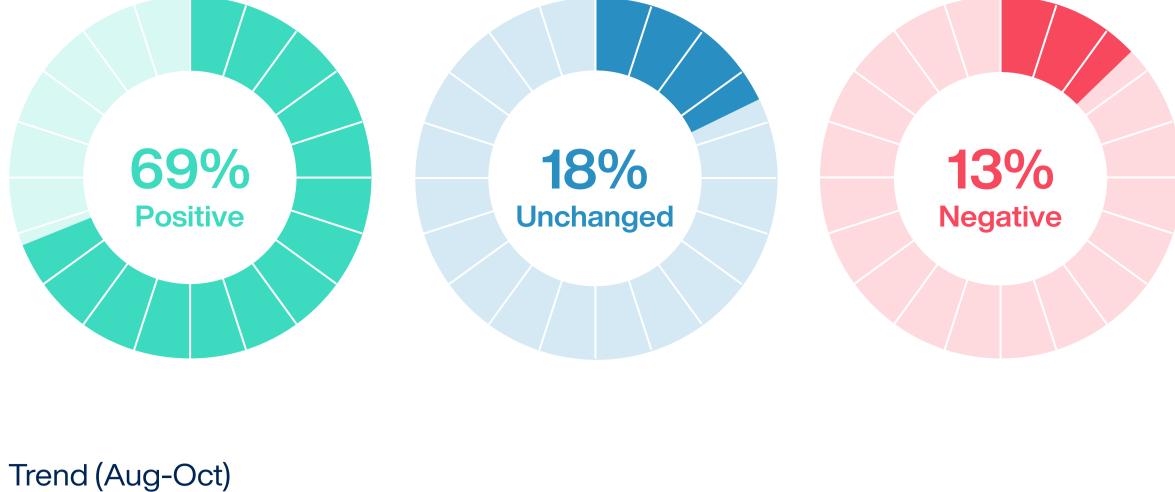


What drives dealers

October 2024

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

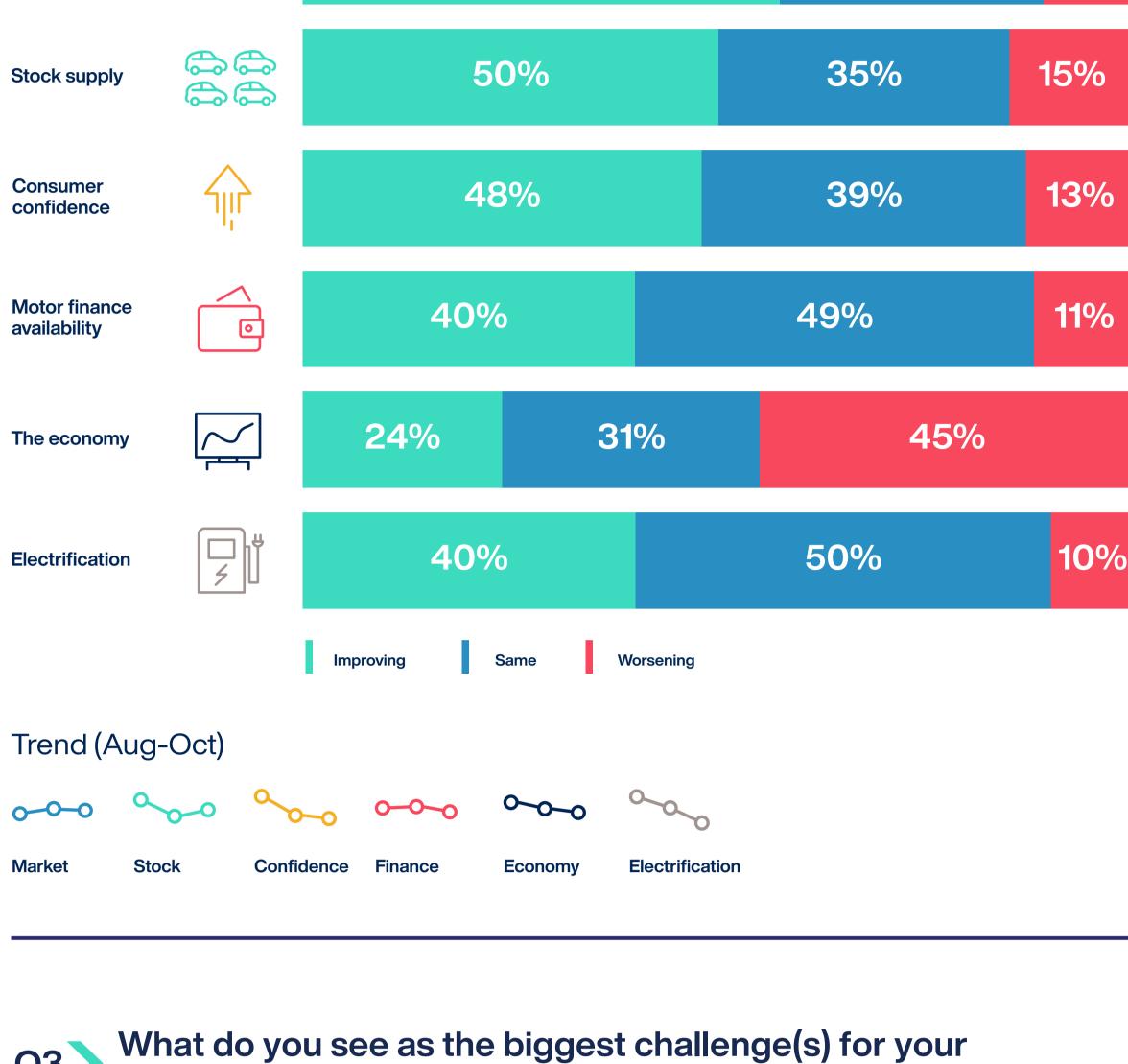




State of the 57% used car market

compared to last month?

How do you feel about the following factors



32%

11%

Reduction in desire for car ownership Increasing compliance requirements Changeover to electric vehicles **Emergence of agency model**

35%

39%

16%

29%

23%

2%

21%

35%

Stock age

44%

53%

42%

39%

32%

39%

32%

future retailing of used cars?

44%

16%

40%

Stock

condition

48%

65%

Stock

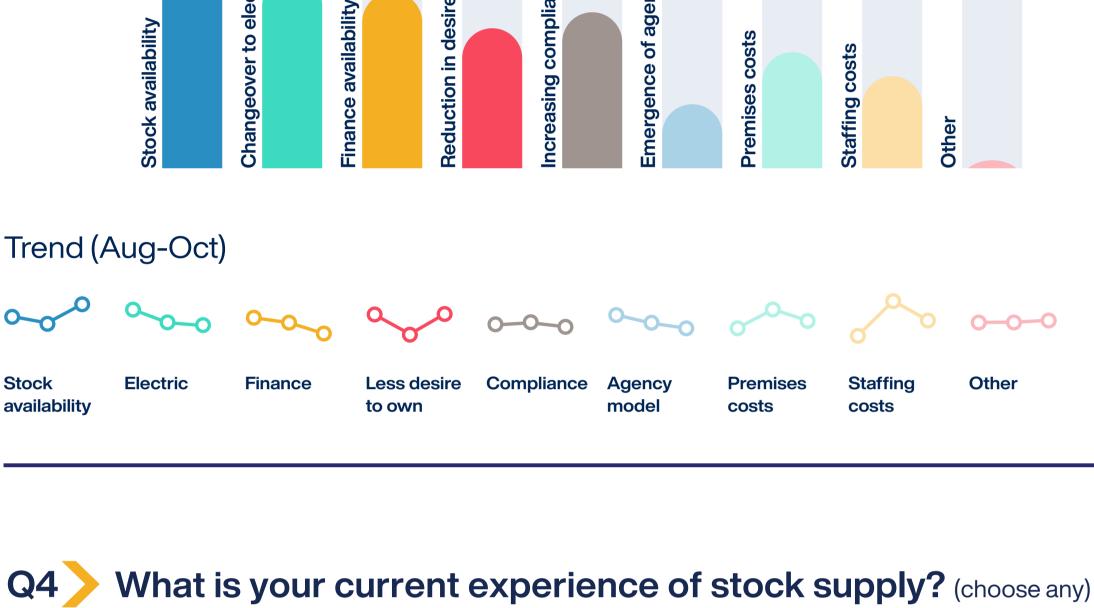
14%

34%

General

supply

52%



Improving

Same

44%

23%

32%

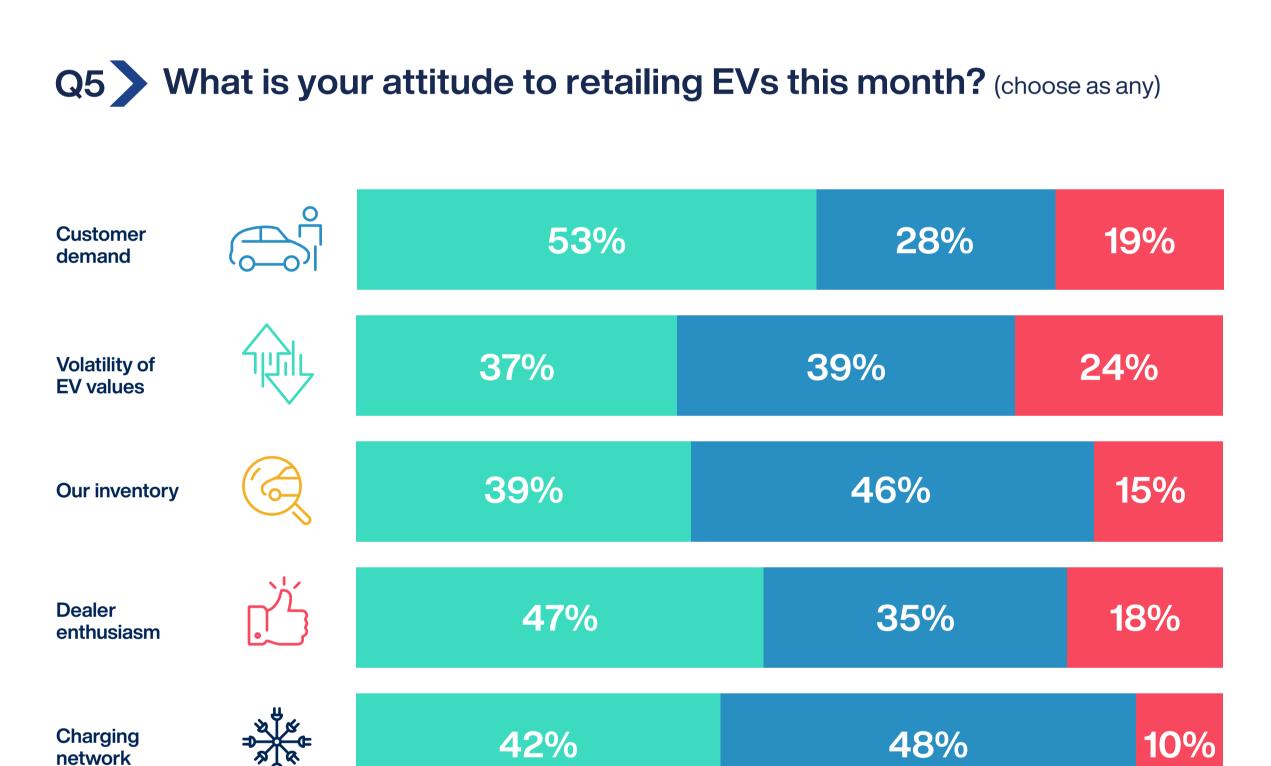
Worsening

Supply

of certain

vehicles

45%



Same

Charging

Worsening

Topical Questions 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)

Improving

Inventory

Enthusiasm

Trend (Aug-Oct)

EV values

It's good to see a familiar name brought back

The Capri name should be saved for a new sports car

(choose as many as apply)

EV values remain volatile

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

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

Reviving old model names is a good idea

Demand

	21%
I don't remember the original Capri	
	16%
The Capri name means nothing to buyers	
	16%
Reviving older model names is ineffective	
	10%
Reviving old model names has no impact on buying decisions	
	8%

Used EVs now look like much better value The EV market feels as though it is maturing

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?