Used electric vehicle consumer research

APD's latest research into buyer motivation has, for the first time, focused on the growing demand for used electric vehicles (EVs) and the barriers to purchase.

The quarterly survey tracked the opinions of over 1,000 drivers on a range of topics, and a summary indicated that first-time EV buyers need not more, but clearer and more honest information on range, cost, and purchase reassurance.

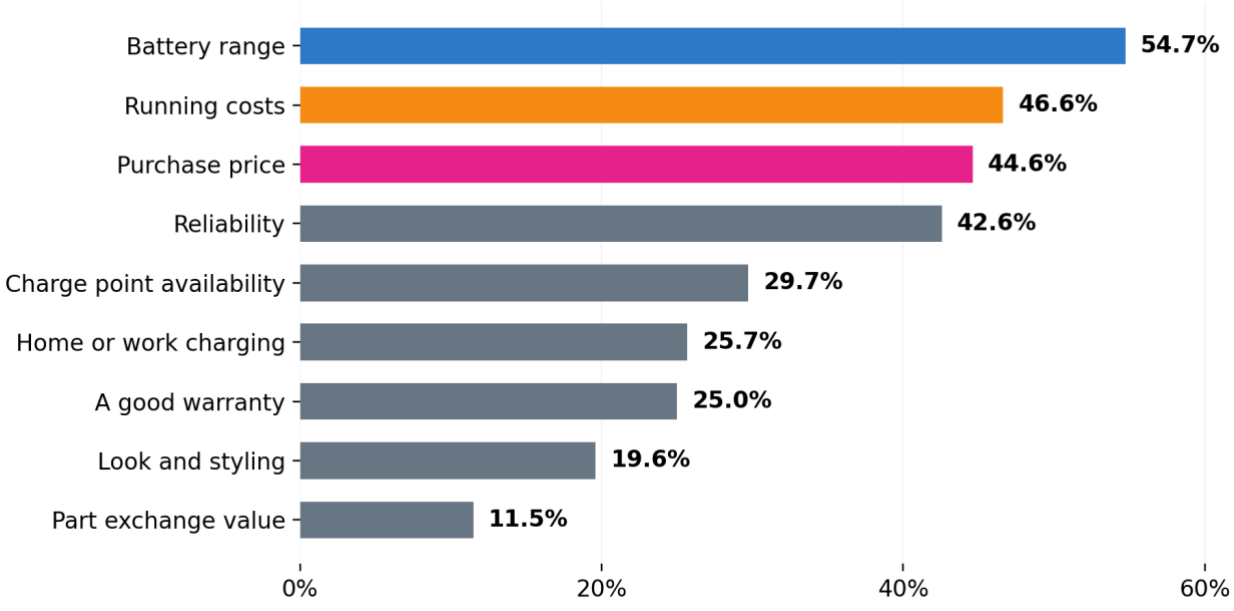
Battery range leads November's purchase priorities, while two-thirds consider a manufacturer-approved used programme important.

Key findings

- **84.5% would be first time EV buyers**
- **66.9% value an approved used programme**
- **54.7% prioritise battery range**
- **11.5% of used car buyers would look only at a used EV**

Purchase Priorities

Battery range is the most selected factor. Running costs and purchase price also feature strongly, supporting a sales conversation grounded in the buyer's expected use and budget.



Share of respondents selecting each factor. Multiple answers permitted; percentages do not sum to 100%.

Sentiment

An analysis of written comments highlights the following areas where buyers want more information, and the steps dealers can take to meet their expectations.

Make range relevant

Explain vehicle specific battery condition and realistic real-world range for the customer's typical journeys.

Show the ownership costs

Compare charging, fuel, servicing, and finance cost using stated assumptions and the customer's circumstances.

Explain purchase reassurance

Clarify warranty cover, exclusions, and the benefits of an approved used programme.

Measure unresolved concerns

Capture customer questions before purchase and after handover, then use feedback to improve retailer and supplier support.

These are APD recommendations derived from the findings. The survey does not establish that any individual intervention increases sales.