

Monthly Market Intelligence

The latest insights from the UK's largest new and used car platform.

The strong market recovery continues into September

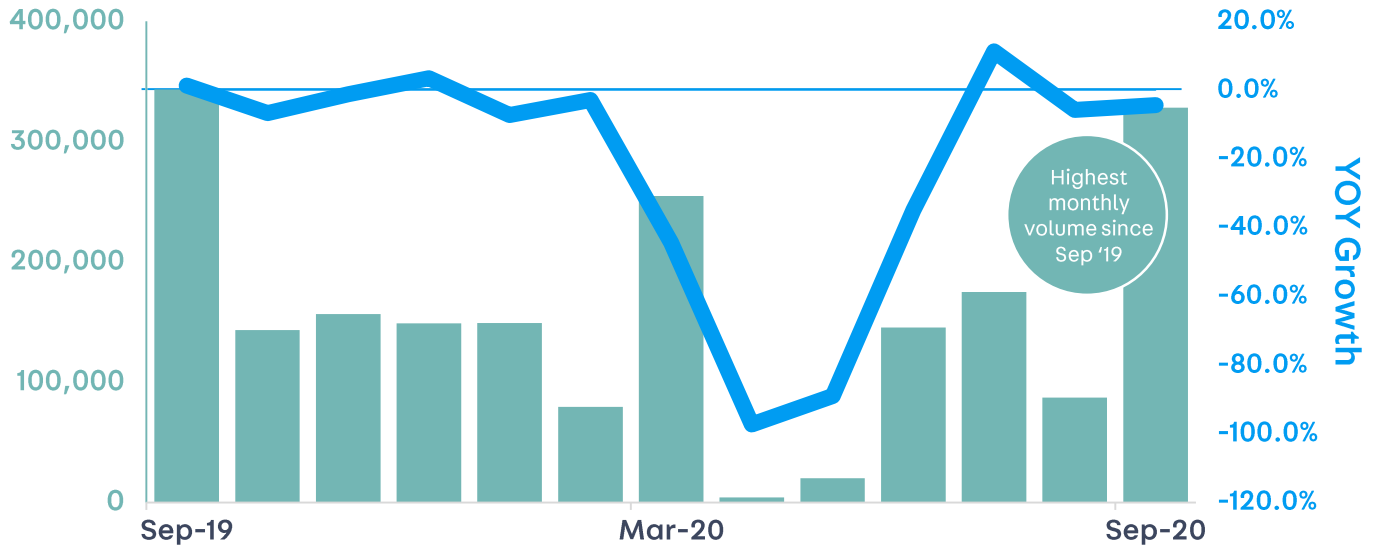
- New car market momentum still positive, although total industry volume (TIV) impacted by supply constraints and lower than normal month-end close activity
- Record number looking at new cars on Auto Trader and continuing strong demand across the used car market
- 7.6% like-for-like increase in used car prices through September – the highest ever recorded - with demand increasing amid tightened supply

NEW CAR REGISTRATIONS

328,041

-4.4% YOY (September)

SMMT



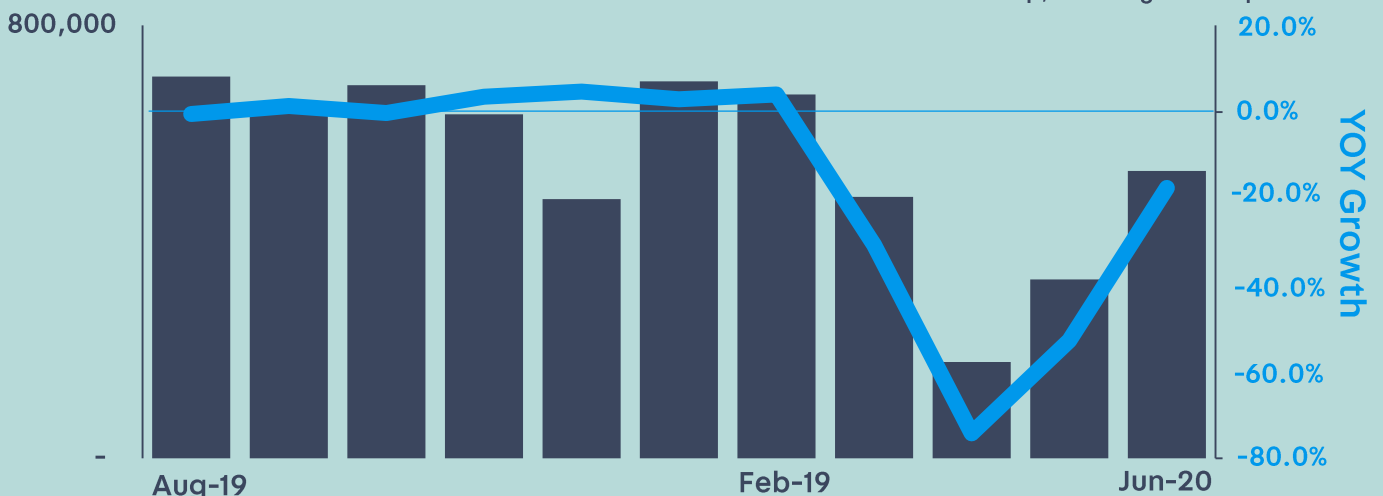
USED CAR TRANSACTIONS

530,851

-17.5% YOY (June)

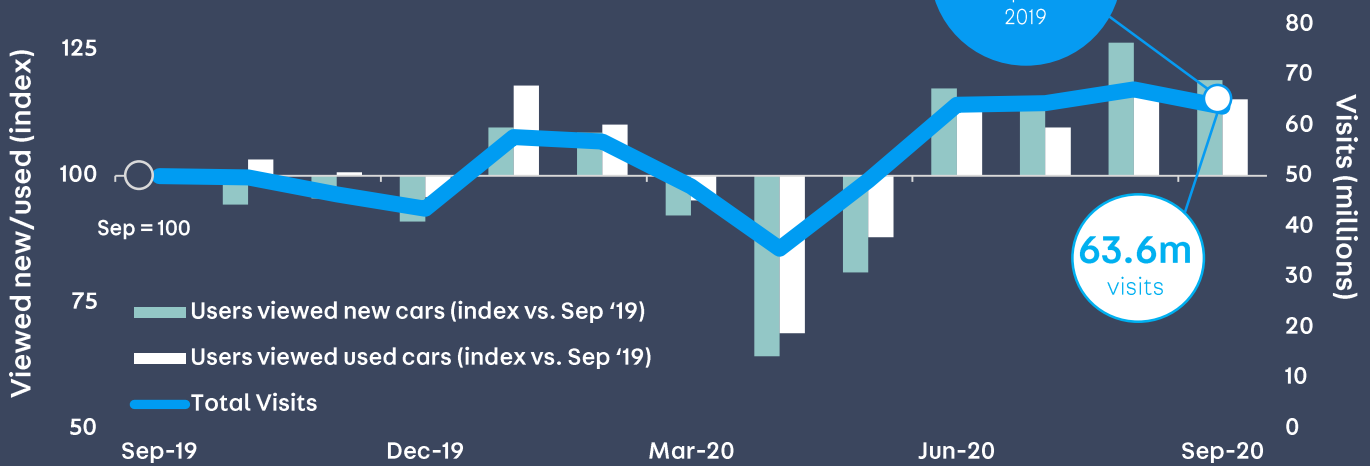
SMMT

Data updated quarterly. Many retailers report increased volumes across Jul-Sep, awaiting official publication

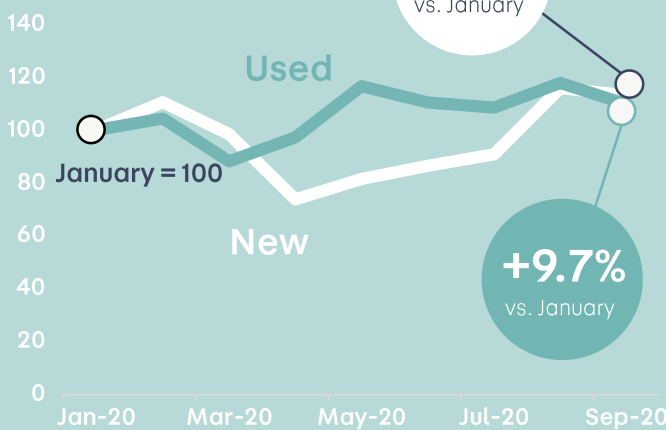


All measures are indicating a buoyant market, with increases in audience and leads boosting market health

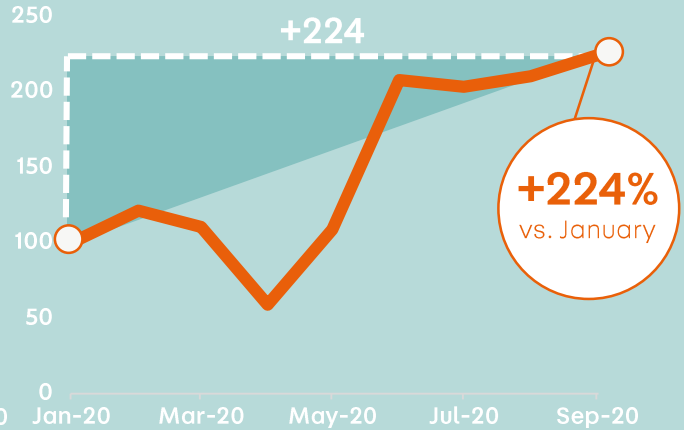
Auto Trader new and used car audience (YOY Growth)



Ad views per car (Index vs Jan '20)

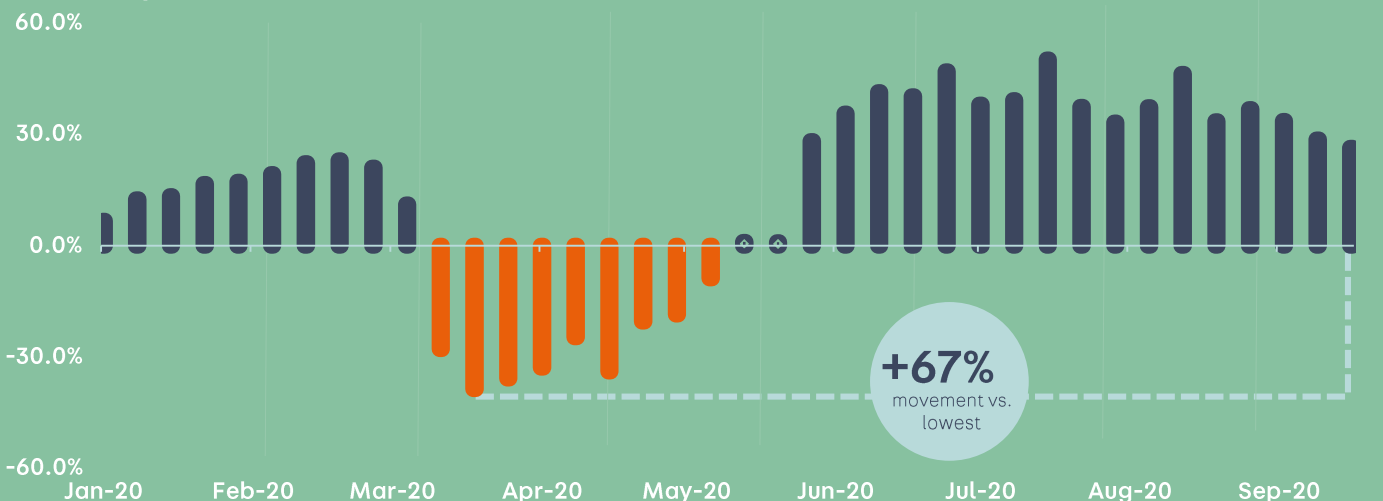


New car leads (Index vs Jan '20)



Used car market health (YOY Growth) Strong and sustained market recovery

The Market Health metric shows the ratio of supply vs. demand compared to the previous year



Record price increase versus 2019 reflects high demand and short supply across the used car market

September like-for-like 7.6% price increase is the highest ever.

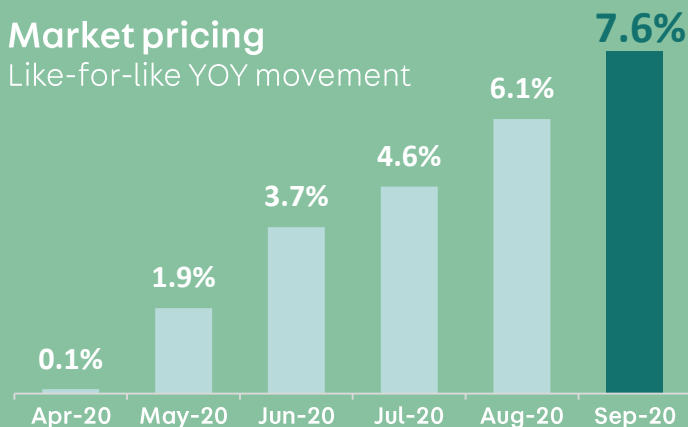
Double-digit price growth in cars 5 years+, and hatchbacks up 12.2%.

Demand up across all types of cars, notably EVs and SUVs.

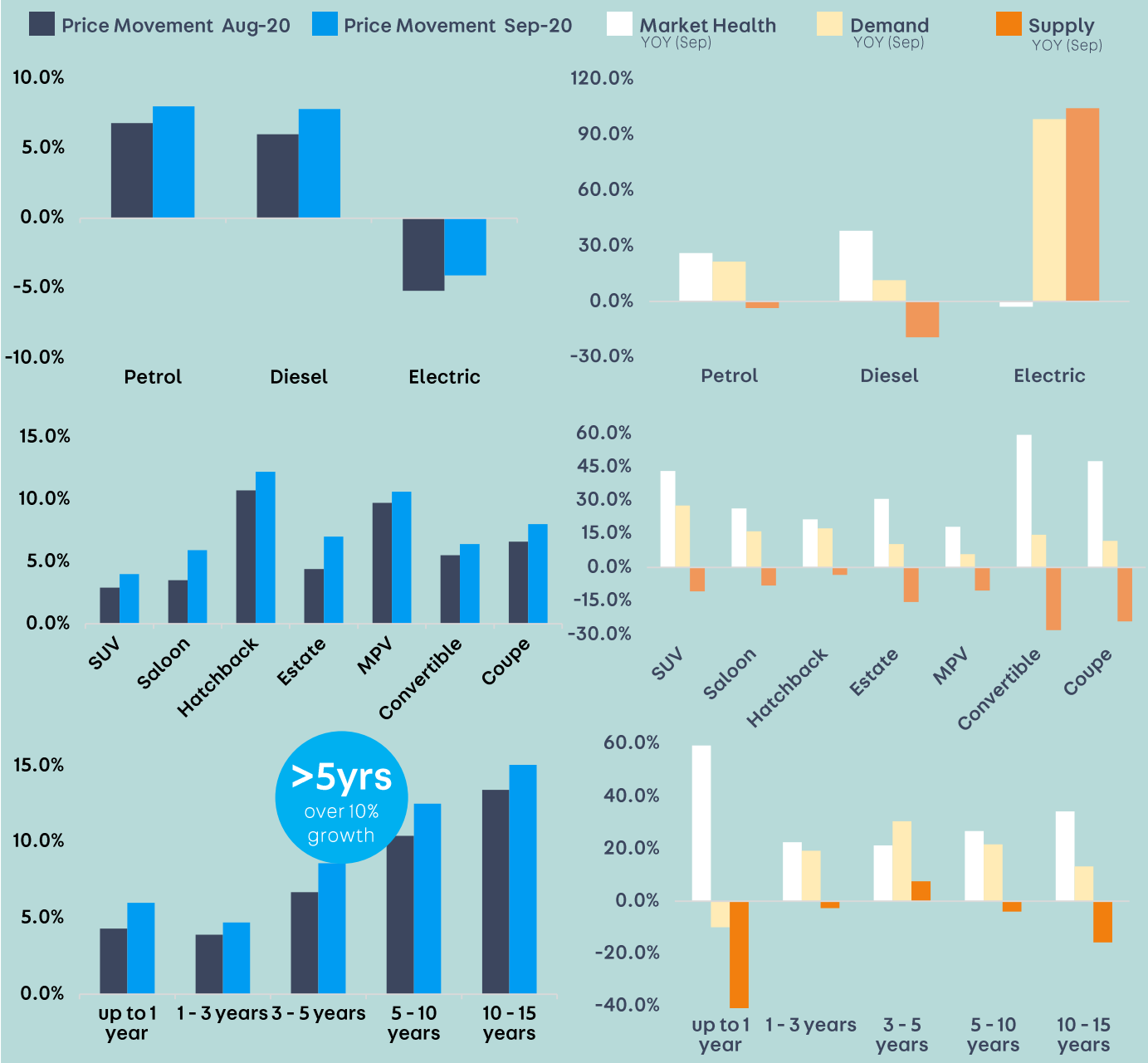
Supply below 2019 levels on almost all variants, driving strong market health. Demand is only matched by supply for EVs.

Market pricing

Like-for-like YOY movement



Retail price observations. Year on year like-for-like pricing. Removes the impact of stock mix shift to reflect true value adjustments

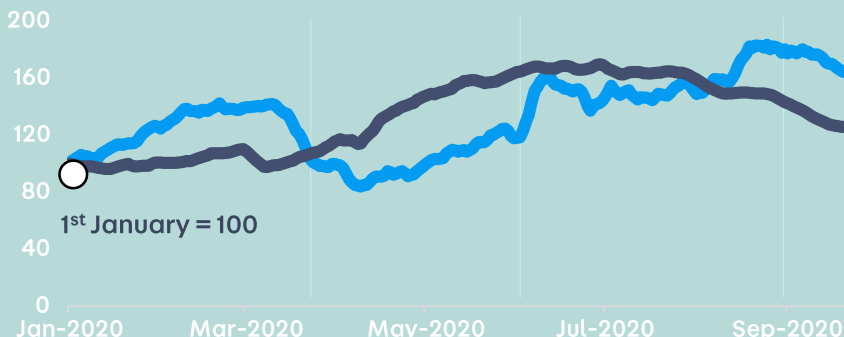


New car still growing, and engagement at record levels amid supply pressure. Premium brands and AFVs strongest growth

1.4m

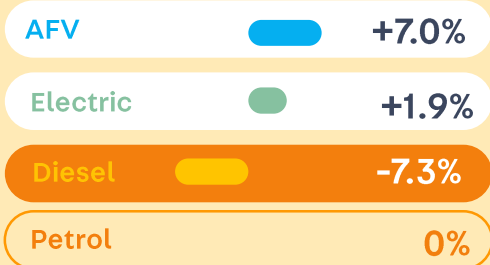
People looking at new cars on Auto Trader in September 2020

Stock grew through lockdown as retailers engaged with the new car platform, but supply has since fallen as stock is sold but not replenished. Pipeline not yet catching up with rising ad views



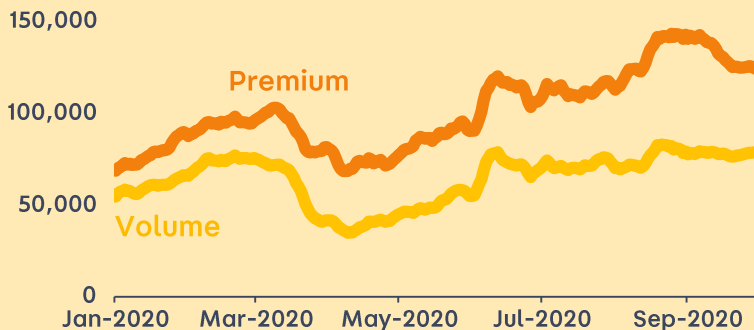
AFV mix increases at expense of diesel

Change in share of ad views (Sep YOY)

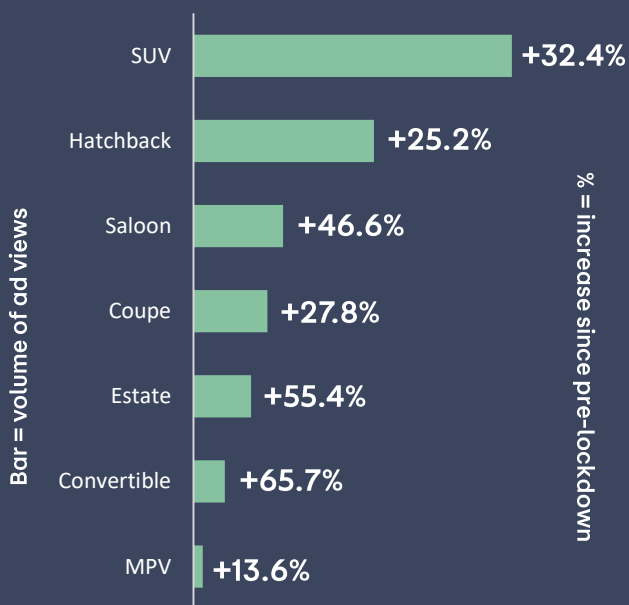


Views of Premium & Volume new cars both ahead of pre-lockdown levels

Ad views (Rolling 7 days)



SUVs the largest body type and still rising, all see increase in ad views



Growth in new car total ad views across all regions

(Average daily ad views Sep vs pre-lockdown)

