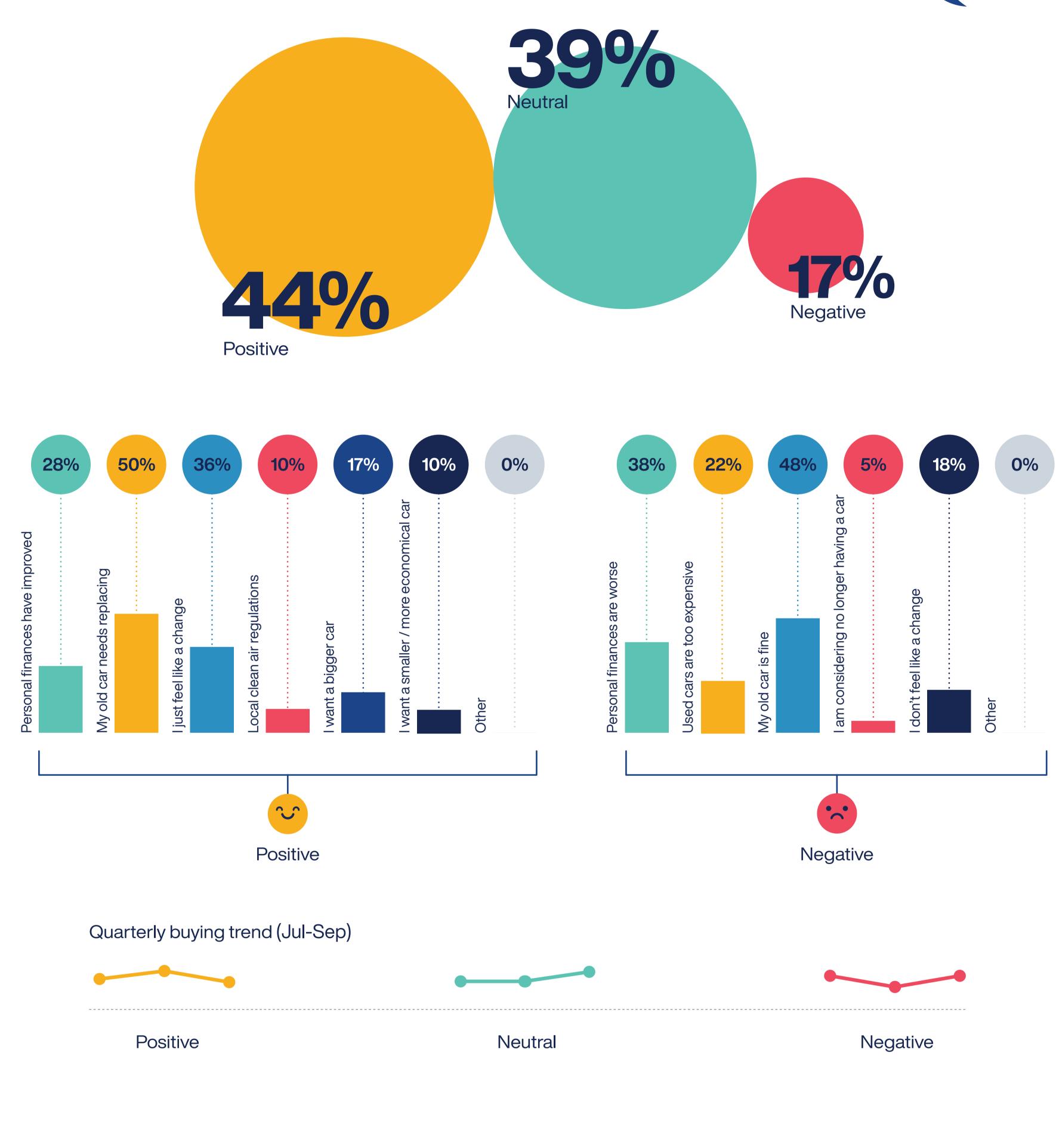


What drives consumers?



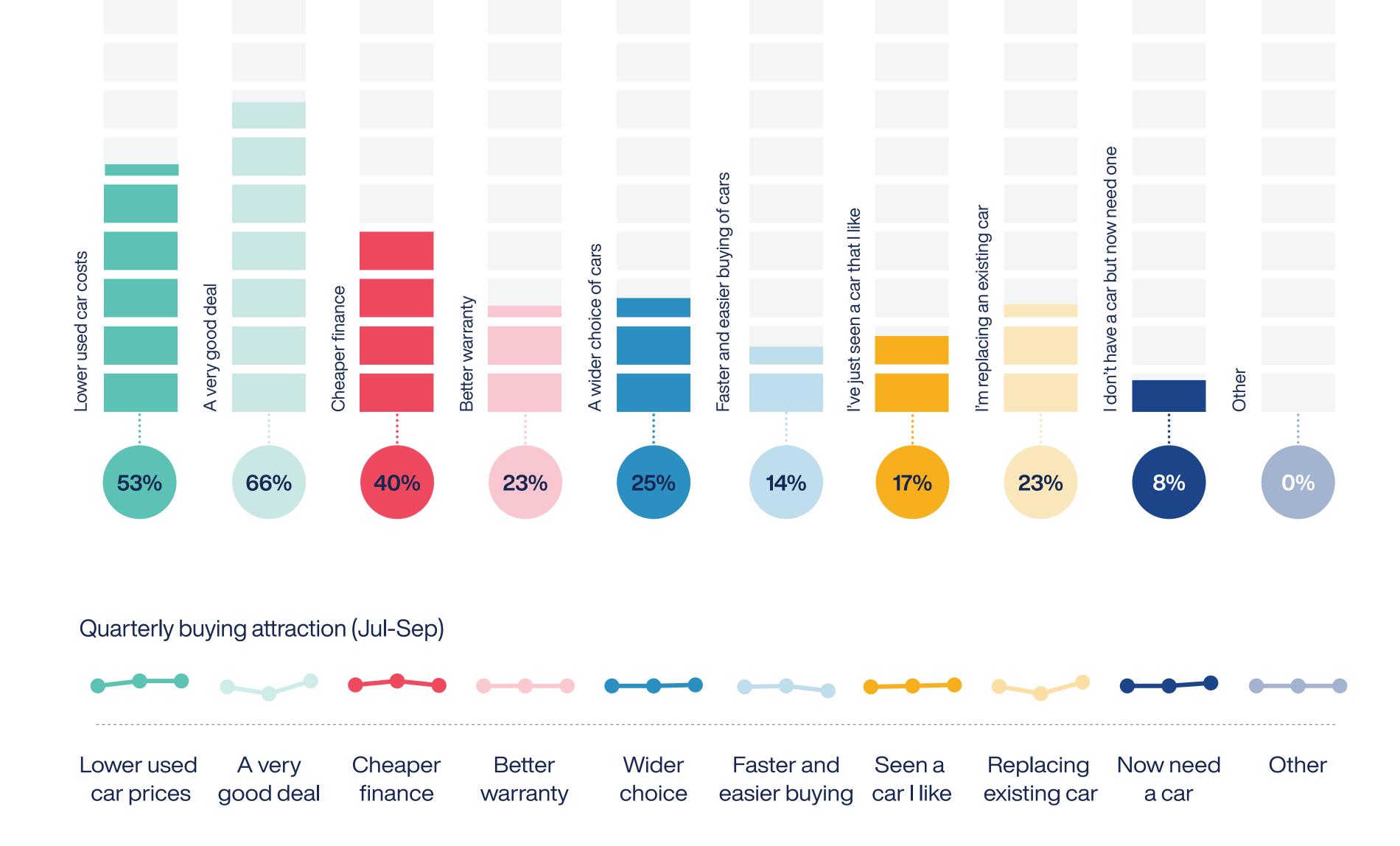


Question 1



Question 2

What might attract you to buying a used car this month?

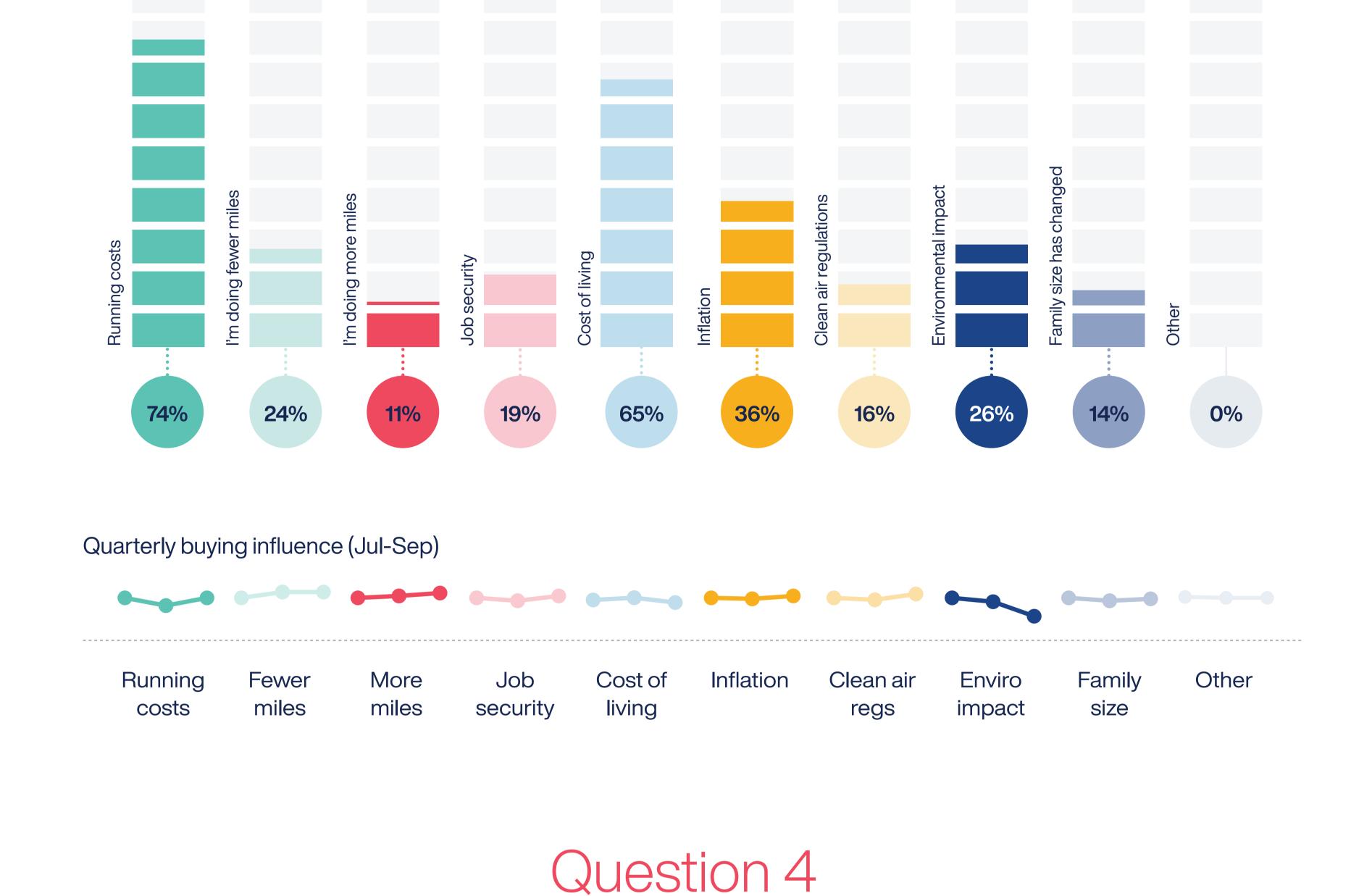




(X)

Question 3

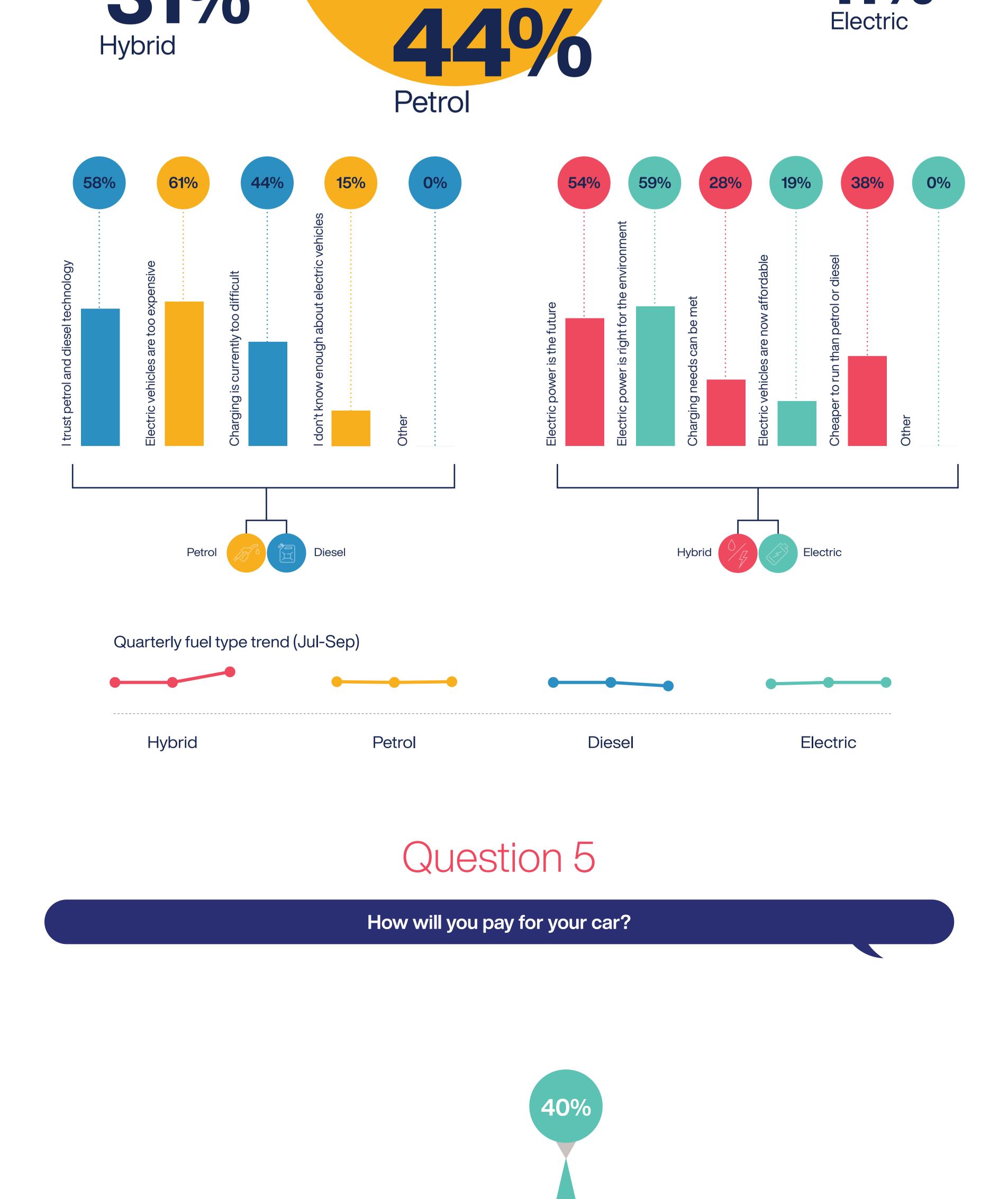
Which of these factors would influence your choice of car?



If you were buying a used car now, what fuel type would you choose?

Diesel

15%



9%

4%

12%

19%

I've had a Tracker fitted to lower my insurance

I've switched to third party only

I'd pay more for a younger car

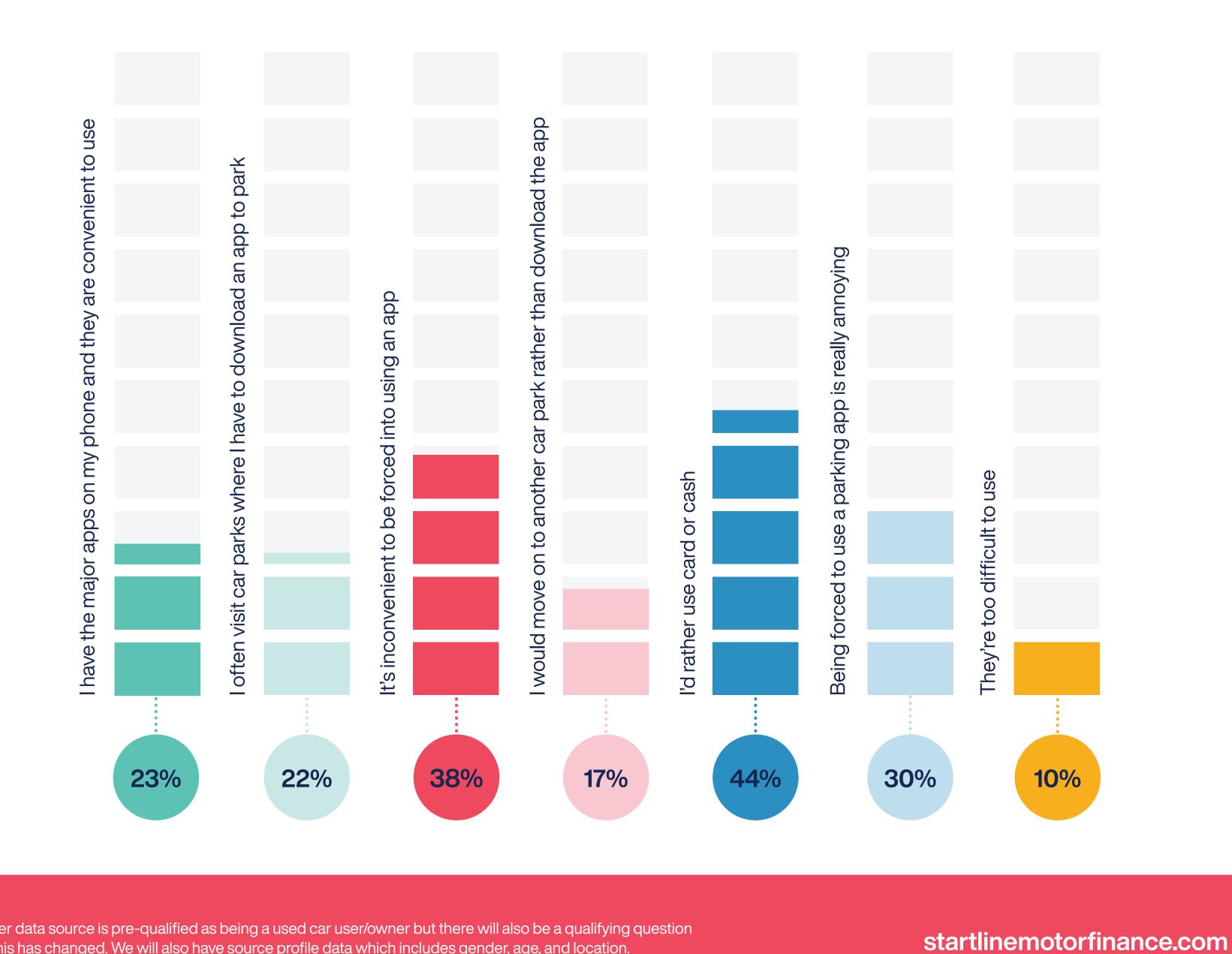
I've taken other drivers off my insurance

16%



Question 7

How do you feel about parking apps where you are unable to use cash or card to park?



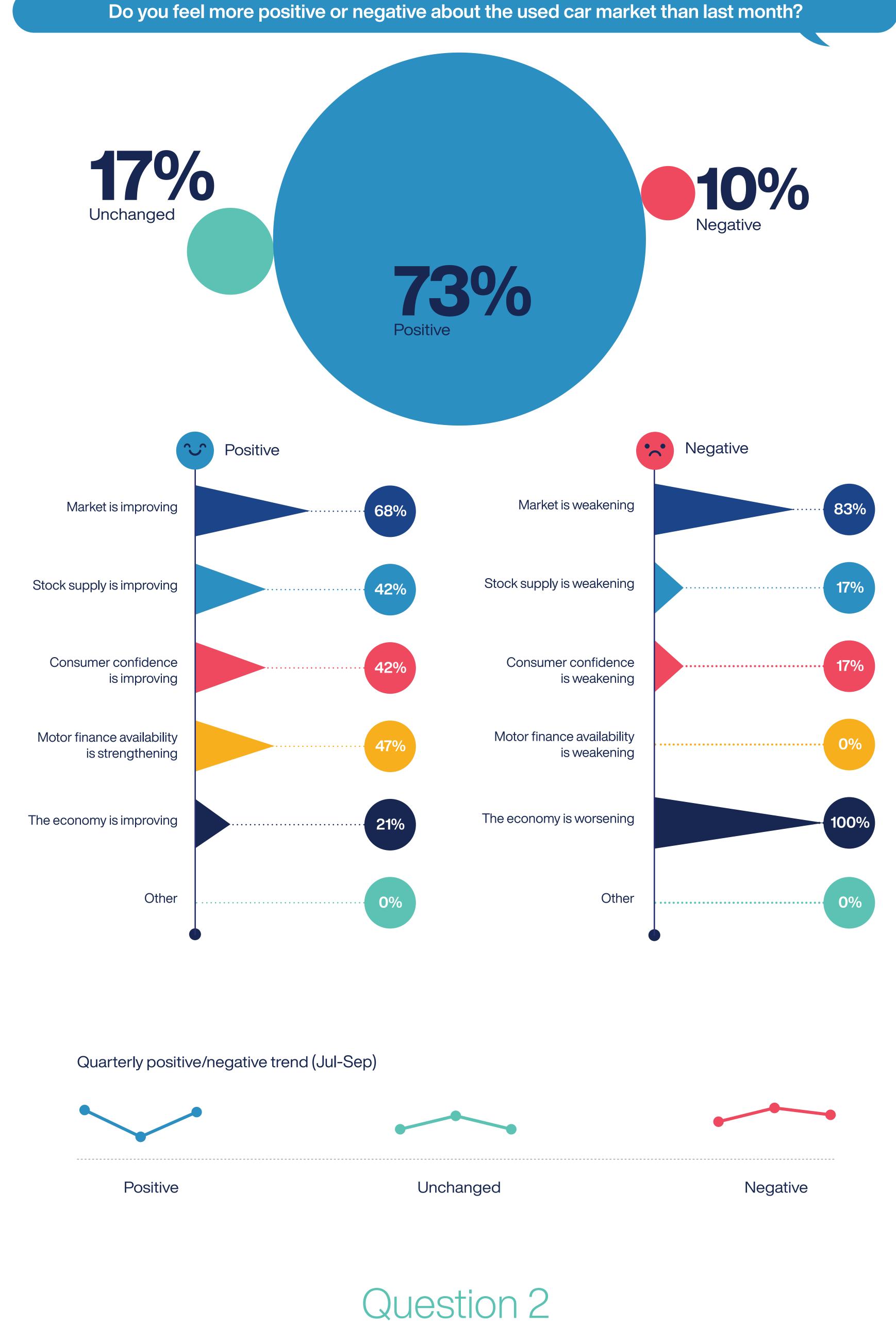
3%



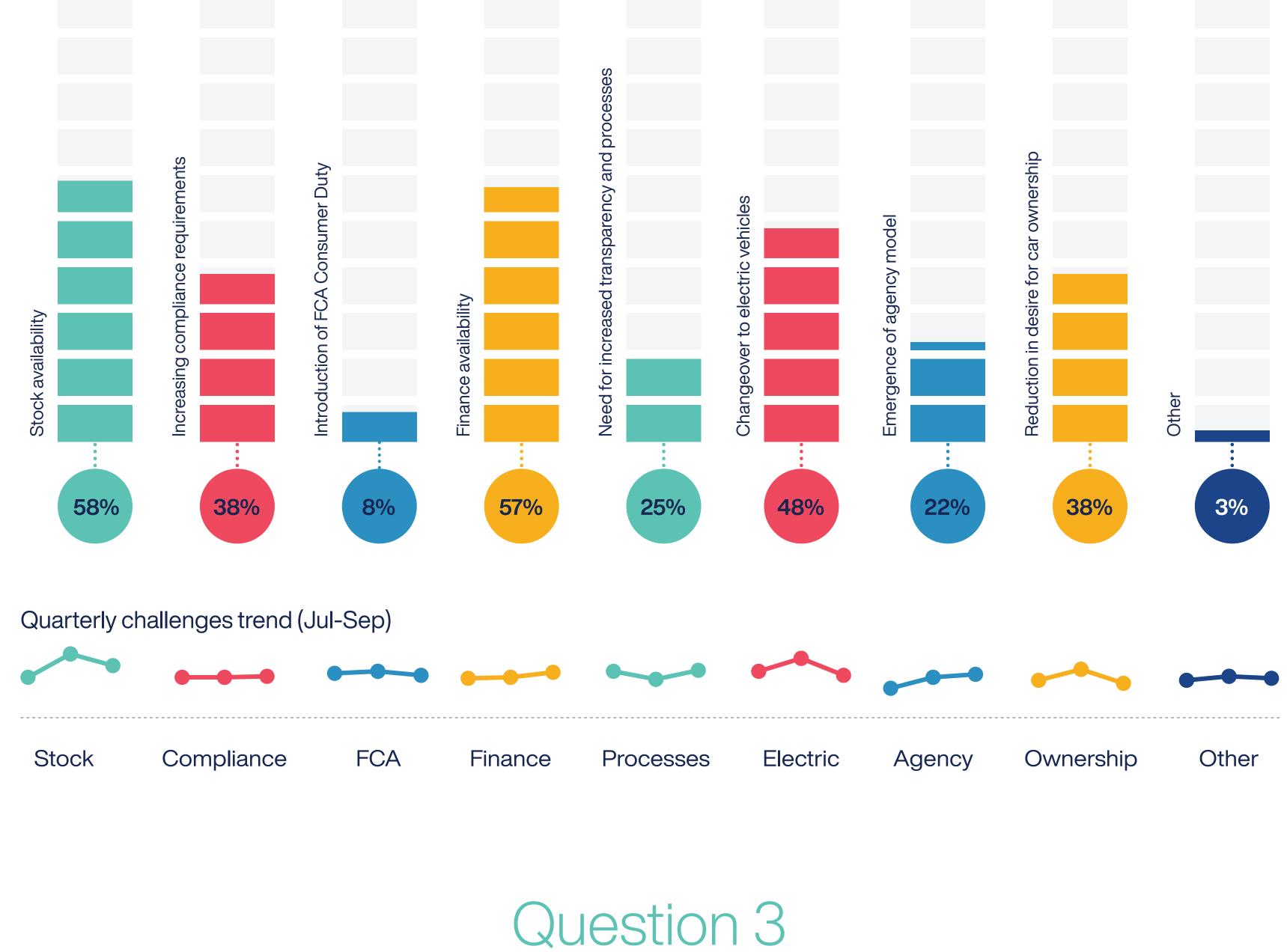
What drives dealers?



Question 1



What do you see as the biggest challenge(s) for your future retailing of used cars (choose any three)?



35%

12%

17%

13%

20%

10%

0%

30%

50%

Our EV inventory is steady

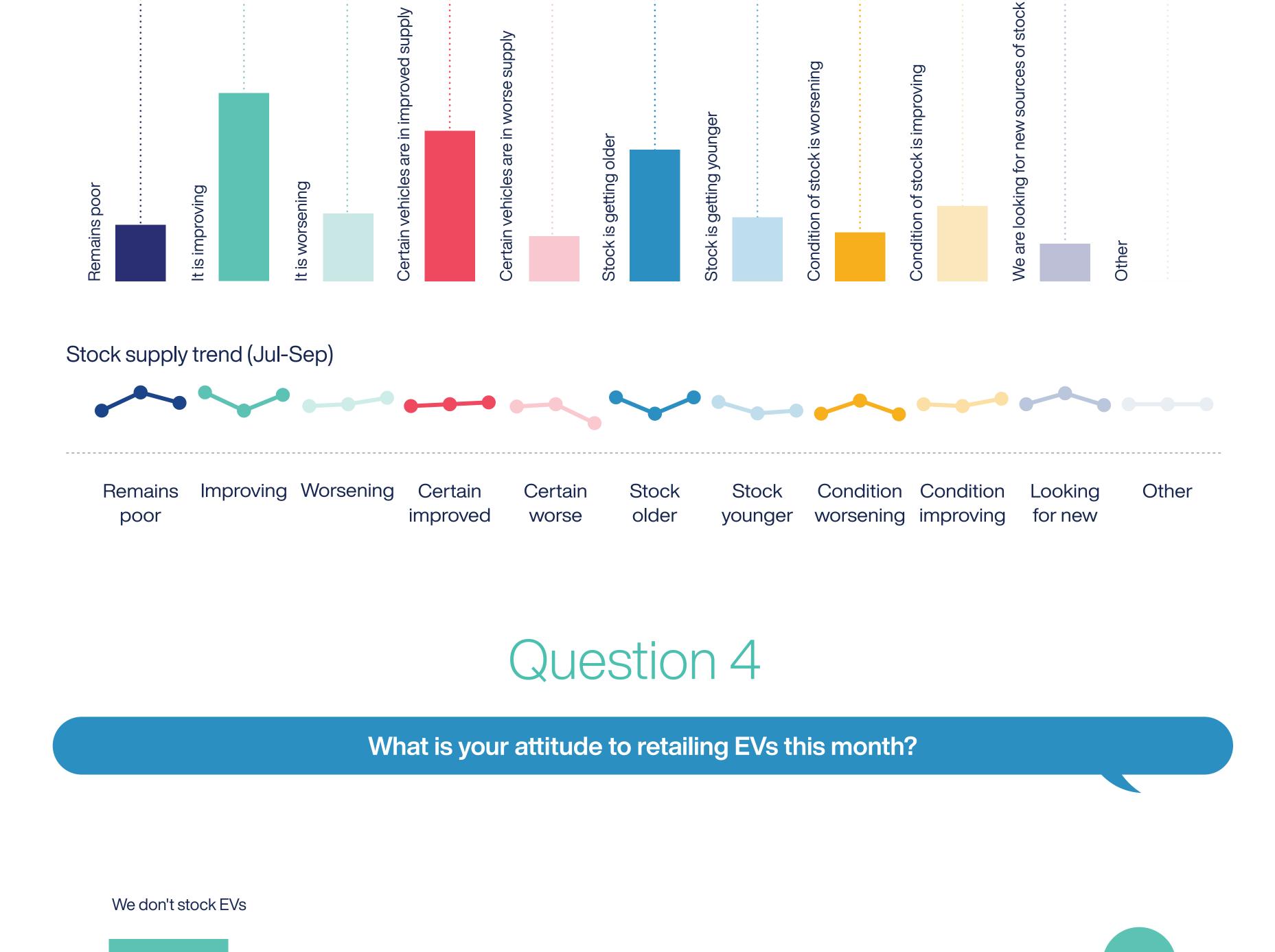
We are stocking more EVs

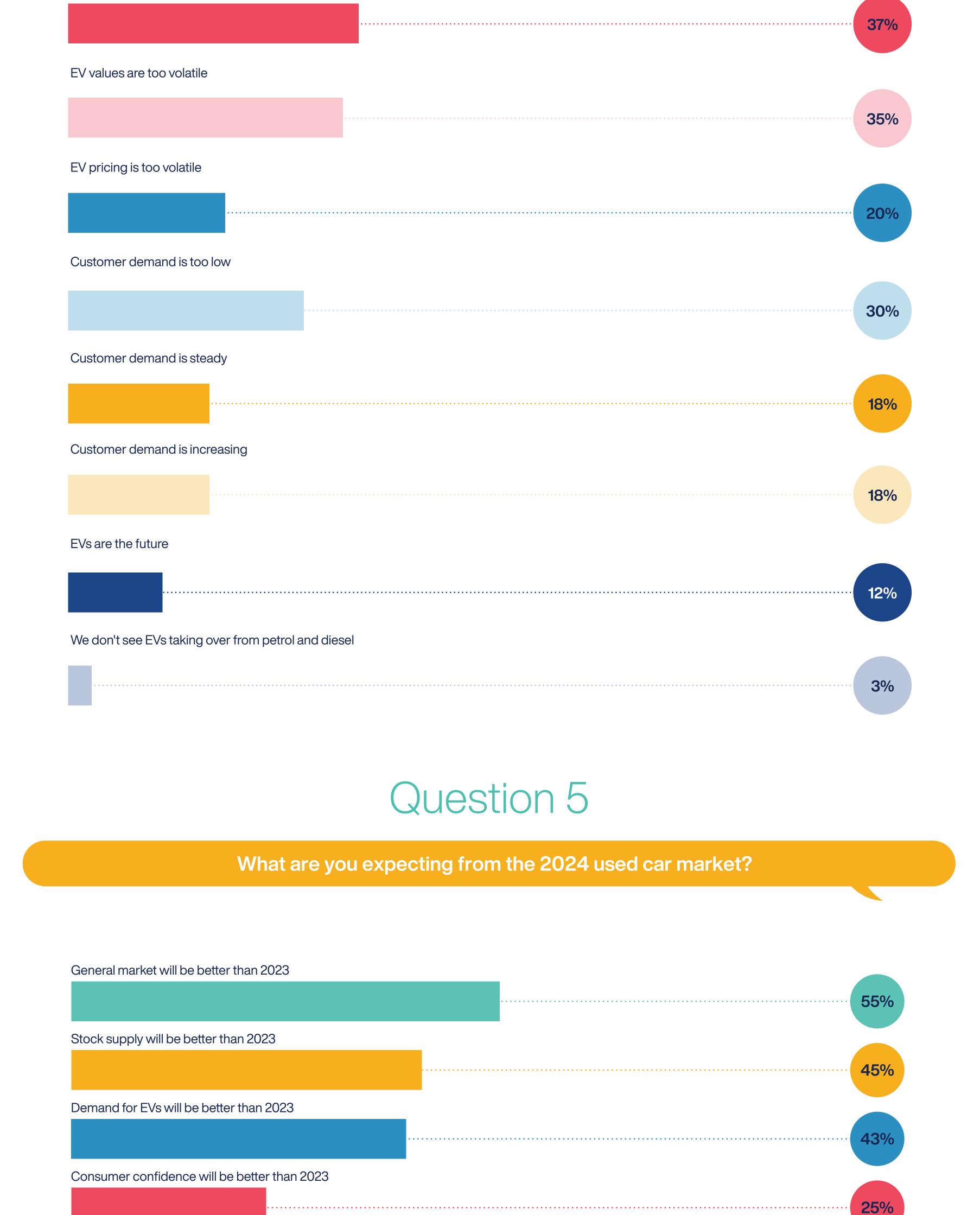
15%

18%

40%

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





What kind of EVs does the used market need to boost consumer interest?

Question 6

| More EVs that meet everyd | lay family needs | | |
|-----------------------------|------------------------------|----------------|------|
| | | | |
| | | | 37% |
| ust more affordable EVs – | range doesn't matter too | much | |
| | | | 38% |
| | | | 36% |
| Nore EVs with a range of m | nore than 200 miles | | |
| | | | 37% |
| | | | |
| here are too many expens | sive, executive EVs in the m | ıarket | |
| | | | 28% |
| | | | |
| Vs that are priced the sam | ne as equivalent petrol/dies | sel models | |
| | | | 30% |
| | | | |
| | | | |
| EVs that are cheaper than t | the same equivalent petrol | /alesei models | |
| EVs that are cheaper than t | the same equivalent petro | /alesei models | 25% |
| | | | 25% |
| EVs that are cheaper than t | | | 25% |
| EVs that can be re-charged | d more easily | | 4004 |
| EVs that can be re-charged | d more easily | | |

Smaller, cheaper, shorter range EVs