

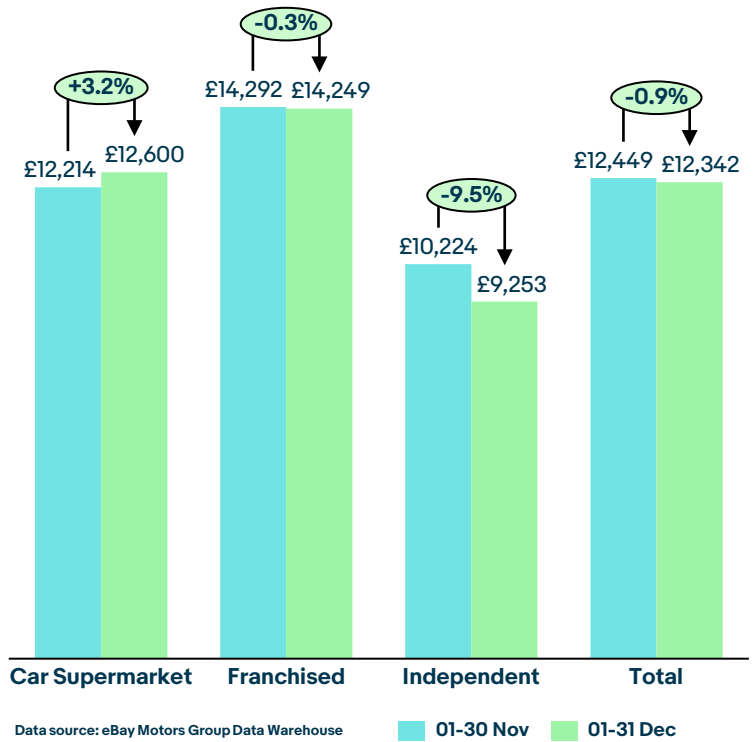


Welcome to the eBay Motors Group Market View. Every month we analyse the consumer response to more than 600,000 used vehicles across the eBay Motors Group, identifying key trends by vehicle segment, fuel type and dealership.

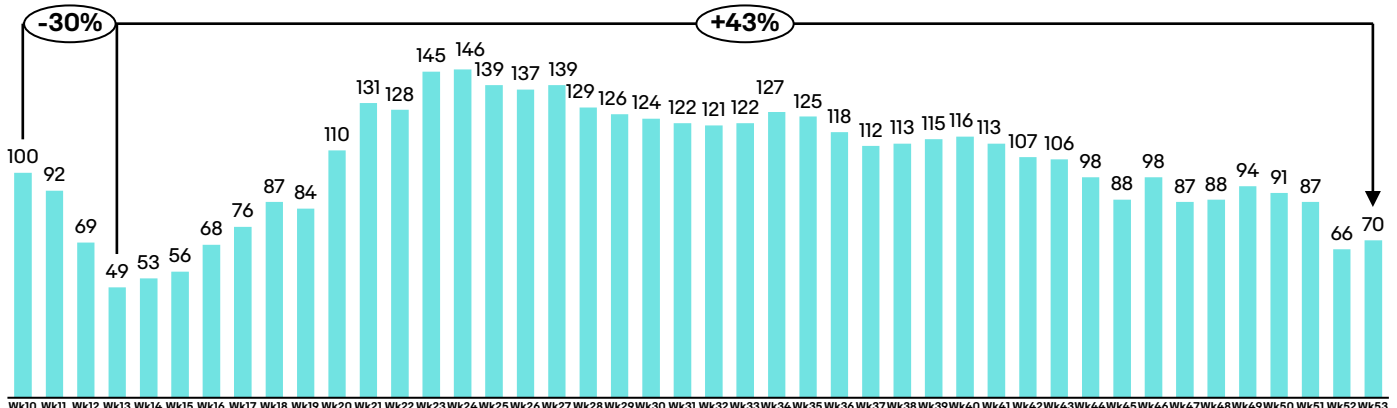
## At a glance

- Average vehicle list price on Motors.co.uk of the top 50 make/models decreased by -0.9% MoM, though top-line change masks significant changes by dealer type:
  - Independent dealers saw a significant drop in list price of -9.5% in Dec, (similar trend was seen in 2019)
  - Franchised dealer prices were flat MoM and Supermarkets saw an increase of +3.2%
- Consumer demand across eBay Motors Group as measured by dealer enquiries has dropped in recent weeks due to combination of ongoing Covid-19 restrictions and seasonality.

Avg Listing Price of Top 50 leading make/models on Motors.co.uk  
£Avg, 01-30 Nov vs. 01-31 Dec 2020

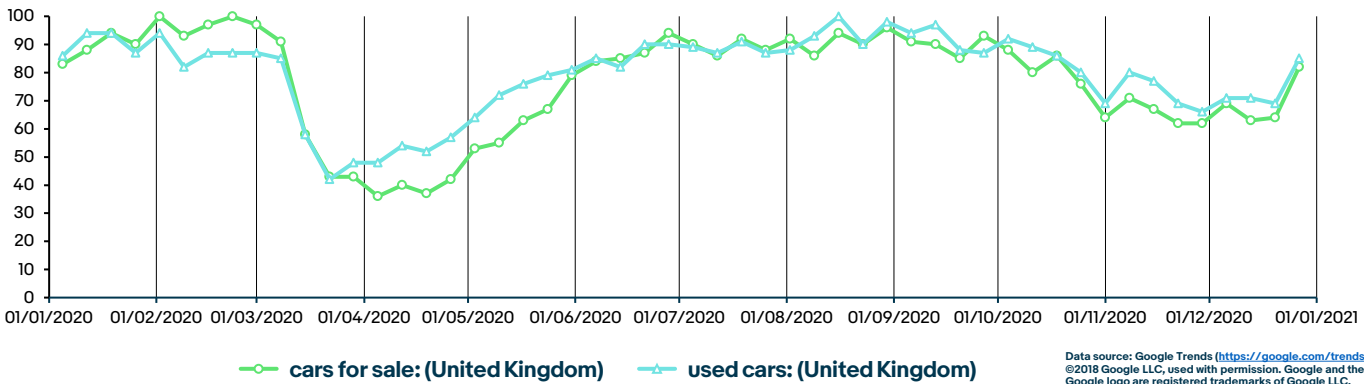


Total eBay Motors Group leads by week  
Indexed Volume of Leads  
Week 10 (w/c 2nd March) to Week 53 (w/c 28st Dec), 2020



Searches for "cars for sale" and "used cars" showed initial decline in response to the second national lockdown, but then stabilised over the festive season, before showing signs of normal seasonal increase over the New Year and into January

"Used Cars" & "Cars for Sale", Search interest over time Weekly, w/c 5<sup>th</sup> Jan 2020 to 27<sup>th</sup> Dec 2020, Google Trends



## At a glance

- Overall, there was little change in stock volumes from Nov to Dec 2020, with an average increase in listings of just +1% MoM
- Compared to Dec-19, only Supermarkets saw an increase in stock, up +9.6% YoY, to an average of 445 vehicles. Franchised dealers saw stock levels drop by -7.2% YoY and Independent dealers were down -10.9%
- Average time to sell increased considerably in Dec-20 as the reduced sales during the November lockdown had an impact on vehicle churn. Dec-20 saw average time to sell of 42.2 days, an increase from 36.3 in Nov-20 but an improvement of -4% YoY.
- Independent dealers reduced their days to sell by 16% YoY, suggesting price reductions helped them shift stock as 2020 came to an end.

## Stock volume per dealership

**53.2**

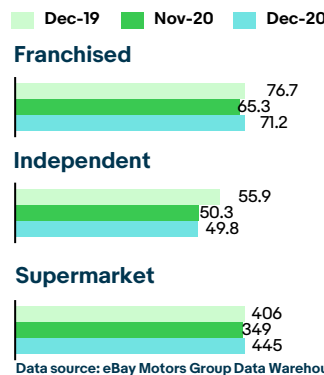
Nov 20 - 50.3  
Dec 19 - 61.3

## Average days to sell

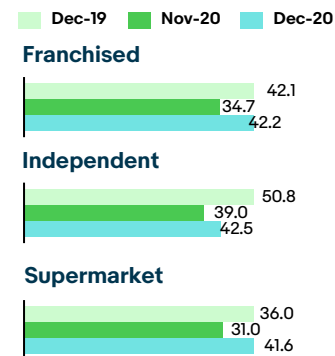
**42.2**

Nov 20 - 36.3  
Dec 19 - 43.9

## Stock volume by dealer type



## Average days to sell by dealer type



## Average days to sell by price segment



## Stock volume, vehicle views and average days in stock by fuel type

|                   | Dec 19 | Dec 20 |
|-------------------|--------|--------|
| <b>Diesel</b>     |        |        |
| Stock volume      | 46.8%  | 42.7%  |
| Vehicle views     | 46.0%  | 43.7%  |
| Avg. days to sell | 43.8   | 40.5   |
| <b>Petrol</b>     |        |        |
| Stock volume      | 51.1%  | 54.2%  |
| Vehicle views     | 51.8%  | 53.5%  |
| Avg. days to sell | 44.0   | 43.5   |
| <b>Hybrid</b>     |        |        |
| Stock volume      | 1.7%   | 2.2%   |
| Vehicle views     | 1.6%   | 1.9%   |
| Avg. days to sell | 47.4   | 52.3   |
| <b>Electric</b>   |        |        |
| Stock volume      | 0.5%   | 0.9%   |
| Vehicle views     | 0.6%   | 0.9%   |
| Avg. days to sell | 50.1   | 49.8   |

Data source: eBay Motors Group Data Warehouse



## Top 10 fastest days to sell makes and models

(Dec 2020 - minimum 100 vehicles)

| Make          | Model     | Average days to sell |
|---------------|-----------|----------------------|
| Mercedes-Benz | GLC       | 30.1                 |
| Volkswagen    | Touareg   | 30.1                 |
| Hyundai       | Ix35      | 30.3                 |
| Mercedes-Benz | GLA Class | 31.5                 |
| Ford          | Galaxy    | 33.1                 |
| Vauxhall      | Antara    | 33.2                 |
| Ford          | S-Max     | 33.7                 |
| BMW           | X5        | 34.9                 |
| Land Rover    | Defender  | 35.3                 |
| Kia           | Sorento   | 35.3                 |

## At a glance

- Stock volume by fuel type saw Diesel vehicles down as a share of total stock YoY, replaced by other fuel types - but particularly Petrol models.
- Petrol vehicles outperformed diesel stock in terms of relative share of views, as consumer intent continues to drift away from Diesels.
- Diesel vehicles generally sold more quickly than petrol vehicles in Dec-20, indicating a better supply/demand ratio as dealers reduce their overall diesel stock.
- Mercedes-Benz GLA Class and VW Touareg were the fastest selling volume cars during Dec-20, selling on average in 30 days.
- Medium, Lower Medium & 4x4 were the fastest selling vehicle types, selling in 40-42 days
- Average days in stock decreased across most regions YoY with the North West and Midlands seeing the biggest fall in rank

## Average days to sell by sector

| Sector       | Dec 19 | Dec 20 | YOY rank change |
|--------------|--------|--------|-----------------|
| Lower Medium | 40     | 41     | +1 ●            |
| 4x4          | 43     | 40     | -1 ●            |
| Medium       | 44     | 42     | 0 ●             |
| Prestige     | 45     | 43     | 0 ●             |
| Coupe        | 49     | 43     | -3 ●            |
| Estate       | 45     | 42     | -3 ●            |
| Supermini    | 46     | 45     | +2 ●            |
| MPV          | 44     | 45     | +5 ●            |
| Small        | 47     | 46     | +2 ●            |
| Convertible  | 52     | 47     | 0 ●             |
| Upper Medium | 50     | 45     | -3 ●            |
| Large        | 57     | 52     | 0 ●             |

## Average days to sell by region

| Region                | Dec 19 | Dec 20 | YOY rank change |
|-----------------------|--------|--------|-----------------|
| London                | 34     | 36     | +1 ●            |
| South East England    | 40     | 39     | 0 ●             |
| North West England    | 44     | 42     | +3 ●            |
| Scotland              | 35     | 33     | -1 ●            |
| South Central England | 45     | 39     | -2 ●            |
| Midlands              | 44     | 48     | +5 ●            |
| North East England    | 48     | 45     | 0 ●             |
| East Anglia           | 48     | 41     | -2 ●            |
| South West England    | 51     | 47     | -1 ●            |
| Wales                 | 52     | 50     | 0 ●             |
| Northern Ireland      | 49     | 42     | -3 ●            |

Data source: eBay Motors Group Data Warehouse