



EV Trends: Price New & SMR

Jon Clay, Data Director (Identification)

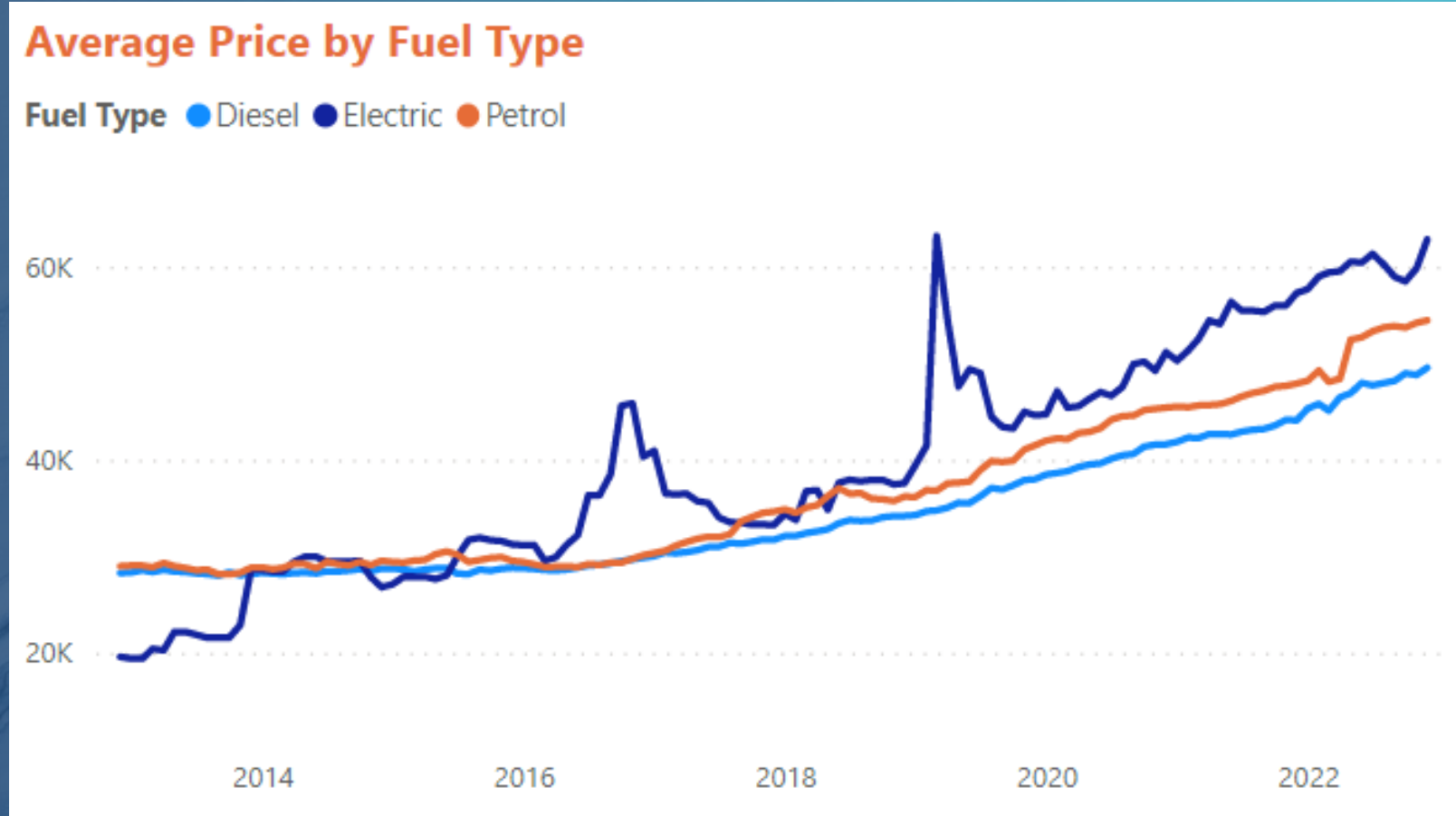
14/12/22

Sector price parity: indicator of EV accessibility

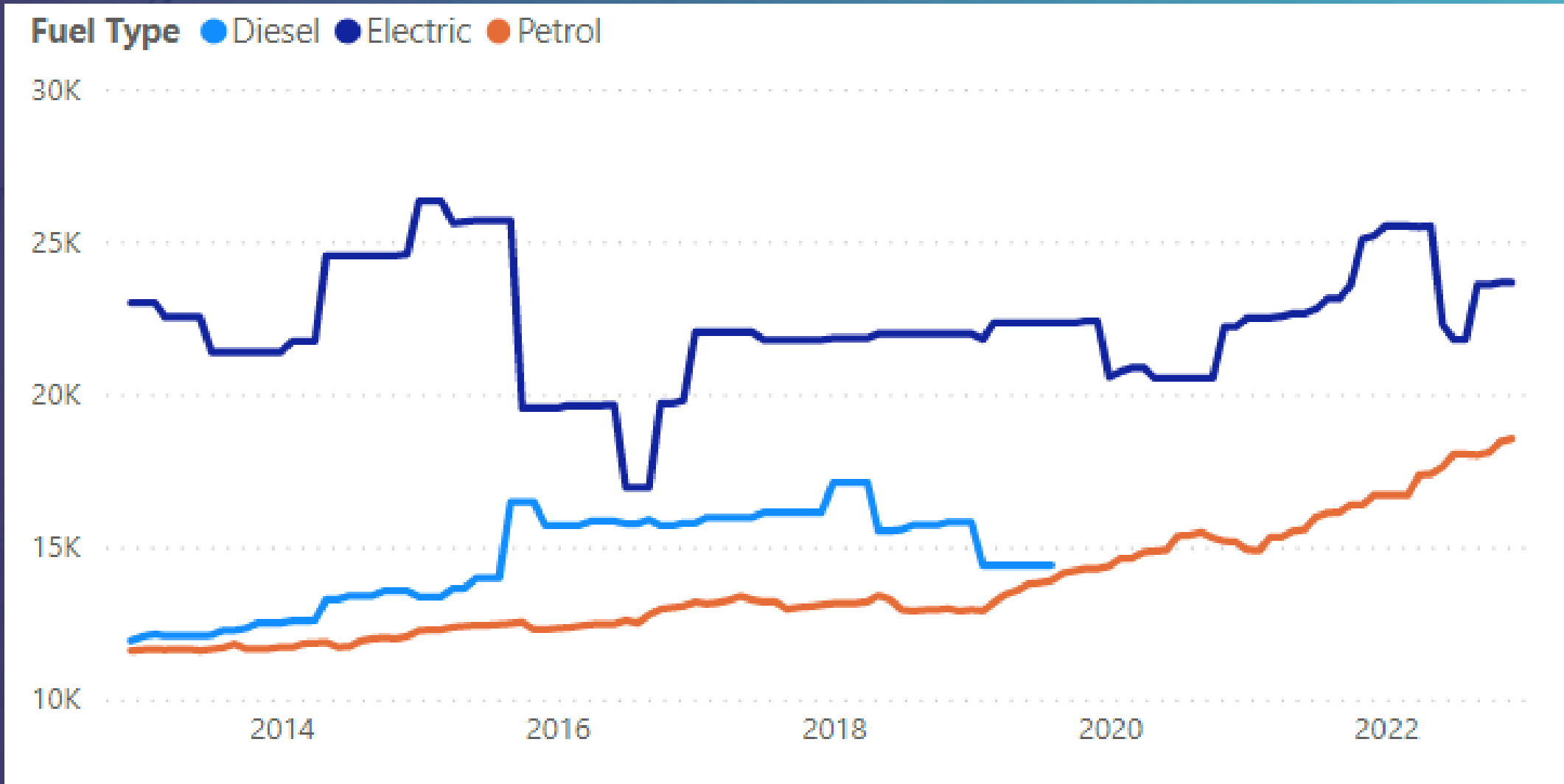


Early strategies to launch premium EV models have increased price new delta.

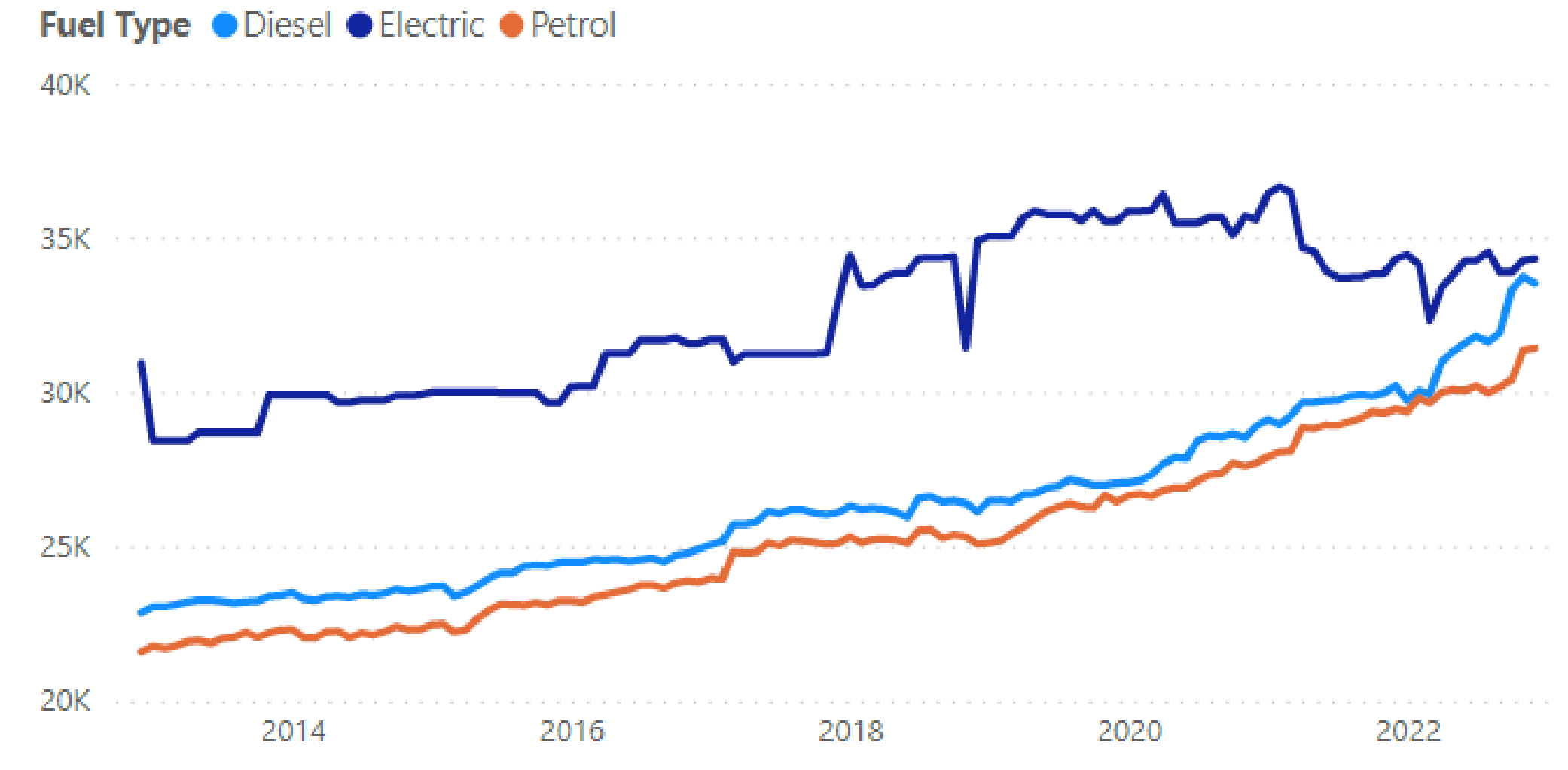
But trends differ by sector...

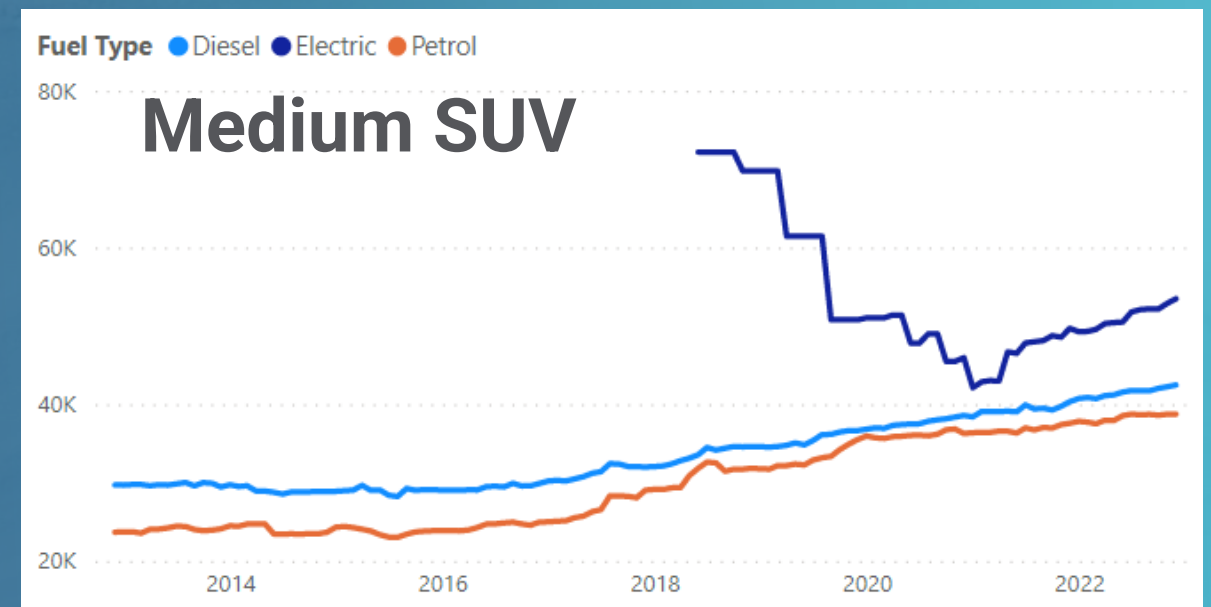
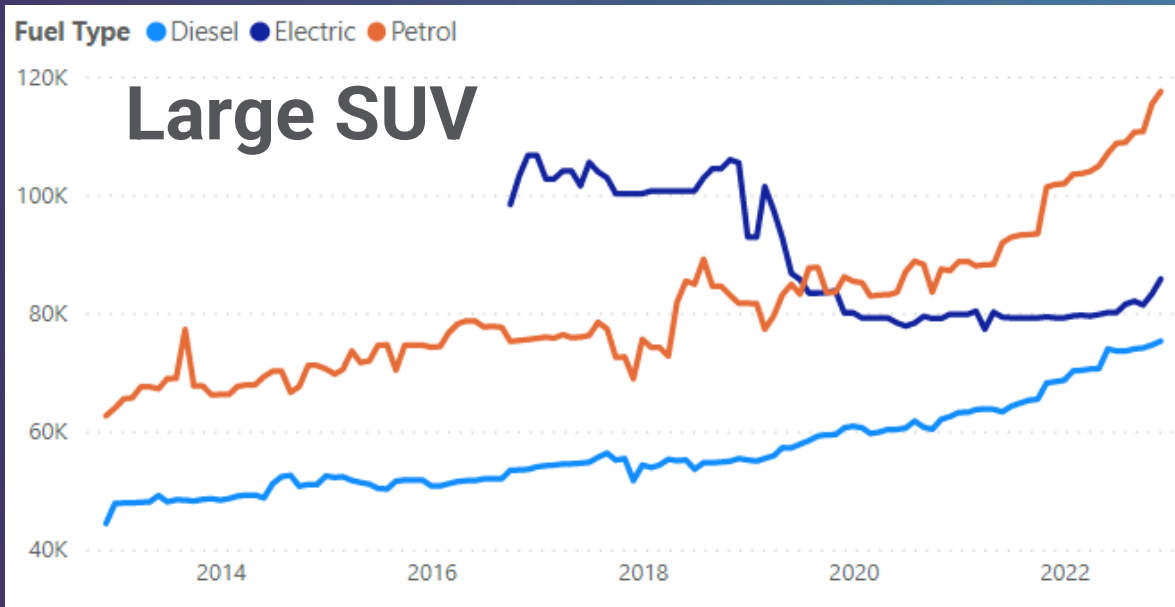


City Car – 2 years from parity?



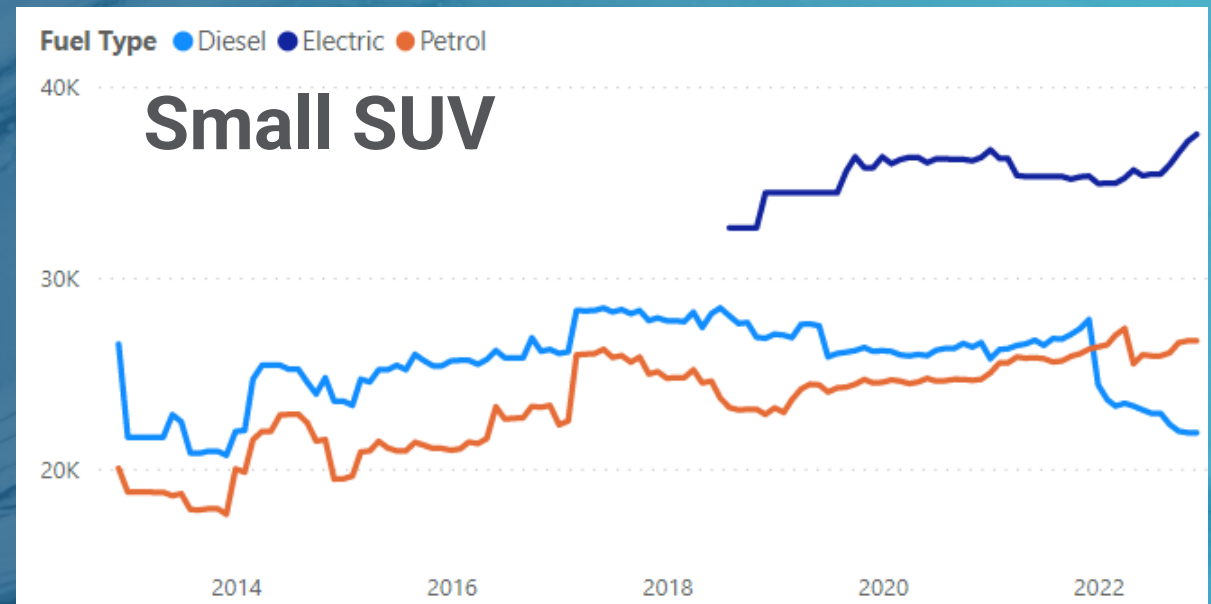
Lower Medium – 1.5 years from parity?



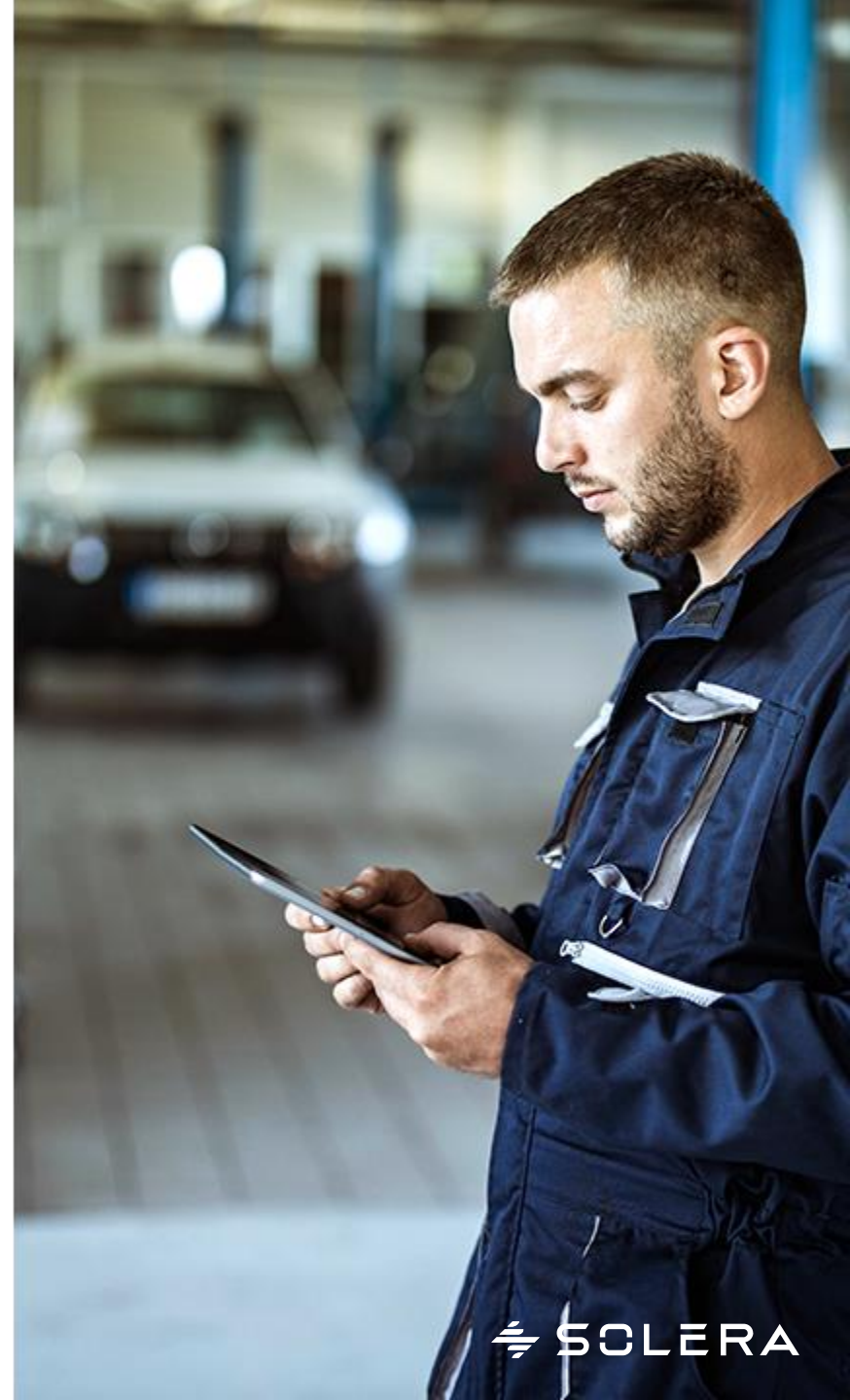


Small and Medium SUV deltas will reduce during next two years, due to:

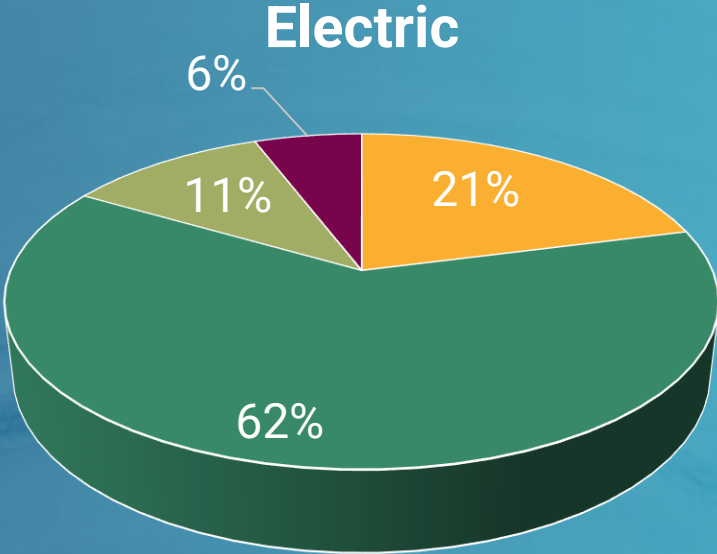
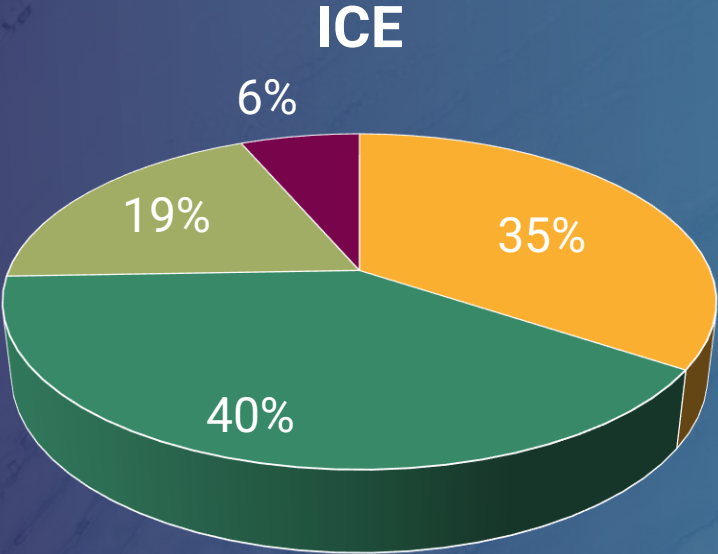
- Mainstream brands
- Asian brands
- Reduction in Premium Small SUV



What is real world EV SMR data telling us...



SMR Cost - ICE 20% higher (36m/60k)

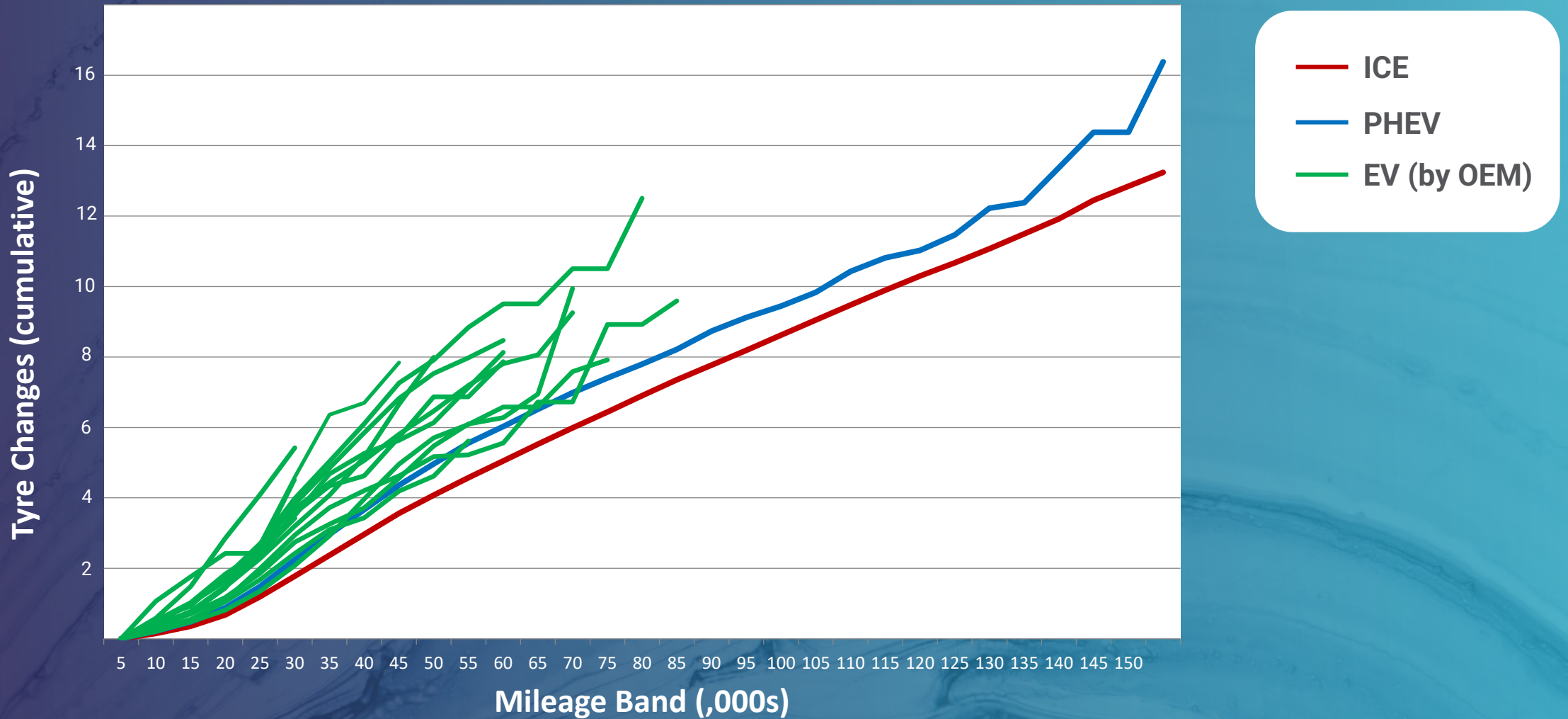


■ Service
 ■ Tyres
 ■ Brakes
 ■ Others

■ Service
 ■ Tyres
 ■ Brakes
 ■ Others

36m / 60k	Service	Tyres	Brakes	Others	Total
ICE	£1,079	£1,263	£601	£203	£3,146
Electric	£538	£1,600	£277	£149	£2,564

EV Tyre Wear Averages by Fuel Type (past 5 years)



EV tyres are more expensive on average

Average Tyre Costs: All EVs	
ICE	£175
EV	£191
£ Difference	+8.7%

However, prices vary by Model and the difference can be far higher...

Actual Tyre Costs: Example models	
ICE	£66
EV	£141
£ Difference	+138%



Key takeaways

1. **Lower priced EV models are coming...**
2. **Consumers looking for an EV, may need to switch brands** – Lease Co's should anticipate and smooth the customer journey
3. **Tyre budgets need monitoring** – opportunity or threat?





THANK YOU!

For further information contact:

Jon Clay, Data Director (Identification)

Jonathan.clay@cap-hpi.com

(+44) 07976436833