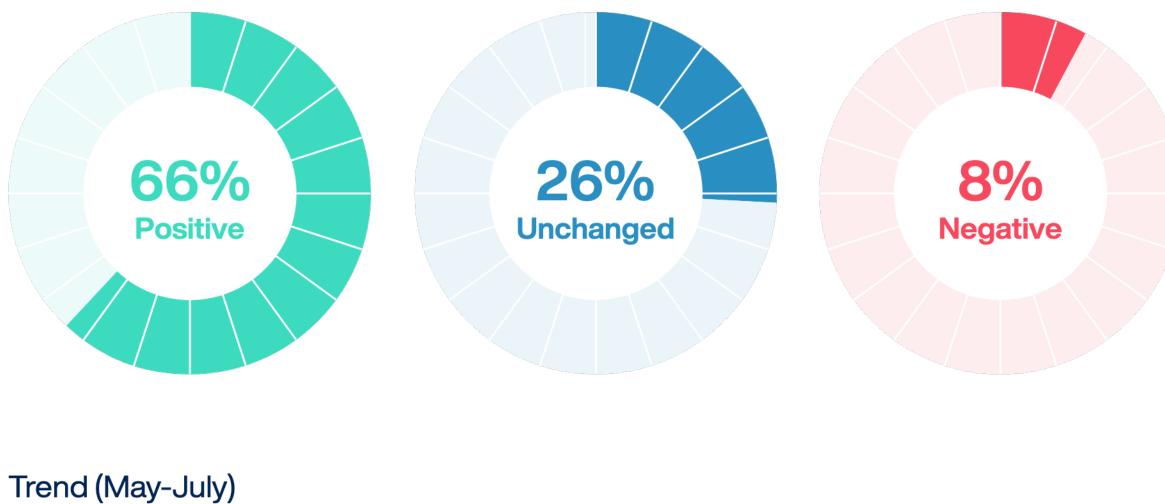


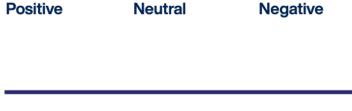
# What drives dealers

## **July 2024**

## Do you feel more positive or negative about the used car market than last month?



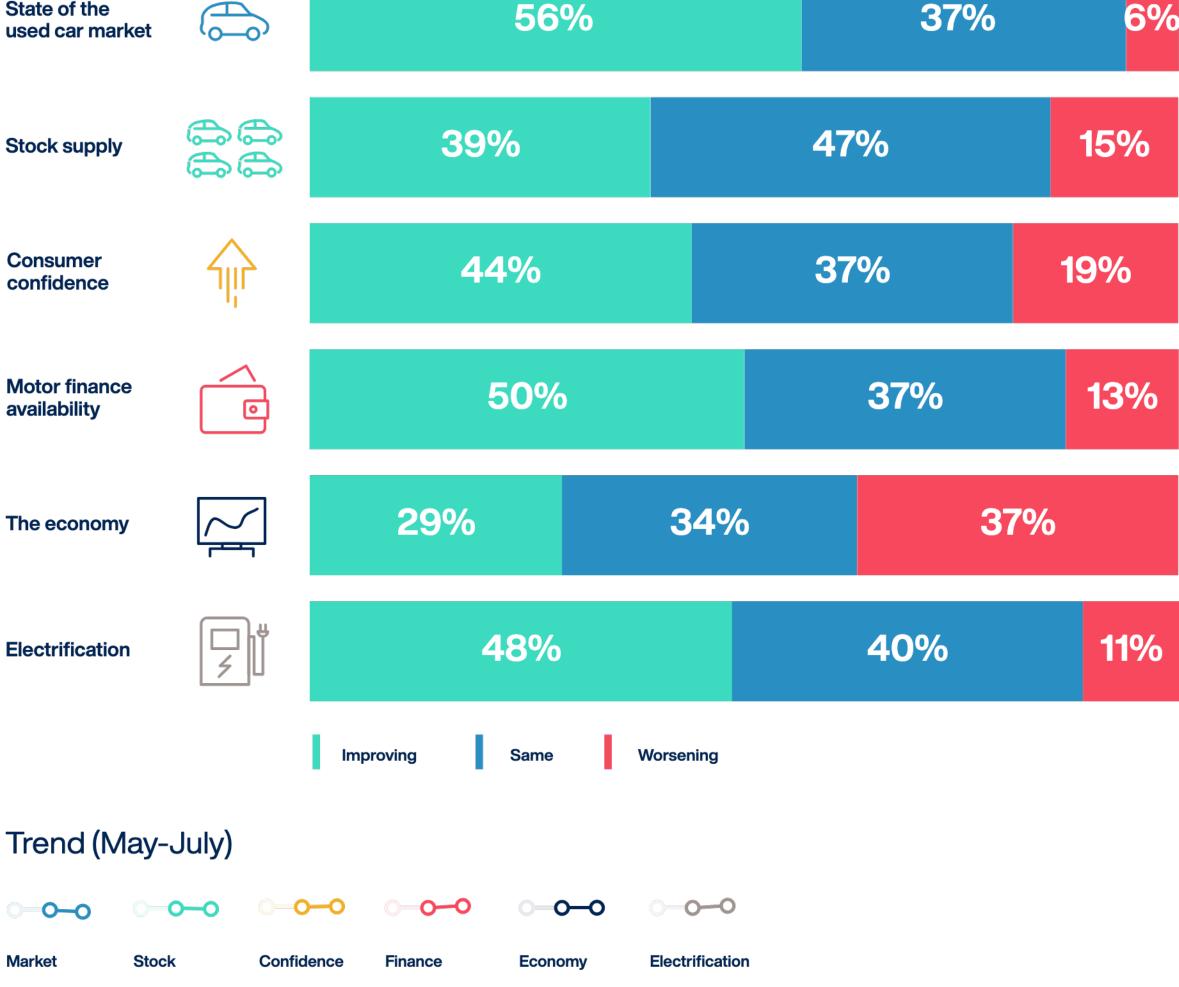




### State of the 56% used car market

compared to last month?

How do you feel about the following factors



32%

future retailing of used cars?

50%

71%

39%

Stock

11%

**Our inventory** 

**Dealer** 

enthusiasm

General

supply

45%

What do you see as the biggest challenge(s) for your

47%

27%

**18%** 

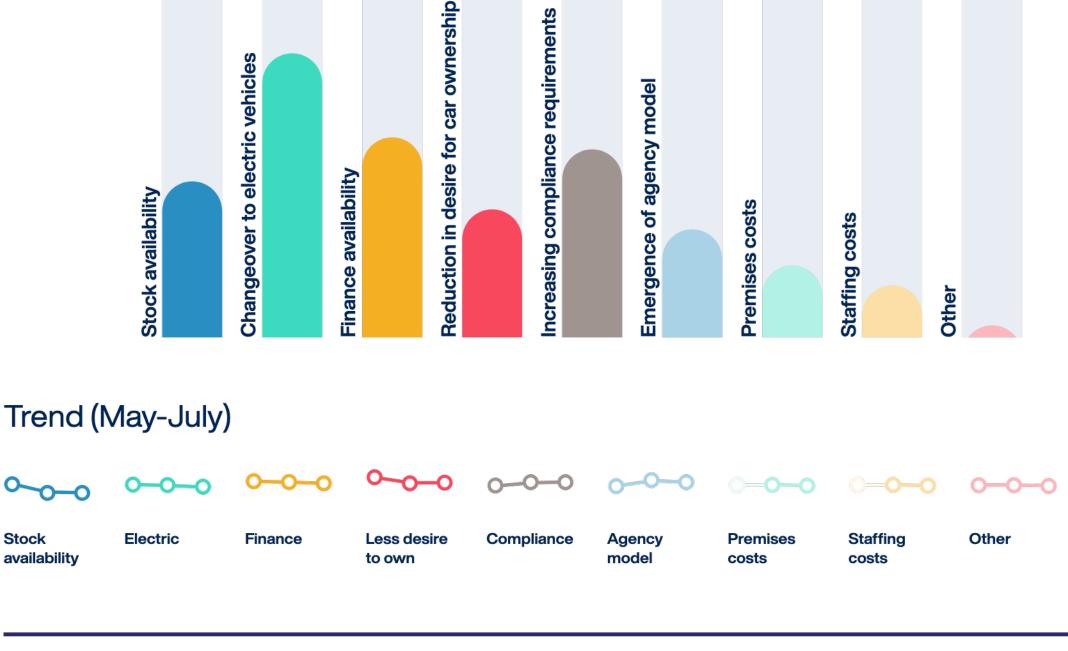
13%

3%

26%

Stock age

**37%** 



What is your current experience of stock supply? (choose any)

19%

Supply

of certain

vehicles

44%

32%

40%

16%

21%

50%

**37%** 

21%

34%

35%

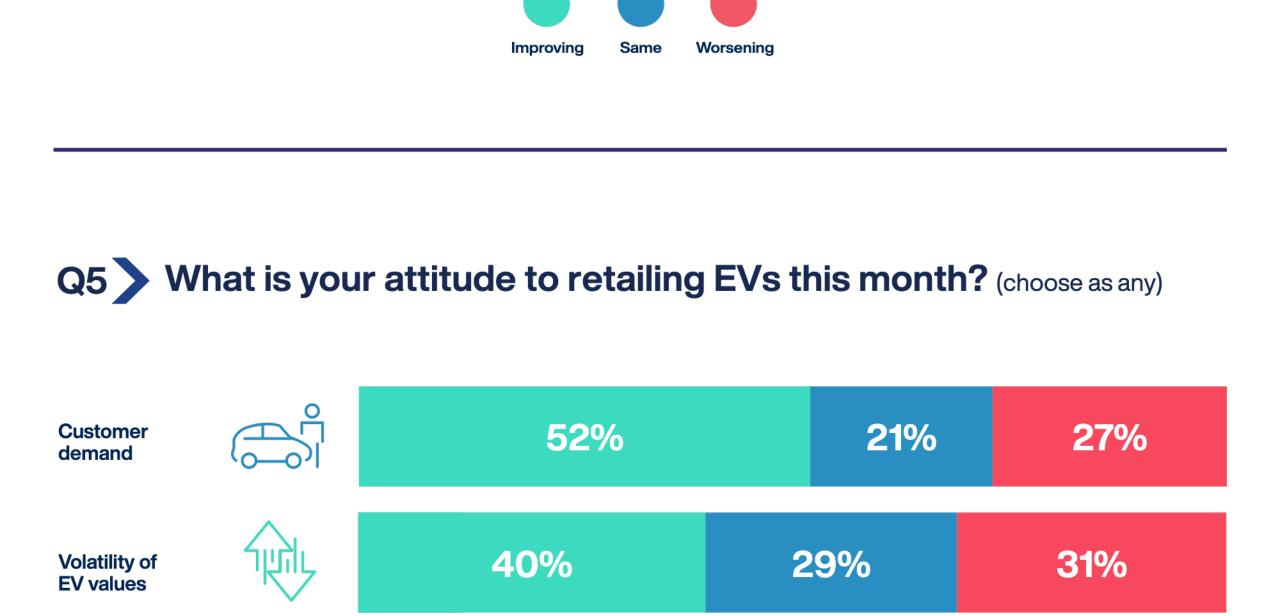
### 31% 44% 37% 37%

55%

15%

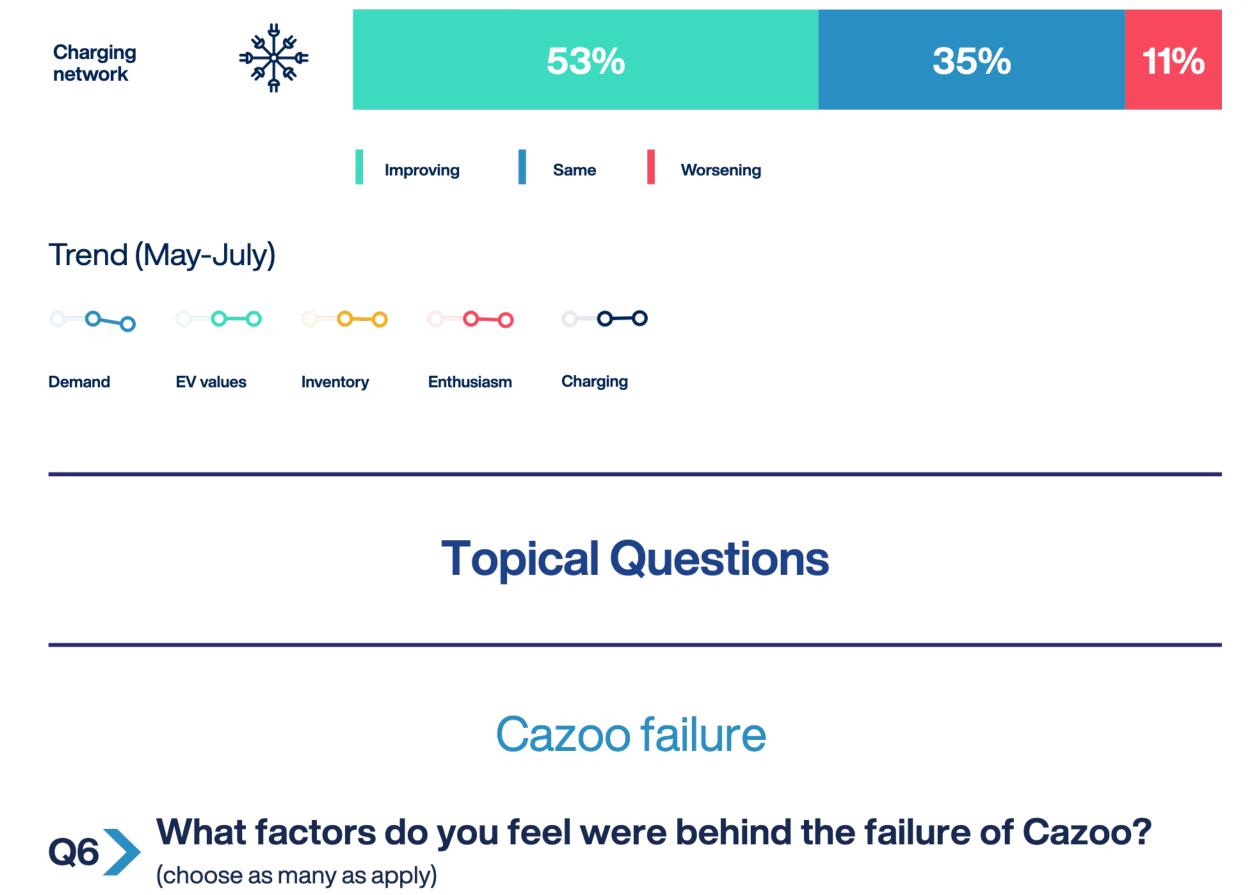
**Stock** 

condition



**52%** 

39%



## Timing was poor because of the pandemic

The potential for online-only dealers in the used car market remains limited

Investors overestimated efficiencies that could be made through technology

Failure to recognise that existing dealers were already good at selling online

Other retailers raised their game in reaction to Cazoo and other entrants

60%

**Better** 

If Better, why?

Investors overestimated efficiencies that could be made through scale

	23%
Cazoo underestimated the strength of existing dealers	
	23%
EV funding support	
As we approach the halfway mark in 2024, what do you think are the prospects for the second half of the year in the used car market?	

31% Same

**69**% 96% 83% 83% 30% 100% 23% 38% 8% **15%** 31% Demand is consistent
Stock supply is stable
No major threats or opportunities in the market le general election won't have much of an effect General election might unleash some demand Consumer confidence is worsening
Interest rates remain high
Stock supply remains poor
The general election won't have much Consumer confidence is improving Stock supply is improving Interest rates should fall

If Same, why?

in case this has changed. We will also have source profile data which includes gender, age, and location.

If Worse, why?

**10%**Worse