

Add-on Document to
Press Release

EV Used Car Study 2025

Expectations and Experiences of Used Electric Vehicle Buyers

Press handout
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USCALE GmbH
www.uscale.digital

Objective

Initial situation:

- Used cars are an essential element of a successful ramp-up of electric mobility.
- The return of many leased vehicles could provide the necessary impetus for the used car market. However, interested buyers are noticeably holding back, so that the used car market is only slowly getting off the ground. This, in turn, is also slowing down the new car market.

Research question:

- Who are used car buyers? What do they expect? What information do they need? How do they differ from buyers of new EVs and buyers of combustion engine cars?
- What is holding interested parties back from buying a used EV? Is it really just cost-related and technological aspects?
- What can dealers do to overcome this reluctance?
- Are there differences between different sub-target groups?



Management Summary

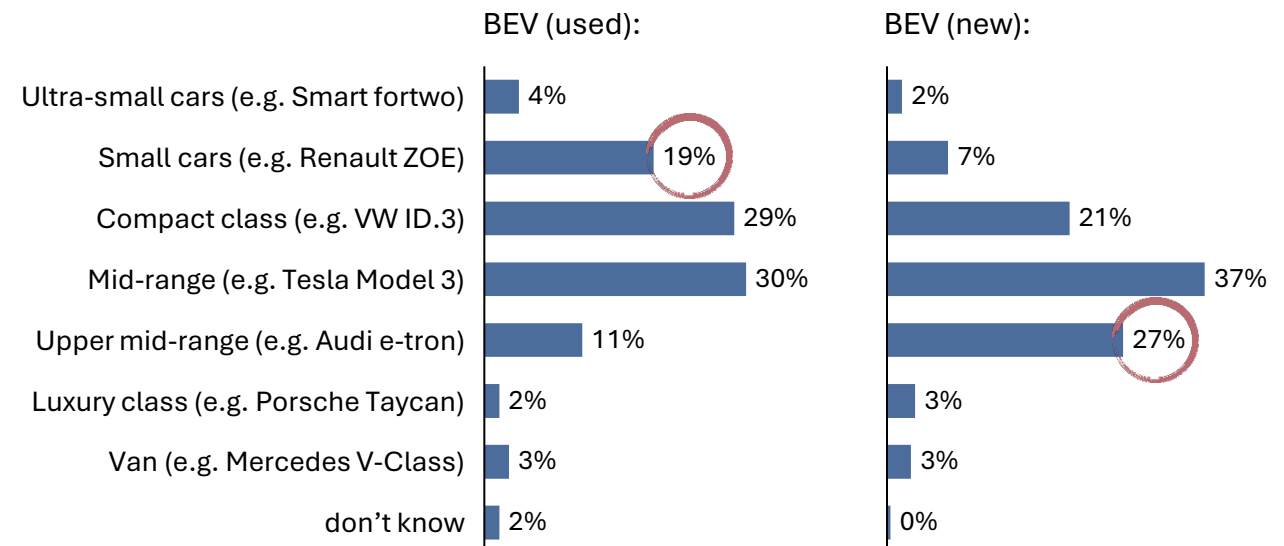
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Smaller vehicle segments preferred

People interested in used cars search for small cars more often than buyers of new BEVs.

The current EV product ranges offered by manufacturers are limited.

(Desired) vehicle segment:



Buyer: "In which segment do you prefer to look for a car?"

Owner: "Which segment does your [car brand] belong to?"

Management Summary

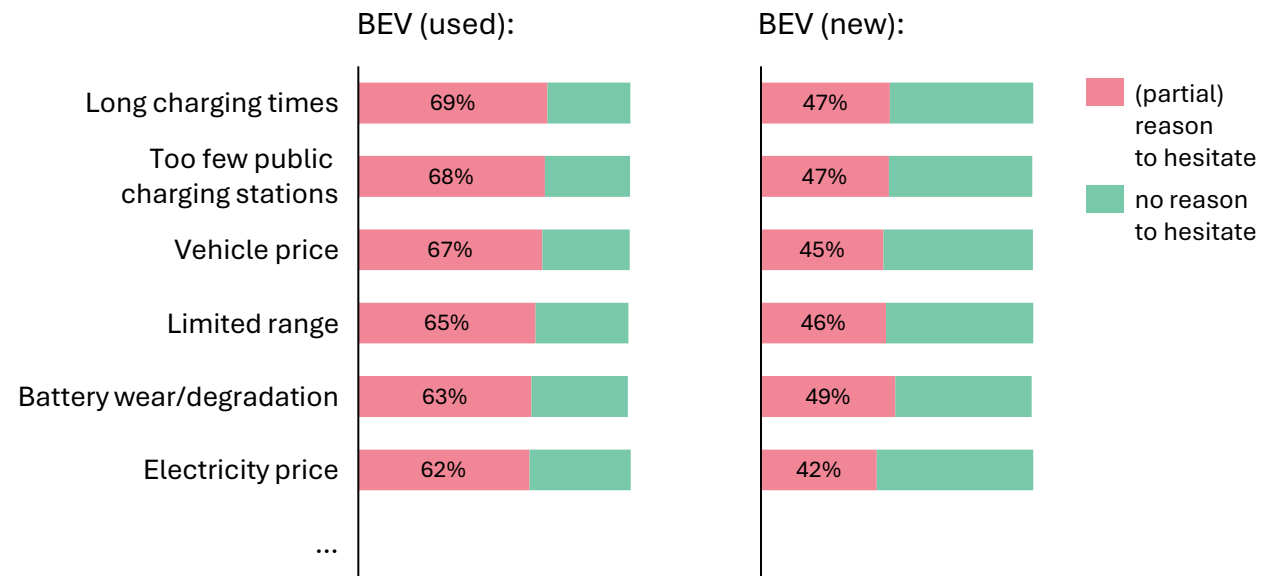
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Many reasons for hesitation regarding used BEVs

Almost all of the reasons mentioned caused at least half of those interested in used cars to hesitate (at least to some extent).

The top three reasons for not buying are long charging times, too few public charging stations and the vehicle price. Range comes (only) in fourth place.

Reasons for not purchasing a (used) BEV:



Buyer: "To what extent have the following [...] aspects made you hesitate (so far) to buy a [used] electric car?"

Owner: "To what extent did the following [...] aspects make you hesitate to buy a [used] electric car?"

Management Summary

3

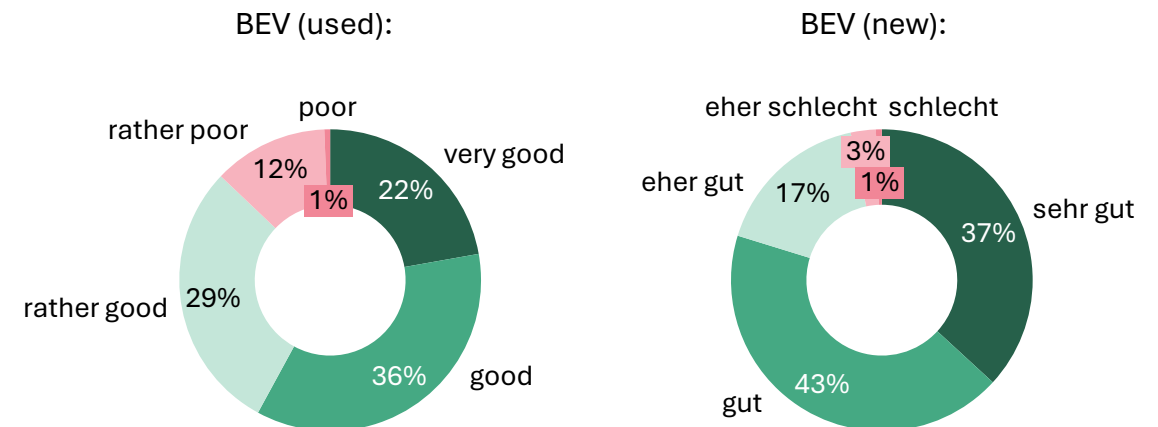
Less prior knowledge among used BEV buyers

People interested in used BEVs feel significantly less well informed about electric cars than buyers of new BEVs.

For dealers, this means that they need to spend more time with prospective buyers.

Results on the satisfaction of used car buyers show that used car sellers are not meeting this need.

Level of knowledge about electric cars:



In general:
How well informed do you feel
about purely battery-powered
electric cars?

Management Summary

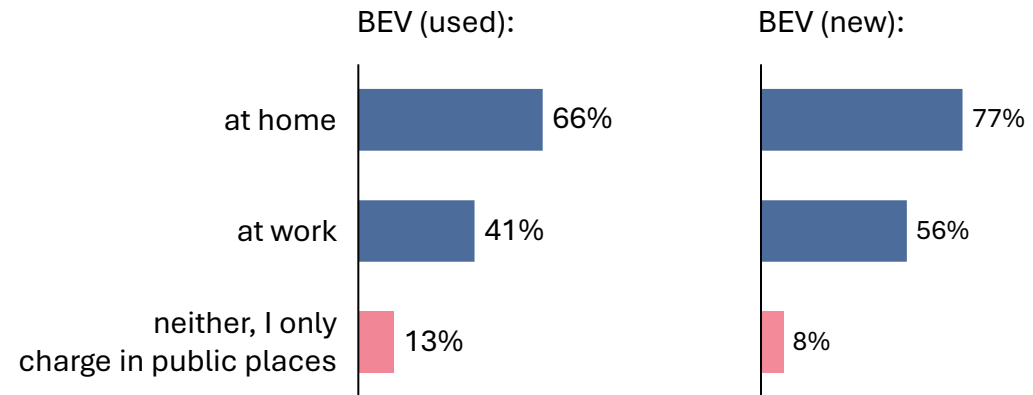
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Public charging infrastructure particularly relevant for used BEVs

The proportion of used BEV buyers who can already imagine owning a BEV and who can charge at home or at work is significantly lower than among new car buyers.

This underlines the importance of public charging facilities, especially for the used car market.

Level of knowledge about electric cars:



Buyer: "Do you charge your [car brand] at home or at work?"
Owners: "If you had an electric car, would you be able to charge it at home or at work?"
(Multiple answers possible)

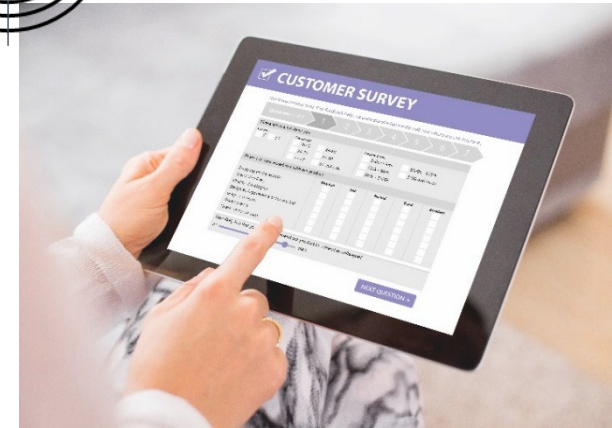
Target group

Survey:

- Target group: Owners of used battery electric vehicles (BEVs)
Owners of used internal combustion engine vehicles (ICE) and new BEV buyers as a reference
- Method: Online survey (CAWI)
- Market: Germany
- Recruitment: Social media, access panels
- Duration of interview: 15 minutes
- Field phase: June - July 2025

Sample:

- BEV used car buyers: N = 1,263
- Reference groups:
 - BEV new car buyers: N = 532
 - ICE used car buyers: N = 1,265





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