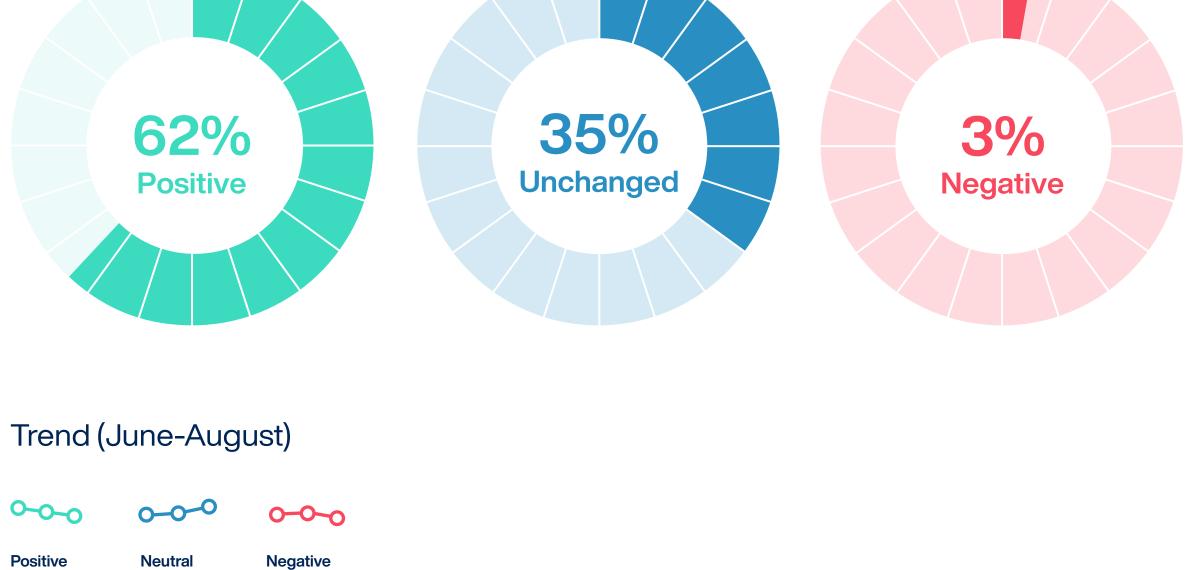


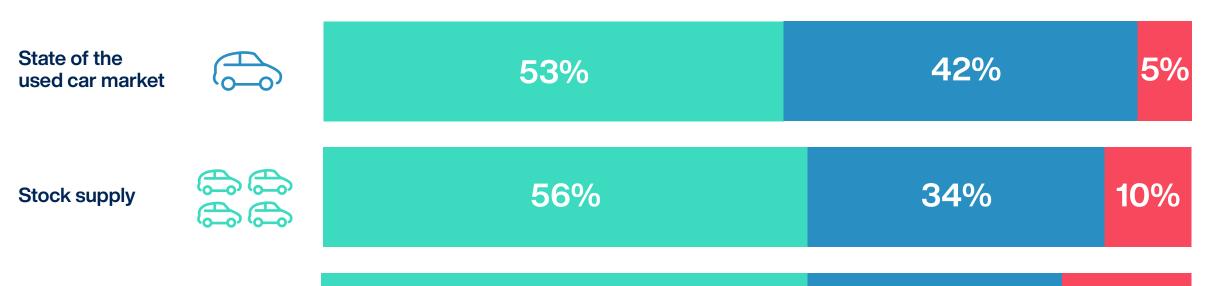
# What drives dealers

### August 2024



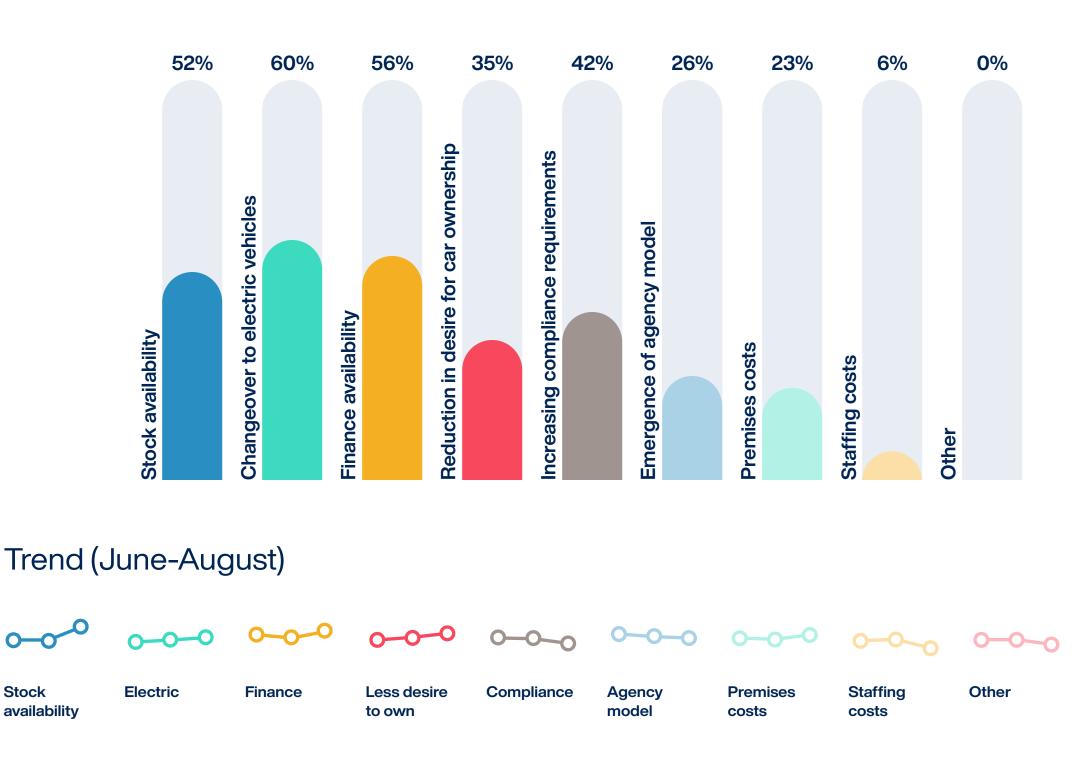


## Q2 How do you feel about the following factors compared to last month?



Consumer confidence	56%		29%	15%	
Motor finance availability	42%		44%	15%	
The economy	31%	35%	34%		
Electrification	<b>61%</b>		27%	11%	
Improving Same Worsening					
Trend (June-August)					
<u> </u>	000 000	0-0-0			
Market Stock Co	nfidence Finance Economy	Electrification			

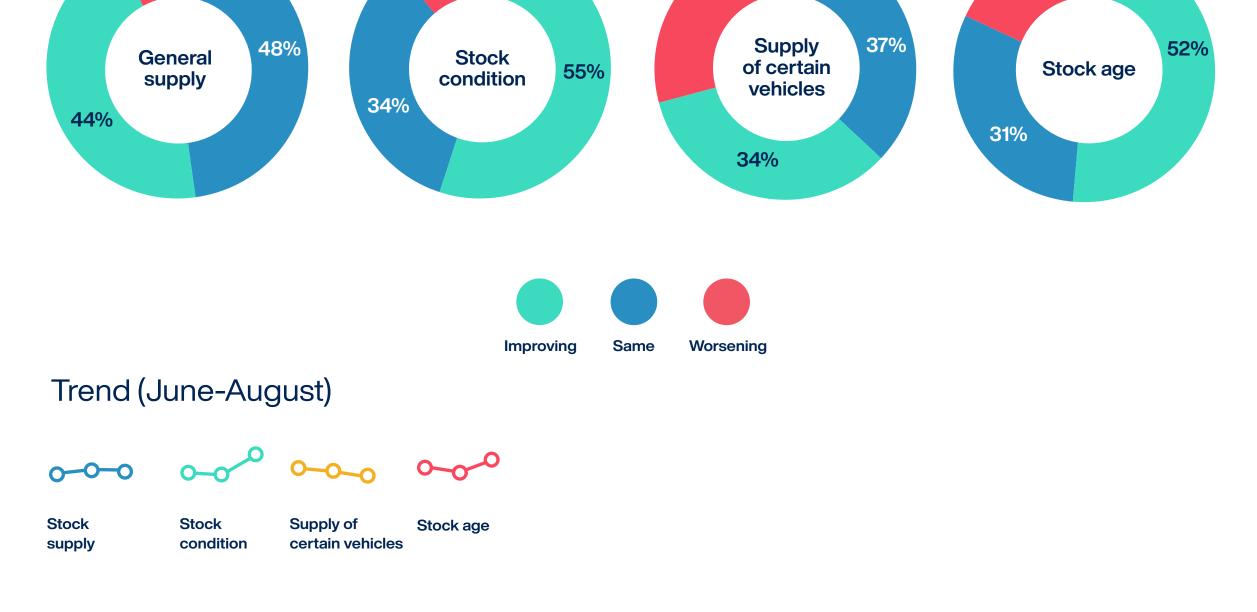




What is your current experience of stock supply? (choose any) **Q4** 

8%

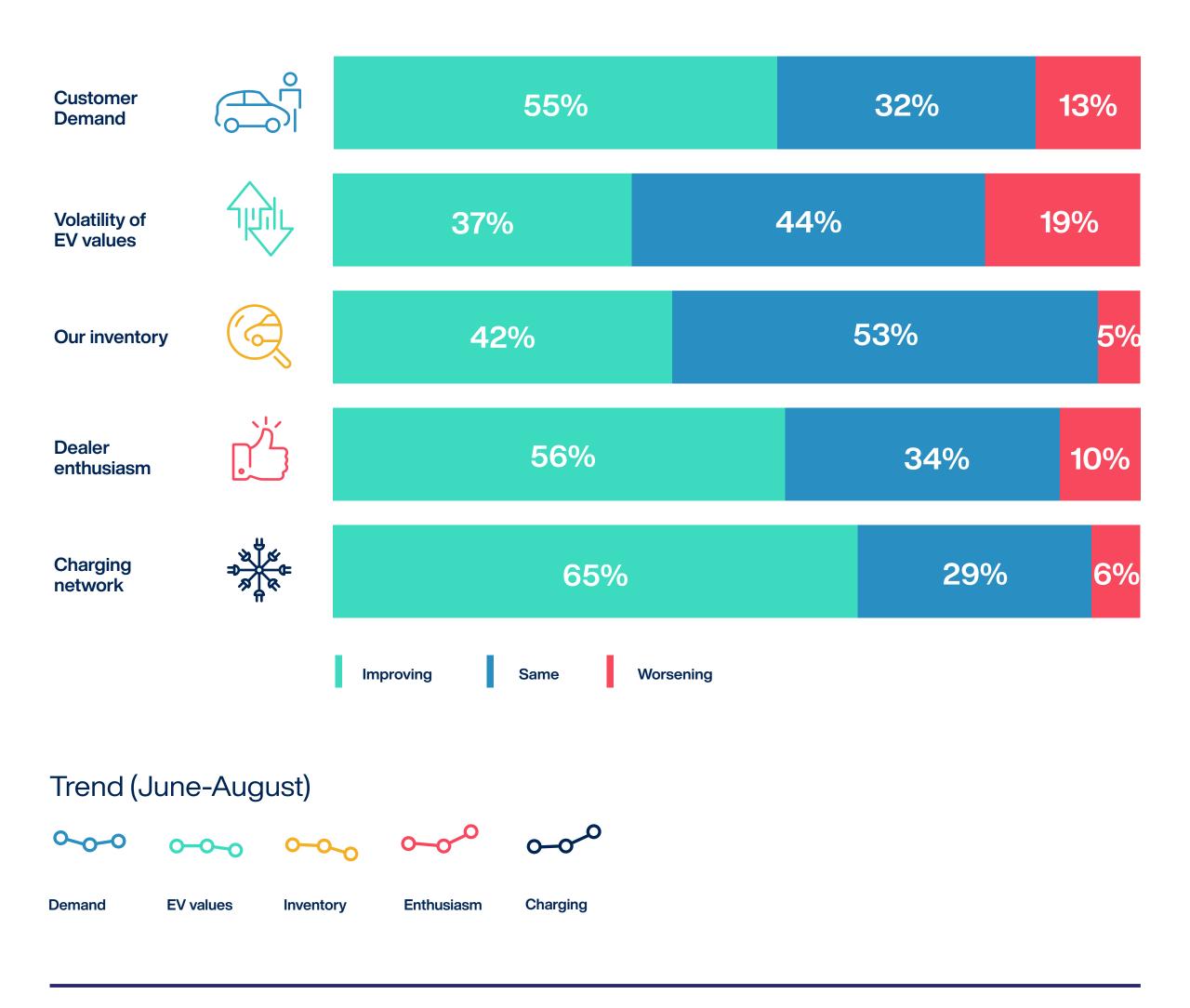
11%



29%

18%

#### Q5 What is your attitude to retailing EVs this month? (choose as any)



#### **Topical Questions**



Q6 What would you like to see the new Labour government do to help the new and used retail motor industry?

(choose as many as apply)

Grants or low cost loans to support the used EV market	
	56%
Work to provide cheaper utilities, e.g. electricity	
	50%
Massively increase on-street charging to make EVs appear more viable	
	45%
Place tariffs or other measures on Chinese EVs to protect the existing car market	
	<b>42</b> %
Help provide more training options to improve availability of skilled people	
	42%
A government approved and administered, used EV battery health check	
	35%
Just improve the economy to improve consumer confidence	
	31%
Work to reduce business rates	
	23%

#### Q7 > Sales of hybrids are Increasing. Why do you think this is?

Consumers want to electrify but are nervous about going fully electric	
	63%
Consumers see them as a stepping stone to a full EV	
	52%
People like having some electric-only capacity but the reassurance of a petrol engine	
	<b>42</b> %
Consumers see them as a long-term alternative to a full EV	
	35%
Consumers have been put off by bad press for EVs	
	24%
Supply of hybrids is increasing	
	11%