



**Gumtree**  
media



# OEM MARKET VIEW JUNE 2021


Welcome to our manufacturer focused Market View. We've analysed activity from half a million vehicles on Motors.co.uk to provide insights into the fastest selling makes, models and sectors as well as fuel types to help you spot emerging trends on a month-by-month basis.

For information about advertising and content marketing opportunities on our expanded motors portfolio, including Gumtree Motors, Motors.co.uk and RAC Cars, please call our Media Team on **0203 966 2708** or email us at [GetFound@gumtree.com](mailto:GetFound@gumtree.com)


**GET  
FOUND  
ON  
GUMTREE**


# OEM MARKET VIEW – JUNE 2021

Please note: Day to Sell (DTS) and rankings may vary from chart to chart in this report due to the data cuts being specific to that chart/view.

 <b>Top 10 Most viewed manufacturers</b>				
Rank	Make	June 20	May 21	June 21
1	Ford	11.8%	12.5%	12.4%
2	Volkswagen	9.2%	8.8%	8.7%
3	Vauxhall	8.0%	8.0%	8.0%
4	BMW	7.8%	7.3%	7.3%
5	Audi	7.5%	7.1%	7.1%
6	Mercedes-Benz	7.7%	6.7%	6.9%
7	Nissan	4.0%	4.6%	4.5%
8	Peugeot	3.4%	4.0%	4.0%
9	Land Rover	3.9%	3.4%	3.4%
10	Toyota	3.0%	3.4%	3.6%

% share of vehicle views by brand, Motors.co.uk

 <b>Top 10 manufacturers by volume</b>				
Rank	Make	June 21 DTS	June 19 Rank	Change in Rank
1	Ford	35.6	1	0
2	Vauxhall	36.9	2	0
3	Volkswagen	37.6	3	0
4	Audi	37.6	4	0
5	BMW	38.5	5	0
6	Mercedes-Benz	32.7	6	0
7	Nissan	35.2	7	0
8	Peugeot	41.1	8	0
9	Land Rover	33.6	9	0
10	Renault	39.4	10	0

 <b>Top 10 Fastest selling makes/models</b>			
Rank	Make	Model	Average days to sell
1	Skoda	Yeti Outdoor	19.4
2	Kia	Sorento	22.3
3	Land Rover	Discovery	23.1
4	Citroen	Berlingo	24.5
5	Volkswagen	Touareg	24.7
6	Mercedes-Benz	GLC	25.3
7	Fiat	500C	25.5
8	Mazda	MX-5	25.7
9=	Mercedes-Benz	GLA Class	26.0
9=	Ford	Kuga	26.0

(June 2021- minimum 100 vehicles)  
Motors.co.uk Data Warehouse.





## AT A GLANCE


SUVs, 4X4s and convertibles were the top fastest selling used cars in June, with the Skoda Yeti Outdoor topping the charts overall. The Fiat 500C and Mazda MX-5 were the fastest selling convertibles


Ford was the fastest selling used car brand, averaging 35.6 days to sell (DTS).


# TOP 10 FASTEST SELLING MODELS BY SECTOR


 <b>4X4, Sold &gt; 100</b>			
Rank	Make	Model	Average days to sell
1	Kia	Sorento	23.6
2	Mercedes-Benz	GLE	26.6
3	Land Rover	Discovery	26.6
4	Mercedes-Benz	GLC	27.0
5	Volkswagen	Touareg	27.2
6	Hyundai	Tucson	27.7
7	Ford	Kuga	28.0
8	Audi	Q7	28.4
9	Hyundai	Santa FE	28.7
10	BMW	X3	29.0


 <b>Convertible, Sold &gt;30</b>			
Rank	Make	Model	Average days to sell
1	Mercedes-Benz	C Class	17.4
2	Mercedes-Benz	SLC Class	19.1
3	Saab	9-3	25.5
4	BMW	2 Series	25.8
5	Mazda	MX-5	26.4
6	Volvo	C70	27.6
7	Peugeot	308	28.3
8	BMW	Z4	28.6
9	Volkswagen	EOS	29.4
10	Mercedes-Benz	E Class	29.5

 <b>Estate, Sold &gt;50</b>			
Rank	Make	Model	Average days to sell
1	Dacia	Logan	33.3
2	Ford	C-MAX	33.5
3	Skoda	Octavia	36.8
4	Ford	Focus	37.5
5	Skoda	Karoq	39.4
6	Volkswagen	Golf	39.6
7	Ford	Fusion	39.7
8	Skoda	Superb	40.6
9	Toyota	Avensis	41.1
10	Kia	Niro	41.2

 <b>Medium, Sold &gt;100</b>			
Rank	Make	Model	Average days to sell
1	Mitsubishi	Eclipse Cross	22.8
2	Jeep	Renegade	33.4
3	Ford	Puma	33.6
4	Citroen	DS3	35.5
5	Dacia	Sandero Stepway	35.8
6	Vauxhall	Mokka	35.9
7	Ford	Focus	37.5
8	Fiat	500X	37.9
9	Nissan	Juke	38.1
10	MG	ZS	38.9


 <b>MPV, Sold &gt;50</b>			
Rank	Make	Model	Average days to sell
1	Ford	Grand Tourneo Connect	23.9
2	Citroen	C4 Picasso	35.7
3	SEAT	Ateca	38.6
4	Hyundai	i800	41.9
5	Ford	Grand C-Max	44.2
6	Ford	Galaxy	45.1
7	Vauxhall	Zafira	46.6
8	Peugeot	5008	46.9
9	SEAT	Alhambra	47.0
10	Skoda	Yeti Outdoor	47.6


 <b>Prestige, Sold &gt;100</b>			
Rank	Make	Model	Average days to sell
1	Mercedes-Benz	GLA Class	32.8
2	Mercedes-Benz	CLS	36.6
3	Audi	A7	36.8
4	Porsche	Macan	39.2
5	Audi	S3	39.3
6	Audi	A6	41.2
7	Volvo	C30	41.5
8	Alfa Romeo	Giulietta	41.6
9	Jaguar	XE	41.9
10	Audi	A4 Avant	42.5


 <b>Small/Supercar, Sold &gt;100</b>			
Rank	Make	Model	Average days to sell
1	Mazda	MX-5	26.1
2	Abarth	595	31.3
3	Volkswagen	Polo	35.5
4	Vauxhall	Viva	36.2
5	Vauxhall	Corsa	36.7
6=	SEAT	Ibiza	37.6
6=	Fiat	Grande Punto	37.6
8	smart	ForTwo	38.5
9	Audi	A1	39.7
10	Mazda	2	40.2


June 2021 - Motors.co.uk Data Warehouse.

# TOP 10 FASTEST SELLING BY FUEL TYPE – JULY 21

 Diesel, Sold > 100			
Rank	Make	Model	Average days to sell
1	Mitsubishi	Asx	22.1
2	Kia	Sorento	22.6
3	Mercedes-Benz	GLC	24.9
4	Citroen	Berlingo	25.2
5	Land Rover	Discovery	25.5
6=	Volkswagen	Touareg	25.7
6=	Mercedes-Benz	GLE	25.7
8	Skoda	Yeti	26.2
9	Hyundai	Santa FE	27.1
10	Ford	Kuga	27.2

 Petrol, Sold >100			
Rank	Make	Model	Average days to sell
1	Mercedes-Benz	GLA Class	22.7
2	Nissan	Pulsar	25.0
3	Hyundai	Tucson	25.3
4	Ford	Kuga	25.9
5	Vauxhall	Mokka	26.2
6	Mazda	MX-5	26.3
7	Dacia	Sandero Stepway	27.2
8	Skoda	Kodiaq	27.8
9	Citroen	DS3	28.4
10	Vauxhall	Mokka X	29.1

 Electric, Sold > 100			
Rank	Make	Model	Average days to sell
1	Tesla	Model 3	16.4
2	Vauxhall	Corsa	27.9
3	Mercedes-Benz	EQC	31.4
4	Tesla	Model X	32.7
5	Volkswagen	ID4	32.9
6	MG	ZS	33.6
7	Porsche	Taycan	33.8
8	Volkswagen	Golf	37.3
9	Hyundai	Ioniq	39.2
10	Kia	Soul	39.8

 Hybrid, Sold >10			
Rank	Make	Model	Average days to sell
1	Suzuki	Vitara	14.8
2	Volvo	XC40	21.9
3	Kia	Sportage	23.2
4	Ford	Mondeo	24.2
5	BMW	X5	25.6
6	Ford	Kuga	26.0
7	Kia	Sorento	26.7
8	Land Rover	Range Rover	27.1
9	Volvo	V60	27.8
10	BMW	2 Series	28.1

June 2021 - Motors.co.uk Data Warehouse.

For display advertising and marketing opportunities across Gumtree, Motors.co.uk and RAC Cars, please call our Media Team on **0203 966 2708** or email us at [GetFound@Gumtree.com](mailto:GetFound@Gumtree.com)