial 'second pair of eyes.'

Challenge to mitigate	Recommended features*	Why It helps
Attention and blindspots	**Blind Spot Monitoring (BSM)**	Covers lapses in mirror checks before changing lanes.
Lane discipline	**Lane Departure Warning (LDW) / Lane Keep Assist**	Instantly corrects or alerts the driver when focus lapses (mind-wandering).
Impulsivity and speed	**Speed alerts or limiters**	Immediate feedback helps interrupt an impulsive tendency to speed.
Parking and low speed	**Parking sensors and rearview camera**	Reduces stress and cognitive load when judging tight spaces.

*If affordable.

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Tip 2:
Suggest cars with integrated navigation systems

ADHD impacts planning, working memory, and time estimation, making complex routes or map-reading inherently difficult.

- **Recommendation**
  Strongly recommend vehicles with **built-in, integrated sat nav systems.**

- **Reasoning**
  Integrated systems are always charged, legally mounted, and remove the need to manage cables and phone mounting, reducing the working memory burden and potential for visual clutter/obstruction.

Tip 3:
Suggest adequate engine power output (impulse control)

Drivers with ADHD are statistically more likely to receive speeding fines and penalty points, often driven by an impulsive need for performance and stimulation. To address this, start a conversation with an ADHD customer about whether a powerful car is necessary.

- **Guidance**
  Frame the discussion as finding the optimal power for confident and safe driving, steering away from high-performance models unless explicitly justified.

- **Discuss engine power**
  The goal is to find the 'Goldilocks' engine—enough power for confident, snappy overtaking (safety) but not so much that it encourages unnecessary risk (impulse control). Ask them what their daily driving needs truly are.

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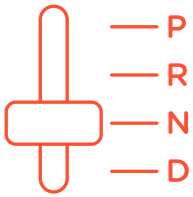


Tip 4:
Discuss transmission choice: Manual vs. automatic

Individuals with ADHD often face challenges related to **attention management**, which can be understood in the context of two core concepts:

- **Mind wandering (hypo-attention)**

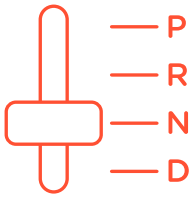
  What it is
  This is the experience of the mind drifting away from the primary task (driving) to unrelated thoughts, daydreams, or internal dialogue. This is often linked to the **understimulation** of the ADHD brain.

  How it links to driving
  When driving conditions are monotonous (e.g., cruising on a straight motorway), the brain may seek stimulation by drifting, leading to dangerous momentary lapses in focus and attention to the road.

- **Cognitive overload (hyper-attention/overwhelm)**

  What it is
  This occurs when the brain is asked to process too much information or manage too many simultaneous tasks at once. It leads to feelings of being overwhelmed, flustered, or ‘frazzled.’

  How it links to driving
  Complex driving environments (e.g. heavy rush-hour traffic, navigating multiple lane changes, or performing simultaneous tasks like clutch control, gear changes, and braking) can quickly feel overwhelming, increasing stress and the risk of mistakes.



Tip 4:
Discuss transmission choice: Manual vs. automatic

The choice between a manual and an automatic transmission is about finding which option **best mitigates the customer's primary attention challenge.**

- **Manual transmission for focus**
  Driving a manual requires constant, active engagement with the engine sounds, clutch and gear stick, which can act as a **way to mitigate mind wandering.**

  Examples

  - **Mazda MX-5** (known for its engaging gearbox)
  - **Suzuki Swift** (simple with a good manual)
  - **Ford Focus** (known as a driver's car with a great manual)

- **Automatic transmission for cognitive load**
  An automatic reduces the total number of simultaneous tasks required of the driver, which can help those who feel overwhelmed or easily flustered in traffic.

  Examples

  - **Toyota Yaris** (smooth automatic hybrid)
  - **BMW 3 Series** (smooth yet responsive)
  - **MG3** (smooth electric motor setup)

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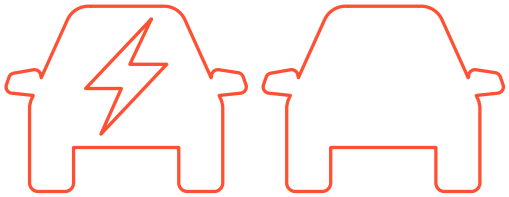


Tip 5:
EV vs. conventional: The cognitive trade-off

The decision between an EV (electric) and a conventional (petrol/diesel) vehicle introduces a new cognitive trade-off that is highly personal for drivers with ADHD.

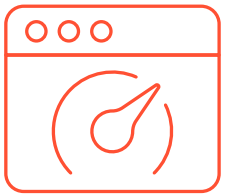
It's crucial to discuss how the driving environment of each type impacts their focus and sensory regulation.

EV considerations:

- **Potential benefit (reduced overload)**
  The calm, quiet cabin and smooth, responsive operation can reduce sensory input and cognitive overload for some drivers.
- **Potential risk (mind wandering)**
  The lack of engine noise and the low-effort driving experience may lead to a higher risk of hypo-attention (mind-wandering) for those who rely on active, engaging sensory feedback to sustain focus.

Conventional considerations:

- **Potential benefit (sustained focus)**
  The sounds and vibrations of the engine and gears provide auditory feedback and a sense of active engagement, which can help some drivers sustain focus.
- **Potential risk (sensory overload)**
  The noise, vibration, and greater mechanical complexity (more controls, gear changes if manual) can increase sensory input and stress, potentially leading to cognitive overwhelm in high-traffic situations.



Tip 6:
Minimise distractions with intuitive controls

Another key potential trigger is the complexity of modern car dashboards and infotainment systems.

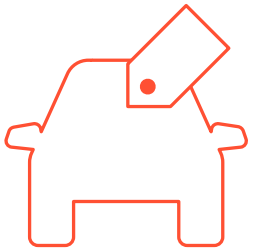
Distraction-free cockpits have a good balance between physical controls and virtual – or touchscreen-based controls. It's incredibly important to find a car with the right balance so you can keep your eyes on the road.

- **Actionable advice**
  Recommend systems that have easy-to-use tactile buttons requiring minimal visual input or offer physical shortcuts:

Skoda
The latest systems are responsive. Look for models like the Kodiaq and Superb which feature **'Smart Dials'**—physical dials that can be toggled to control multiple functions including climate and volume, reducing the need to keep glancing at the screen.

Mazda
While increasingly rare to find in new cars, Mazda's infotainment system includes a **rotary dial and button controls**, meaning the driver doesn't need to prod a touchscreen while moving. The screen placement is also high on the dash, near the line of sight.

BMW
Many of the brand's models offer the choice of both a **touchscreen and a rotary dial** controller, allowing the customer to choose the method that best supports their focus.



Tip 7:
Acknowledge cost as a primary factor

- **Financial context**
  Due to known socioeconomic factors, cost is often the primary determining factor for this customer group.

- **Sales strategy**
  Prioritise vehicles that meet the **core safety needs** within the customer's stated budget, even if it means sacrificing luxury or non-essential features.

We reckon that by bearing these seven key aspects in mind, Cazoo and its partners can be of real help to buyers with ADHD, especially if they're daunted by the buying process!

The right car is the one that makes you the safest and most confident driver you can be, and this guide ensures you and the potential buyer have considered all areas together in a meaningful way.

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