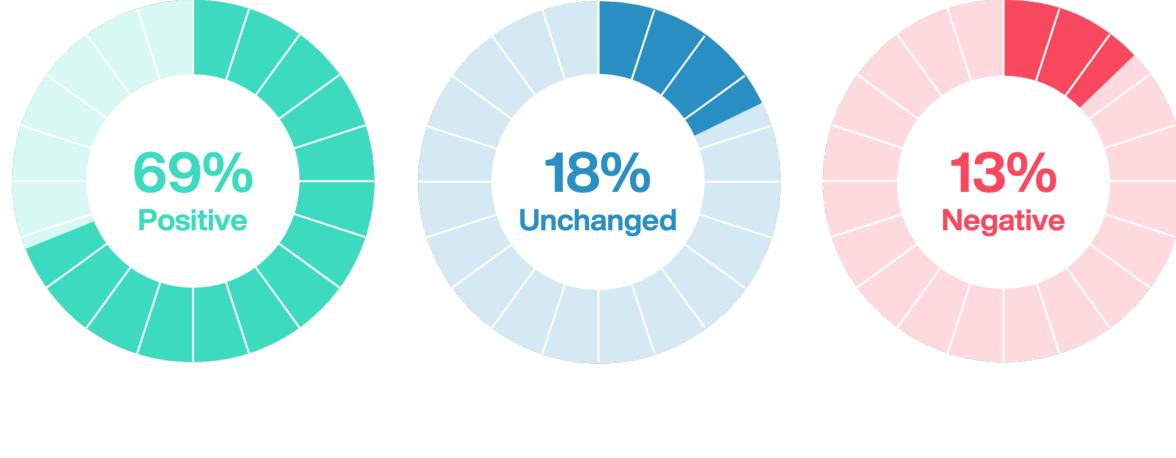
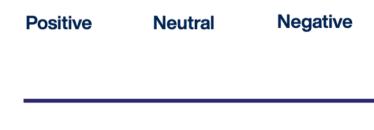


What drives dealers

October 2024

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



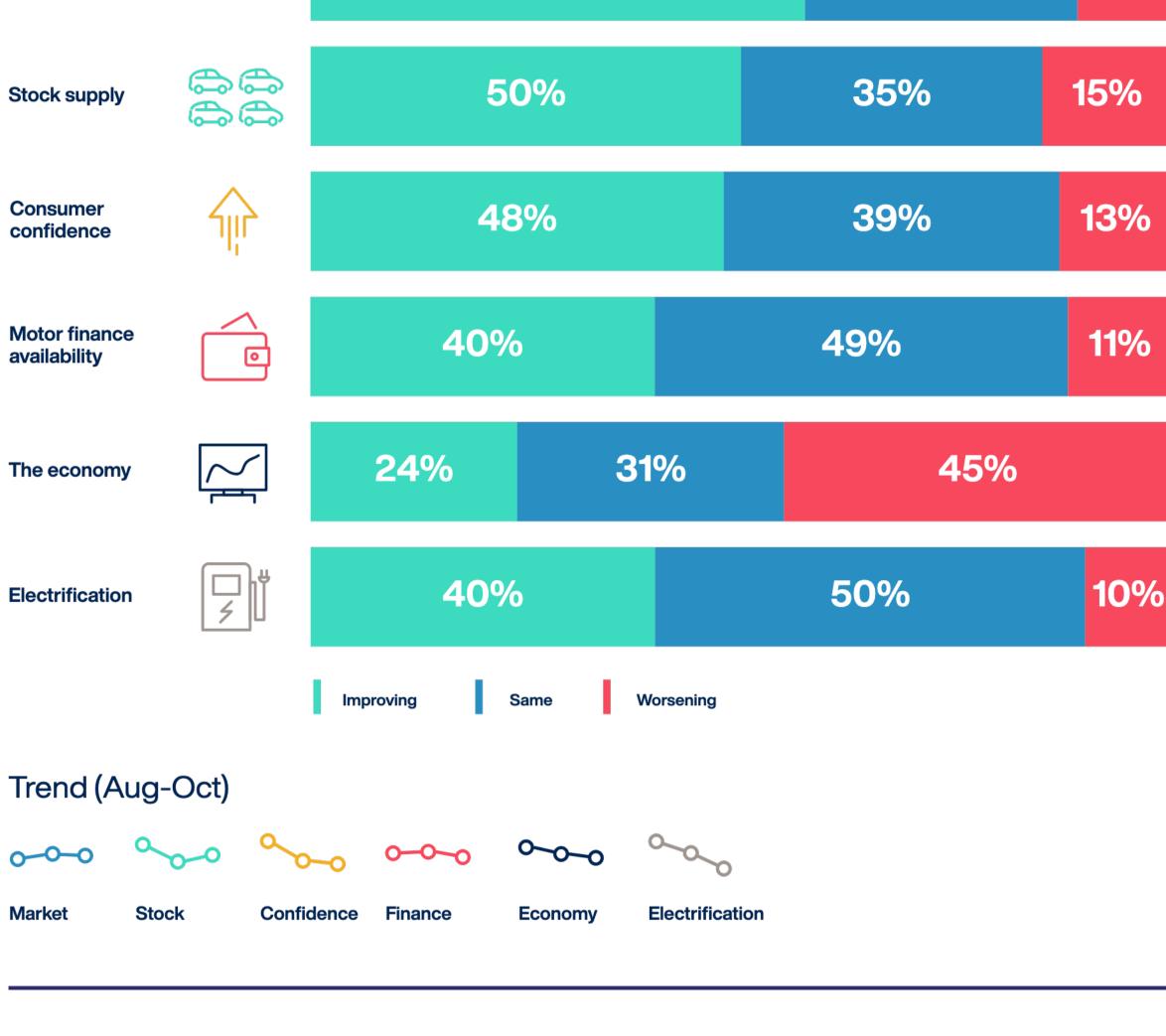


Trend (Aug-Oct)

State of the 57% used car market

How do you feel about the following factors

compared to last month?



32%

11%

35%

future retailing of used cars?

44%

16%

40%

Stock

condition

48%

65%

Stock

14%

34%

General

supply

52%

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

39%

16%

29%

23%

2%

21%

35%

Stock age

44%

53%

42%

39%

32%

21%

16%

16%

39%

32%

29%

27%

27%

24%

21%

19%

16%



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

23%

32%

Worsening

Supply

of certain

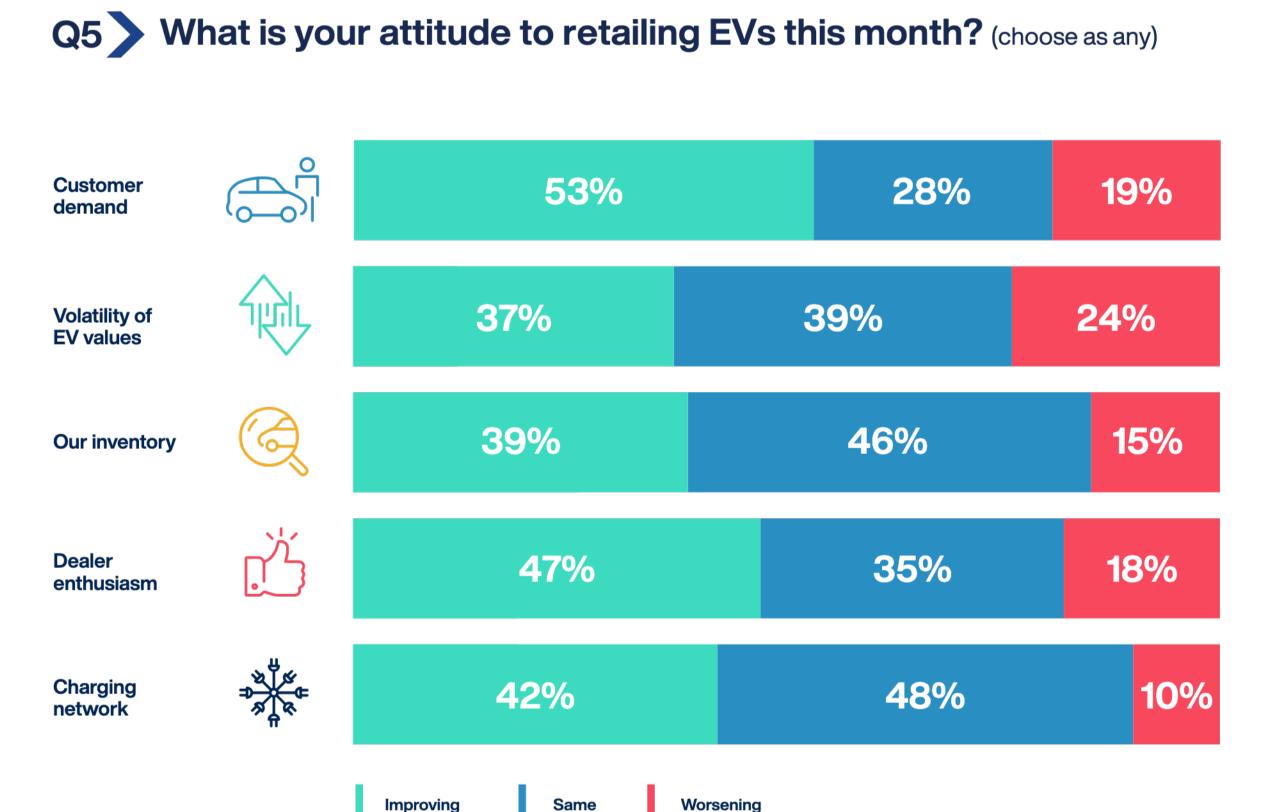
vehicles

45%

Same

Improving

44%



Ford has revived the Capri name. Previously applied to a 1970s sports car, it's now going to be used on a new electric SUV. How do you feel about this? (choose as many as apply)

It's good to see a familiar name brought back

The Capri name should be saved for a new sports car

The Capri name won't influence whether customers buy the new SUV or not

Reviving old model names is a good idea

I don't remember the original Capri

The Capri name means nothing to buyers

(choose as many as apply)

EV values remain volatile

Used EVs now look like much better value

The EV market feels as though it is maturing

We just don't know what will happen to EV values

EV values have found their level

Other

Trend (Aug-Oct)

EV values

Inventory

Enthusiasm

Charging

Topical Questions

Demand

The Capri name means buyers take a closer look at the new SUV

Reviving older model names is ineffective	
	10%
Reviving old model names has no impact on buying decisions	
	8%
Startline's July Car Tracker showed that the percentage of dealers worried about EV values have fallen from 40%	

to 27% in the last quarter. How do you feel about this?

EV values appear stable for the moment but that could change Buyer interest in EVs is noticeably increasing We think EV values have stabilised for the long term There are still too many used large, luxurious EVs around that have little appeal to typical buyers

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

Consumer data source is pre-qualified as being a used car user/owner but there will also be a qualifying question