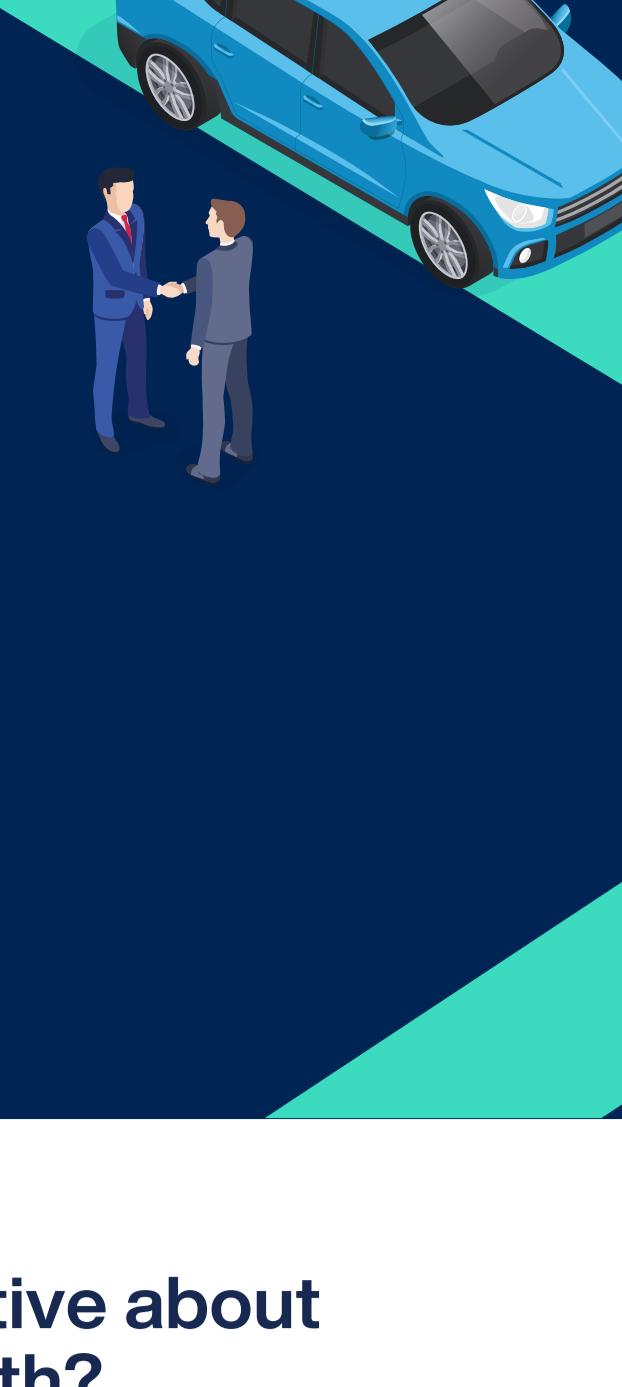
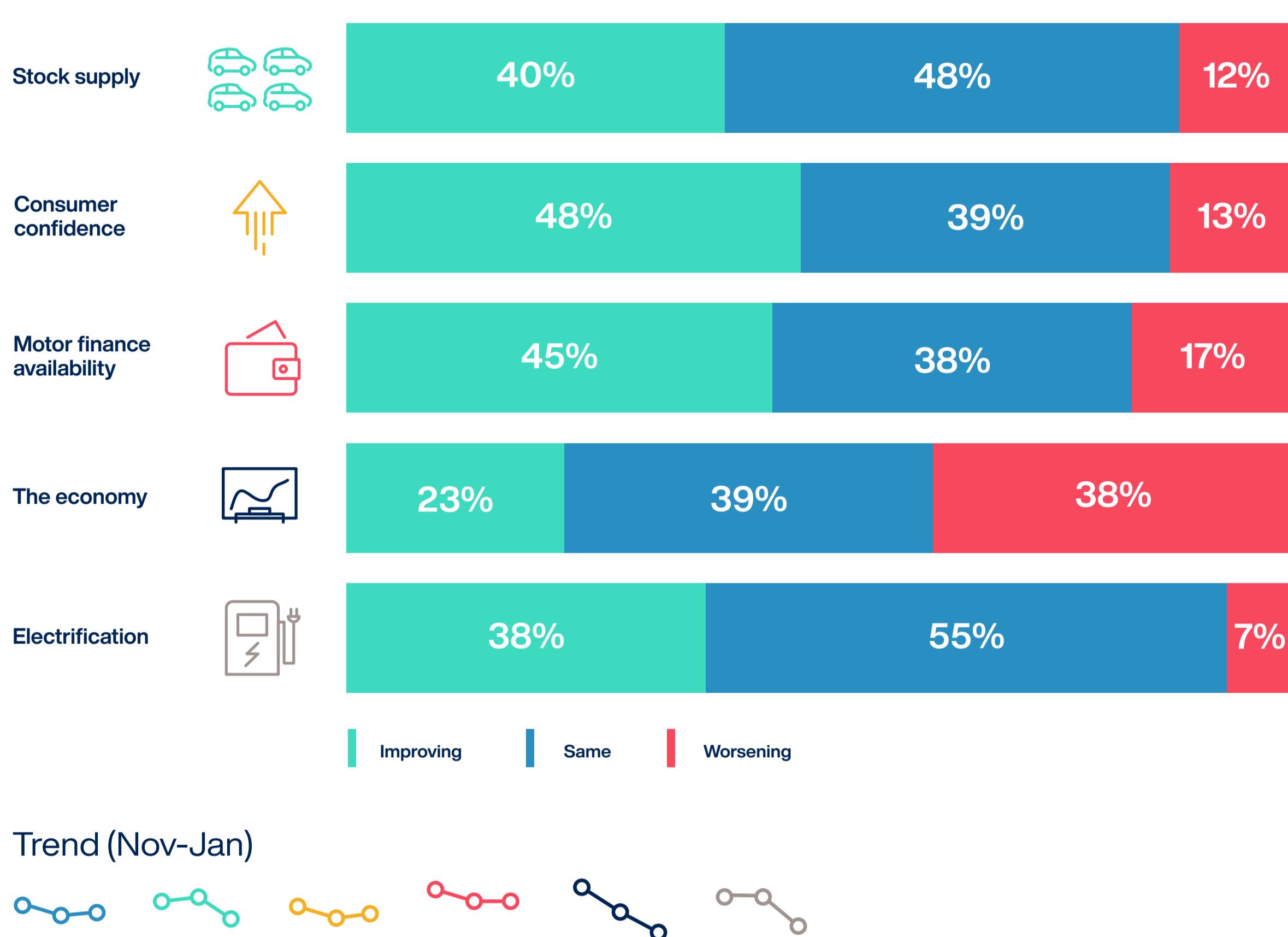


# What drives dealers

January 2026



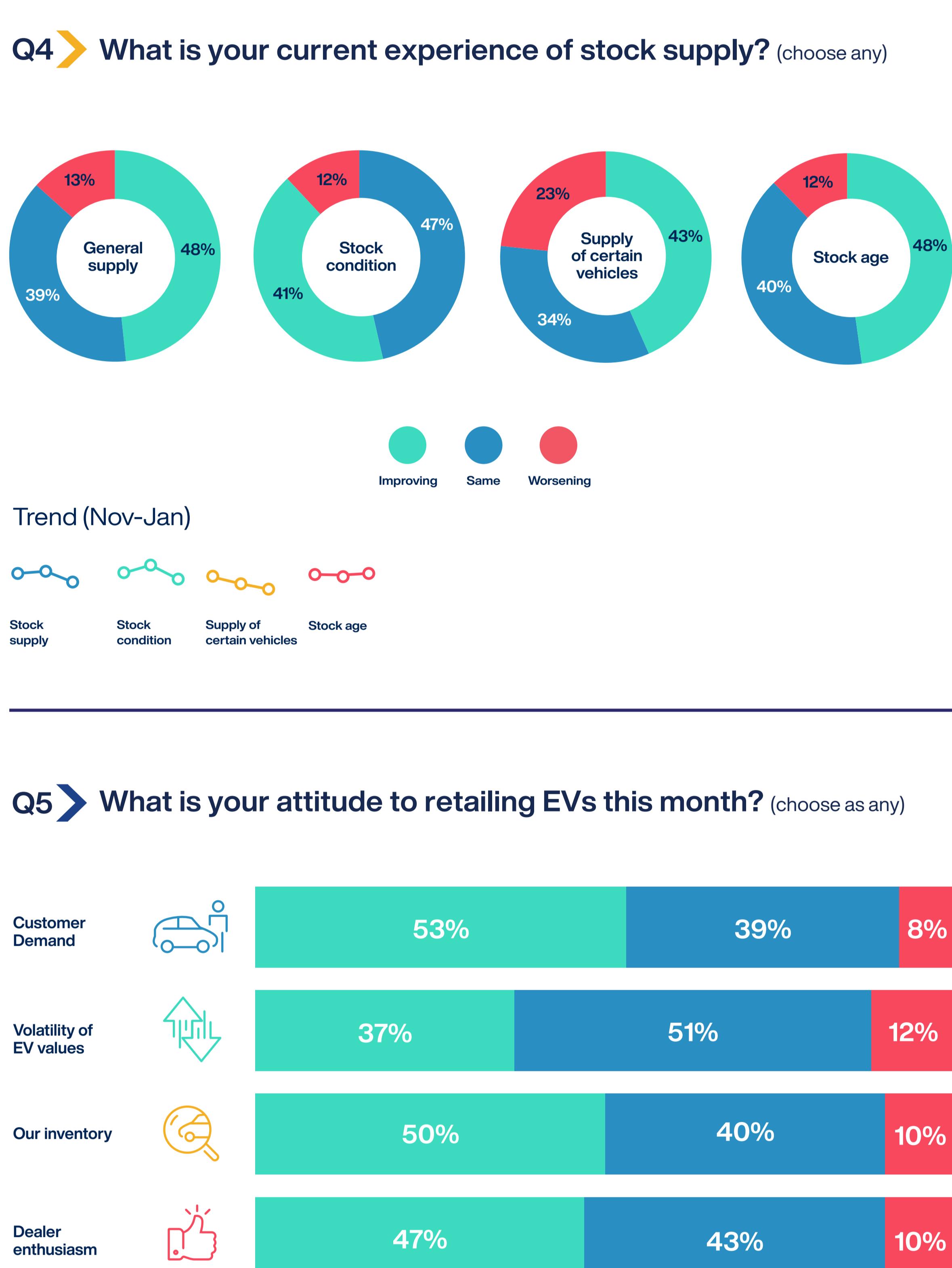
**Q1** ➤ Do you feel more positive or negative about the used car market than last month?



Trend (Nov-Jan)

○—○ Positive    ○—○—○ Neutral    ○—○—○—○ Negative

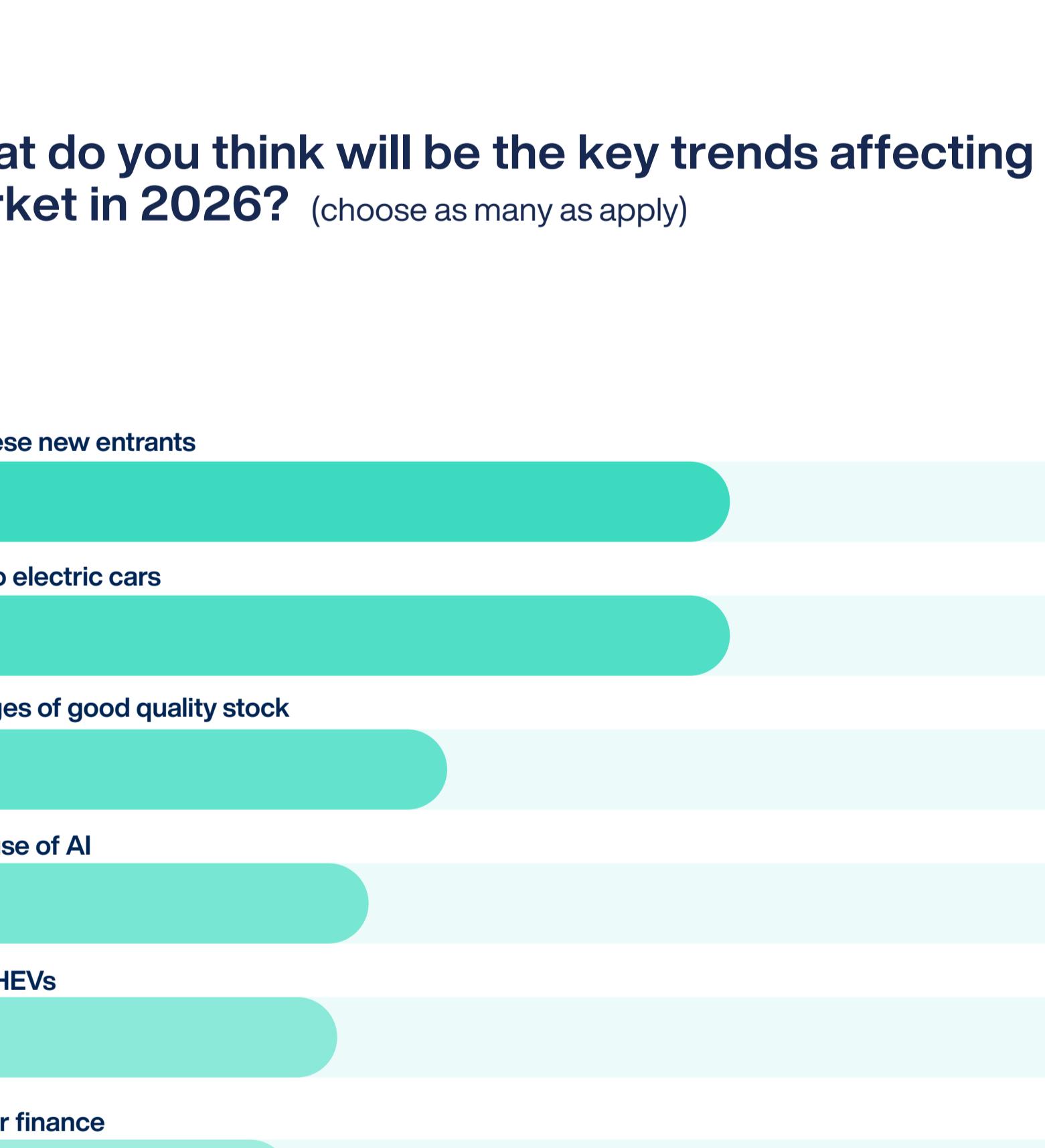
**Q2** ➤ How do you feel about the following factors compared to last month?



Trend (Nov-Jan)

○—○ Positive    ○—○—○ Neutral    ○—○—○—○ Negative

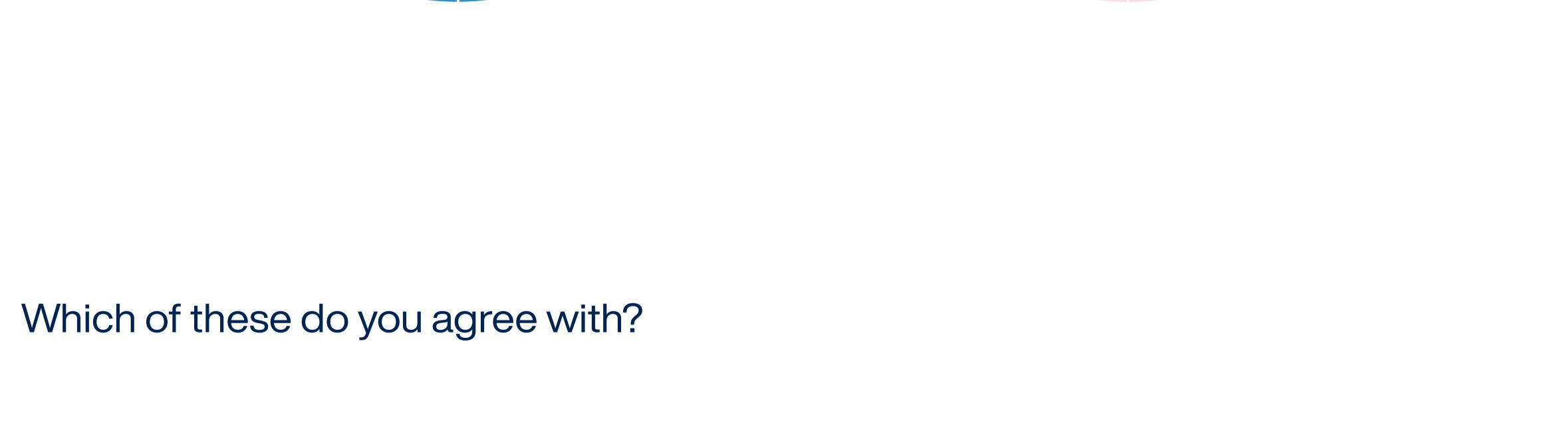
**Q3** ➤ What do you see as the biggest challenge(s) for your future retailing of used cars?



Trend (Nov-Jan)

○—○ Stock availability    ○—○—○ Electric    ○—○—○—○ Finance    ○—○—○—○—○ Less desire to own    ○—○—○—○—○—○ Compliance    ○—○—○—○—○—○—○ Agency model    ○—○—○—○—○—○—○ Premises costs    ○—○—○—○—○—○—○—○ Staffing costs

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



Trend (Nov-Jan)

○—○ Stock supply    ○—○—○ Stock condition    ○—○—○—○ Supply of certain vehicles    ○—○—○—○—○ Stock age

Which of these do you agree with?

In case this data changes, we'll qualify as being a used car user which includes gender, age, and location.

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Q6 ➤ What do you think will be the key trends affecting the car market in 2026? (choose as many as apply)

Popularity of Chinese new entrants    53%

Continuing move to electric cars    50%

Continuing shortages of good quality stock    38%

Increasing dealer use of AI    37%

Buyer interest in PHEVs    35%

Availability of motor finance    25%

ZEV Mandate driving EV sale targets    15%

Q7 ➤ Do you expect the government to meet its 2026 ZEV Mandate target of 33% of new car sales and 24% of new van sales being zero-emissions? (Choose as many as apply)



Yes    No

For government to meet ZEV sales is needed    85%

No government support for used EV sales is needed    87%

The government will have to review its ZEV Mandate targets    72%

EVs are in import/trade technology    72%

Electrification isn't happening fast enough to meet the targets    63%

It's significant that manufacturers are pivoting back to EVs and PHEVs    63%

Zero emissions targets for the used car market are attainable    60%

EV Mandate targets for new EV sales is needed    15%

No government support for new EV sales is needed    13%

EVs aren't in import/trade technology    28%

Electrification isn't happening fast enough to meet the targets    28%

It's significant that manufacturers are pivoting back to EVs and PHEVs    37%

Zero emissions targets for the used car market are attainable    37%

EV Mandate targets for new EV sales is needed    37%

No government support for new EV sales is needed    40%

EVs aren't in import/trade technology    37%

Electrification isn't happening fast enough to meet the targets    37%

It's significant that manufacturers are pivoting back to EVs and PHEVs    37%

Zero emissions targets for the used car market are attainable    40%