



The m.Q Report aims to support dealers and OEMS in better assessing business opportunities and challenges.”

Dear Readers,

The dynamic pace of change in the automotive industry will continue to accelerate this year. This makes having reliable data available to work with even more important. **Facts and figures are the foundation of our business.** They help us to understand today and successfully shape our tomorrow.

The m.Q Report aims to support dealers and OEMS in better assessing business opportunities and challenges. We provide the data and analysis you need to make decisions every day. To do this, the experts at mobile.de have looked deep into the complex world of the many numbers we have as Germany's leading vehicle market.

Regional data for electric cars and the charging infrastructure as well

We not only provide up-to-date figures on the state of the used car market, but also go one step further. We look at stock days, buying behaviors and in this issue **we have also examined regional price trends.** We have developed our own index for this – the mobile.de Golf Index. It shows how different prices are in the different federal states.

Electric mobility naturally also plays an important role in this edition. How are prices developing in the used car market? Which brands are selling particularly fast? We also look at the question of infrastructure. We not only share the number of available charging stations in the magazine, but also compare the regional availability of fast chargers in Germany.

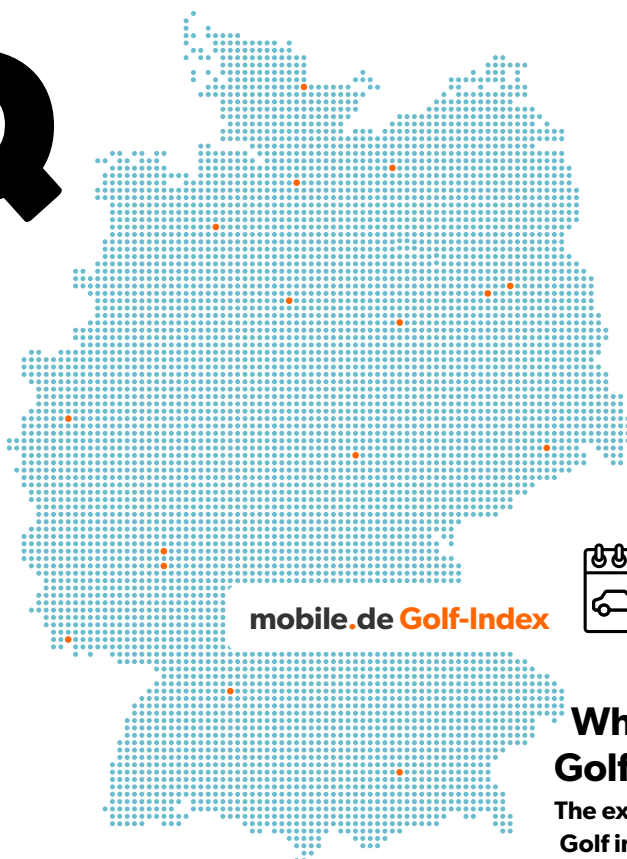
Enjoy reading the report!

Ajay Bhatia
CEO mobile.de

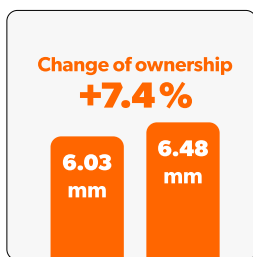
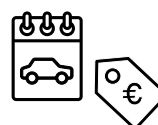


TRENDS

FEBRUARY 2025



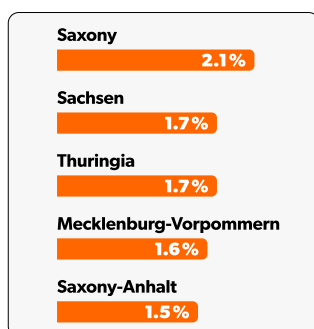
mobile.de Golf-Index



More customers in the used car market

Almost 6.5 million changes of ownership in 2024 show that used cars are in high demand.

[See page 9 for more](#)



E-mobility less popular in the east

The number of electric cars in Germany is growing despite low demand. People in the east are still hesitant.

[See page 21 for more](#)

20,5 %

more demand than 2023
Mobile.de has increased the number of dealer enquiries by 20.5 per cent.

[See page 9 for more](#)

Where does a Golf cost more?

The exclusive mobile.de Golf index examines the price differences of used cars in different regions.

[See page 12 for more](#)

Charging is getting faster

20.4 per cent of charging points in Germany are fast-charging points.

[See page 25 for more](#)

“One third of car owners are planning to buy a car in the next two years.”

Annekaryn
Ranné

[See page 16 for more](#)



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MARKET MONITOR

ENTIRE MARKET, MOBILE.DE GOLF INDEX, LEASING

FROM PAGE 8



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ELECTROMOBILITY

**MARKET SITUATION, CHARGING
INFRASTRUCTURE, FLEET LIMITS**

FROM PAGE 20



"DIGITAL OFFERS WILL CONQUER THE MARKET"

By **Augustin Friedel**

2024 was a year of change for the automotive industry. New OEM partnerships, rethought sales models and the growing share of electromobility worldwide shaped the market. The development of Chinese brands is particularly interesting: while they enjoyed great success in some regions, they are even less present in markets such as Europe, especially Germany, and the USA.

At the same time, market movements are sending mixed signals: sales dropped off with the end of government subsidies, but falling prices for electric cars are stimulating buyer interest. But this year was dominated by the topics of digitalisation and artificial intelligence. Taken together, they not only optimise sales and pricing, but also enhance a vehicle's technological capabilities. The main focus is on autonomous driving – a milestone for the future of mobility.



mo:re PODCAST

Available from 1 March!

Listen to the mo:re Podcast with Augustin Friedel here, where industry experts take an analytical look at the automotive industry.

ABOUT

AUGUSTIN FRIEDEL

Augustin Friedel, Senior Manager at MHP Management- und IT-Beratung is a leading industry expert on shared mobility, autonomous driving and mobility services.



"COURAGE WILL MAKE THE FUTURE"

ABOUT ARNE JOSWIG

Arne Joswig has been President of Zentralverband Deutsches Kraftfahrzeuggewerbe (ZDK), a German trade association for the vehicle industry, since June 2023. Prior to this role, he was a co-owner and Executive Director of Lensch & Bleck, a car dealership group. Joswig has been in the automotive business for over 35 years.



By **Arne Joswig**

2024 was a year of stability, but also one of challenges. While our sales of service and used cars were strong, the abrupt discontinuation of the electric car bonus created uncertainty among private customers. Chinese manufacturers experienced greater growing pains than expected, while European brands failed to take systematic advantage of their opportunity.

I see enormous potential for 2025.

Manufacturers must create confidence in electric mobility through attractive leasing models. The vehicle fleet is growing, which benefits our repair garage business. With digitalisation becoming more and more important, merchants must do better at integrating online and offline channels. What's more, we need a clear political framework to actively shape changes in the market. Don't forget: courage will make the future. Now is the time to embrace change with courage.



mo:re PODCAST

In the mo:re podcast, Arne Joswig explains why the digitalisation of car trade is unavoidable and that dealers need to take action.

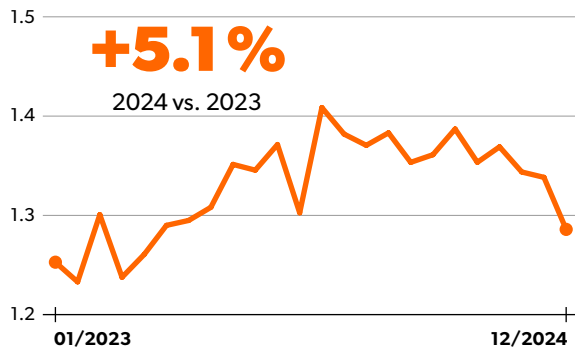
CHAPTER 1
MARKET MONITOR

MORE GROWTH IN 2024

Demand in the used car market has developed very positively over the past year. Dealers can be satisfied with a trend that is evident in all federal states. But there are strong regional differences, as the brand-new mobile.de Golf Index shows.

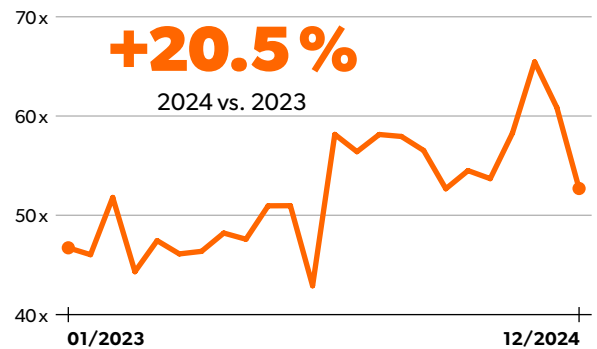
More used cars available from dealers

Listings on mobile.de, in millions



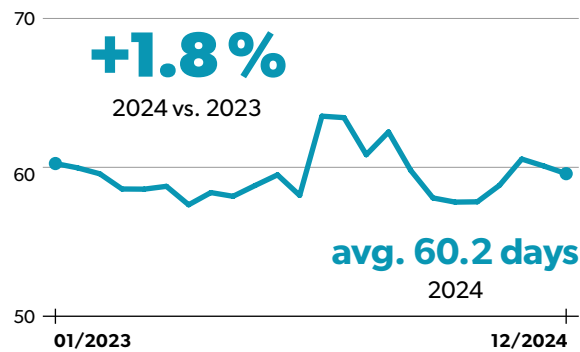
Demand for new and used cars is very high

Calls and emails, indexed value



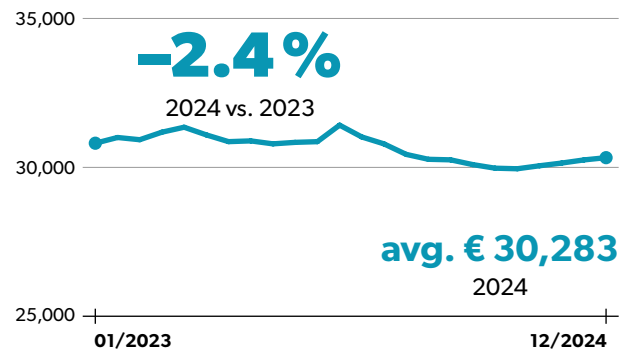
Used cars are stocked by dealers for about two months

Average presence of listing on mobile.de



Prices for used passenger cars have fallen slightly

Average price in euros on mobile.de

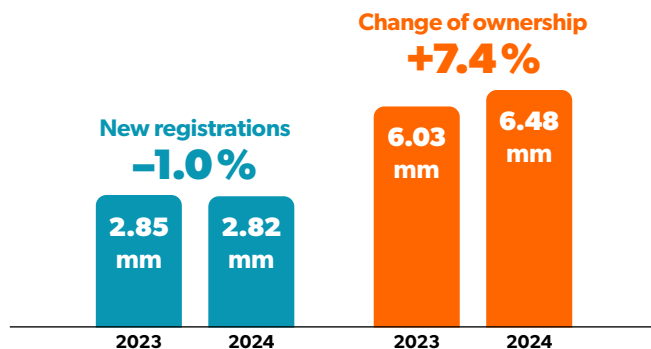


Source: mobile.de

mobile.de Insights

More momentum in the used car market

New registrations and changes of ownership in millions; change compared to previous year in percent



Source: Kraftfahrt-Bundesamt

2024 was unmistakably a good year for dealers. While demand in the new market remained weak, the used car market benefited from growing demand. Slightly lower prices encouraged customer interest.

INTERVIEW

MARKETS ARE IN GOOD HEALTH

mobile.de analyst **Sena Duyar** explains the state of the car market, the key figures and how used electric cars can improve the market.

How has the German car market developed in recent years?

The German used car market shows positive signs, with an 8 percent YoY growth in used car transactions. However, new price dynamics and shifting demand for new EVs posed challenges. The EV market is in transition – while adoption grew, the removal of subsidies in 2023 led to a 10.9 percent YoY drop in new EV listings. However, used EV listings increased 36.7 percent YoY, and demand (inquiries) rose 58 percent in 2024, showing strong interest in pre-owned models.

How are car prices developing?

Used car prices declined 2.4 percent YoY, mainly due to a 16 percent drop in EV prices. In contrast, new car prices remained stable, though EVs increased 5 percent, and diesel prices fell 5 percent. This suggests improved affordability for used EVs while new EVs become pricier due to inflation and lower incentives.

Which vehicle segments are in demand?

Mittelklasse remains a top choice, but SUVs and Geländewagen saw the highest growth in the market health metric in 2024, with increases of 14.1 percent and 12.0 percent, respectively. This reflects a shift toward larger, more premium vehicles.



How is the fuel type ratio evolving?

Petrol cars still dominate used listings (50 percent +), with diesel strong as well. Used EV listings rose 36.7 percent, hybrids 29.5 percent YoY, showing an expanding secondary market for electrified cars.

What barriers remain for EV adoption?

The biggest hurdles are costs, charging infrastructure and consumer confidence, for instance in battery life. While charging networks are growing, rural areas still lack coverage. Reduced subsidies make EVs less financially attractive, and concerns over range, charging speed, and resale value deter buyers.



36.7%

Increased number of used electric cars in the market compared to previous year



Germany plays a key role in the European automotive market."

Sena Duyar
Strategic Business Analyst
at mobile.de

How does Germany compare in the world?

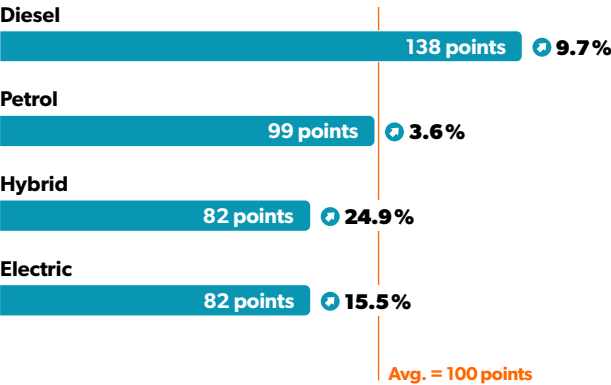
Germany plays a key role in the European automotive market. However, Germany's progress with EV adoption has been relatively slower compared to other European countries. For instance, while the EU has seen consistent growth in EV registrations, Germany's growth has slowed, especially for new EVs, due to reduced subsidies and economic factors. In contrast, countries like Norway, the Netherlands, and Belgium have outpaced Germany with strong government incentives and robust charging infrastructure, making them potential models for future developments.

mobile.de MarketHealth

OVERVIEW OF MARKET CONDITIONS

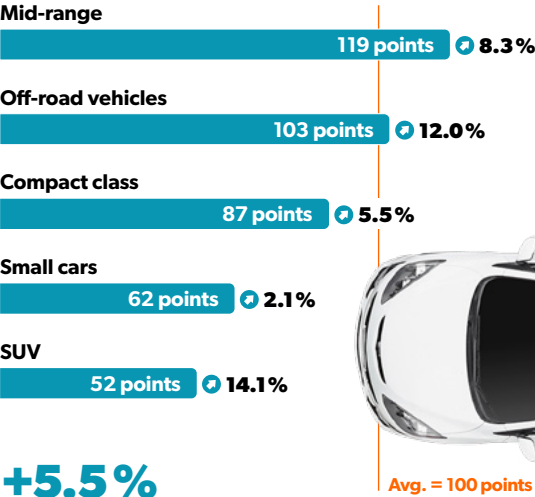
MARKET HEALTH ENGINE TYPES

2024 market health in points, change compared to previous year



MARKET HEALTH VEHICLE CLASSES

2024 market health in points, change compared to previous year



+5.5%

Overall market compared to previous year

mobile.de market health is an indexed value that relates supply (listings) to demand (leads) on mobile.de. A rating below 100 shows that the respective category is performing below average, while values over 100 indicate above-average performance.

Source: mobile.de

PRICE COMPARISON

THE MOBILE.DE GOLF-INDEX

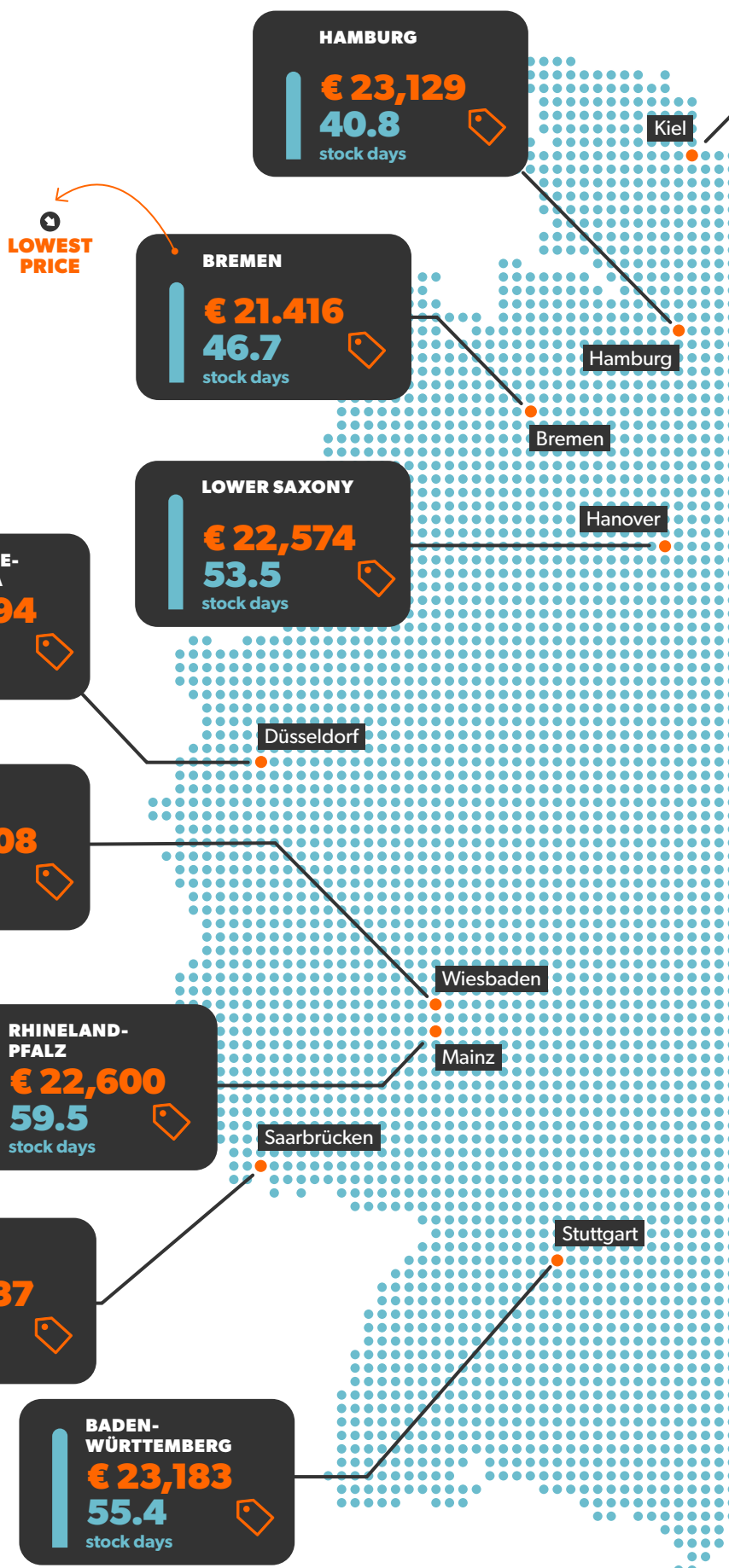
The exclusive mobile.de Golf Index shows the regional difference in price and stock days for a used car. Where are Golfs especially pricey? And how long are cars stocked?

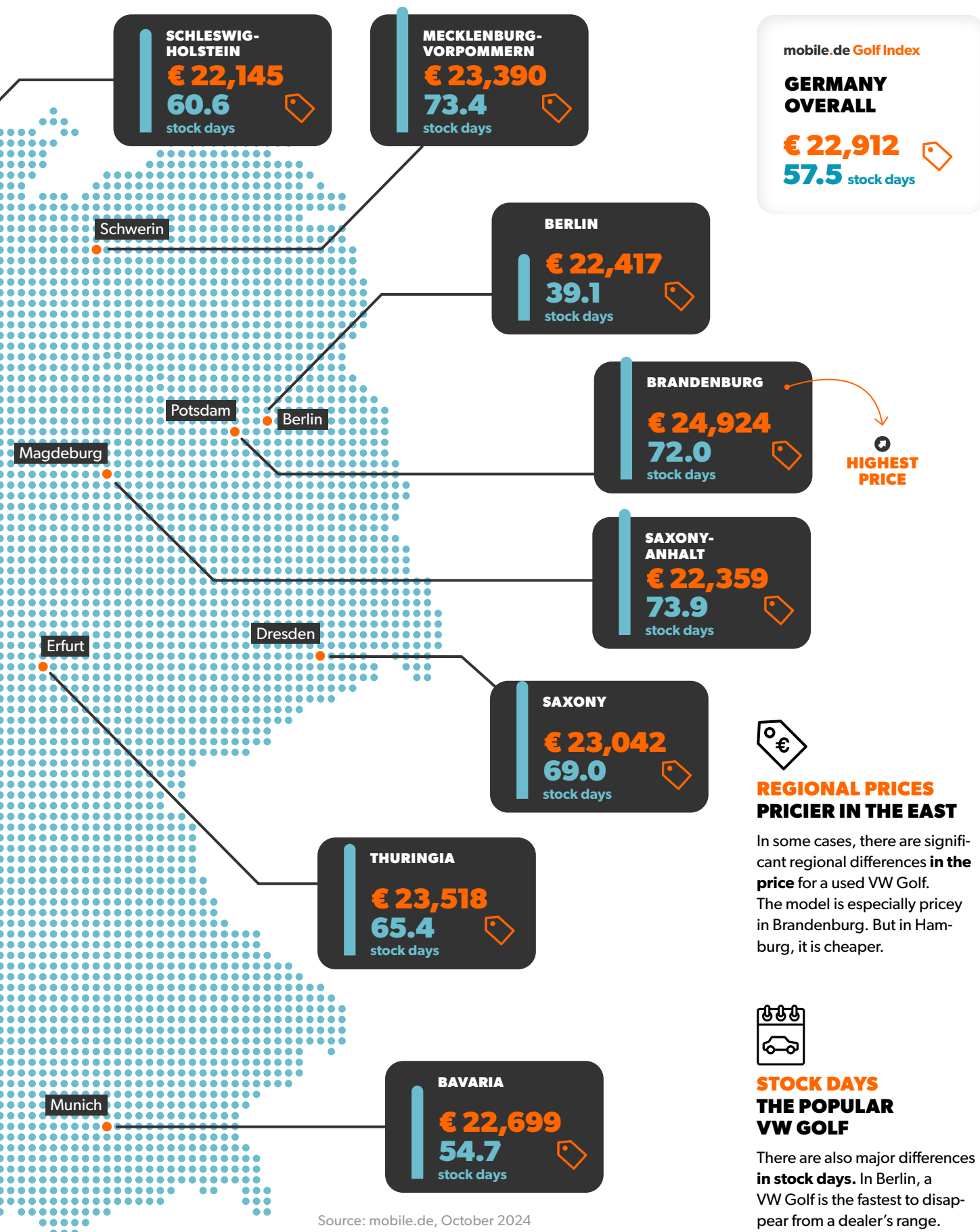
GOLF-INDEX EXPLAINED

The index is calculated from the price for a VW, model year 2020–22, up to max. performance of 200,000 km.

From the various models on offer, the average value for the price and the average stock days are calculated. Regional differences can be explained by, among other things, population size and density.

The figures are from October 2024.





PRICE INDEX

PRICE REDUCTIONS ACROSS ALL CATEGORIES

AVERAGE PRICE BY ENGINE TYPE

Price in euros, change 2024 vs. 2023 in percent

ELECTRIC € 36,332



HYBRID € 41,129



PETROL € 29,501



DIESEL € 27,682



AVERAGE STOCK DAYS BY ENGINE TYPE

Days, change 2024 vs. 2023 in percent

ELECTRIC 75 DAYS



HYBRID 68 DAYS



PETROL 62 DAYS

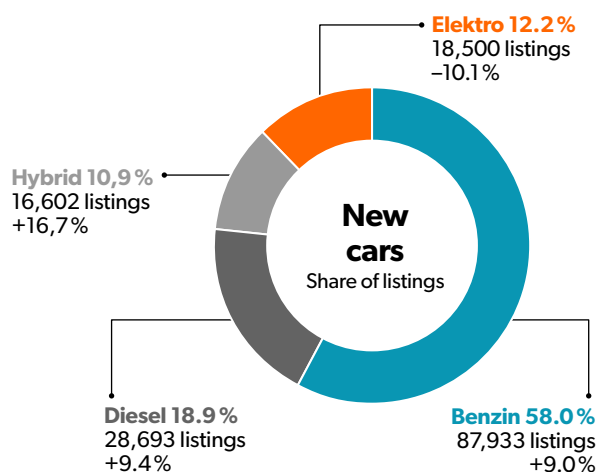
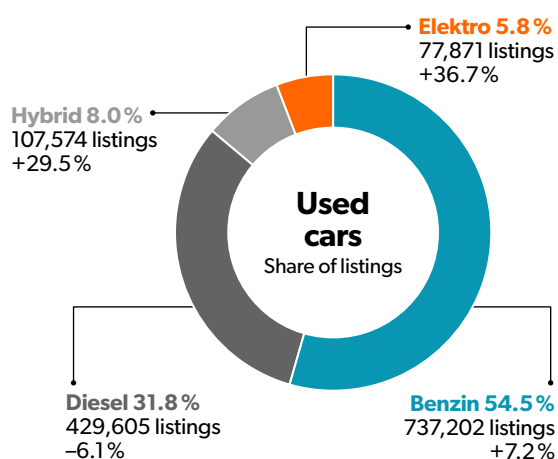


DIESEL 54 DAYS



SHARE OF LISTINGS BY ENGINE TYPE

Monthly average values in 2024, change compared to previous year in percent



Petrol and diesel cars continue to dominate the market. But hybrid and electric cars are slowly gaining, especially at the expense of the market share of diesel cars.

Source: mobile.de

mobile.de Insights

WHAT CUSTOMERS WANT

CUSTOMERS ARE FOCUSING ON TECHNOLOGY

More and more buyers value equipment in a used car.
Digital features are in especially high demand.

TOP 5

tech features

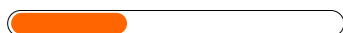
1 NAVIGATION SYSTEM 11.4%



2 HEAD-UP-DISPLAY 4.6%



3 APPLE CARPLAY 4.0%



4 FULLY DIGITAL INSTRUMENT CLUSTER 3.1%



5 LANE CHANGE ASSIST 2.1%



Buyers are increasingly prioritising in-car digital equipment. Navigation systems come out on top.



Quelle: mobile.de, Jan.–Dez. 2024, Anteil innerhalb der gewählten Filter.



These days, cars have become rolling smartphones,”

said mobility expert **Don Dahlmann** on the mo:re Podcast, emphasising the growing importance of technology and software for the automotive industry.



4.3%

filter for **exterior colour** when looking for a passenger car

Black

is still the most popular colour.
53% of users look for black cars.



INTERVIEW

"USED CAR PRICES REMAIN VERY HIGH"

mobile.de expert Annekaryn Ranné in a current analysis of the used car market

How do car dealers see the current economic situation in Germany, especially in the new and used car market? Are there differences between the segments?

Our figures show that people in Germany are more interested in buying a car than last year, but not everyone is doing so right away. High prices and uncertainty with regard to electromobility are causing some consumers to hesitate. After the low point in 2020 and the lockdowns, the situation is improving, but more slowly than expected. Changes of ownership are on the rise, but remain under the 2019 figures. Dealers are only "moderately" satisfied, but are cautiously optimistic about 2025. Larger dealers (with more than 50 cars in stock) are more resilient and more satisfied, while smaller dealers are more affected by the fluctuations. Franchised dealers tend to see the situation more positively than independent dealers.

How has purchasing behaviour changed in recent years? Are consumers noticeably reluctant or is their desire for a new car undiminished?

Germans are hesitating to purchase new cars, especially due to the high prices and uncertainties surrounding electric mobility. Many are waiting to see how battery technology and electric mobility develop. Used electric cars remain a "problem child" for dealers, despite the somewhat positive signals sent by changes of ownership in 2024. Purchases of new cars has stagnated: 44% of passenger car owners rule out buying a new car, mainly due to the high average price (€ 43,530).

What developments do you see in the used car market? Is there any indication that prices will stabilise after the hikes in recent years?

Prices for used cars reached a high in 2022 and have stagnated since. A fall in prices is not foreseeable.

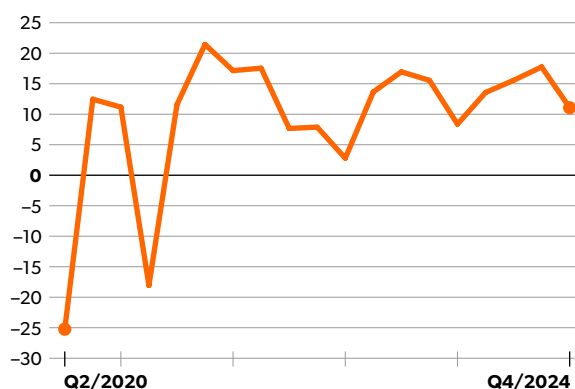
But the outlook is still optimistic, with one third of passenger car owners planning to buy a car in the next two years.

How is digitalisation changing the new and used car business?

The digital transformation is impacting three areas: customer interaction, internal processes and products and services. Considered the greatest challenge of the 2020s, the digital transformation is intensifying structural change in the industry. Few companies are strategically planning digital projects, many do not have a clear digitalisation strategy. Franchised car dealers are further along than independent workshops. Key measures include online appointments, digital invoices and lead management systems.

Market Sentiment: Gentle uptrend despite seasonal fluctuations

Dealer climate, in points



Source: Survey conducted by GfK on behalf of mobile.de

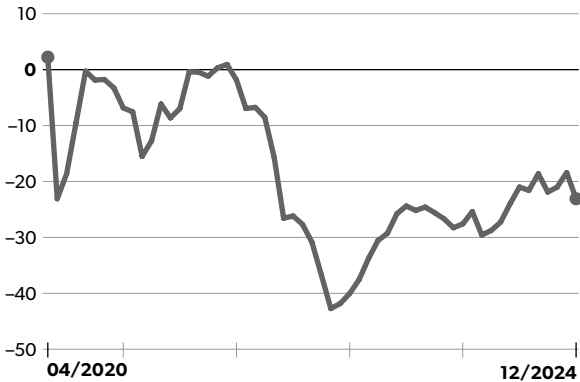


The digital transformation intensifies structural change.”

Dr. Annekaryn Ranné
Functional Lead B2B Market Research at mobile.de

Despite upswing in 2023 – Consumer sentiment muted in 2024

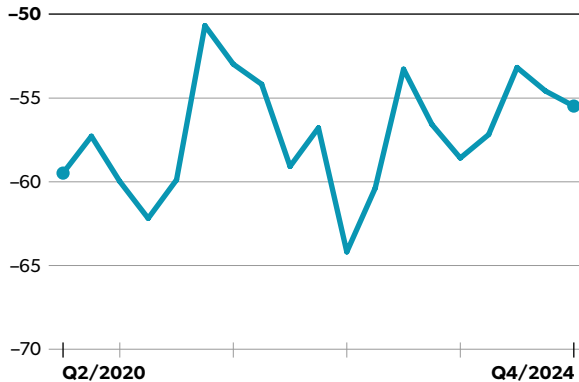
Consumer Climate Index, in points



Source: GfK Consumer Climate Index

German purchasing power increases only slightly in 2024

Propensity to buy cars, in points



Source: Nürnberg Institut für Marktentscheidungen (NIM)

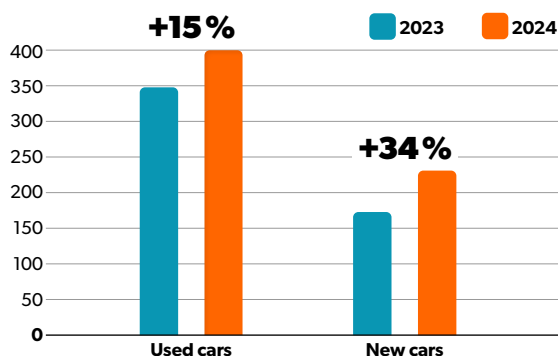
LEASING MARKET

CONTINUED STRONG GROWTH IN THE LEASING MARKET

Car leasing has come out on top in recent years. In 2024, almost all brands continued to expand their customer base with attractive leasing offers.

More leasing listings for used cars

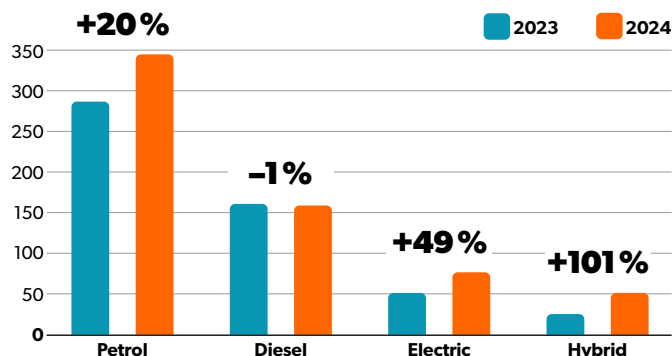
Number of leasing listings in 2024 in thousand, change compared to previous year in percent



Source: mobile.de

Almost all engine types showed growth in leasing

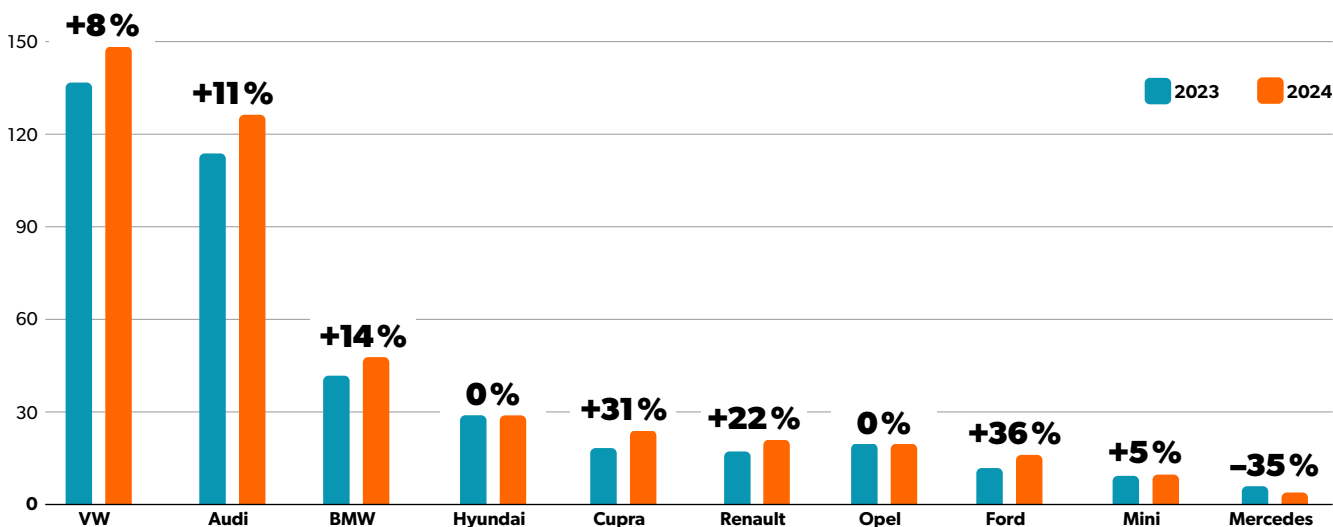
Number of leasing listings in 2024 in thousand, change compared to previous year in percent



Source: mobile.de

Nearly all brands showed growth in leasing

Number of leasing listings in in thousand, change 2024 vs. 2023 in percent



Source: mobile.de

mobile.de Insights



//
Leasing has come out on top – leasing is growing in all segments. This is particularly true in the electric car segment.”

Christian Schröder
Head of Financial Services
at mobile.de

3 QUESTIONS FOR ... CHRISTIAN SCHRÖDER

Christian, how did financing business go for car dealers in 2024?

Most of the most growth in the financing sector is in new car business. Used car financing, on the other hand, has grown very little. We are currently keeping a close eye on how insurance business is going, as the cooling-off phase came into effect this year.

Leasing as a financial product has also become increasingly successful in the private market in recent years. How do things look there?

Used car leasing is an option for more and more car buyers. But it is in the new car business where leasing

remains the main growth driver. This is particularly true in the electric car segment, where the high price of a new car drives many customers to lease.

What should dealers keep in mind when it comes to advertising leasing?

The monthly payment is the key factor for success in the leasing business. We can clearly see that even strong leads will disintegrate at a certain amount. Take one brand on mobile.de for instance. The first 30 out of 300 listings got around 50 per cent of the total demand.



mo:re PODCAST

Interested to hear more about leasing and financing? Mike Kynast, Head of Sales and Mobility at Santander Bank will be with Christian Schröder on the mo:re Podcast **on 15 March.**

CHAPTER 2
ELECTROMOBILITY

UPSURGE IN ELECTRIC CARS

The **electric car market** developed sluggishly last year. But there is some good news coming out of the used car market.

78 K

Almost 78,000 electric cars on average in used car listings on mobile.de in 2024



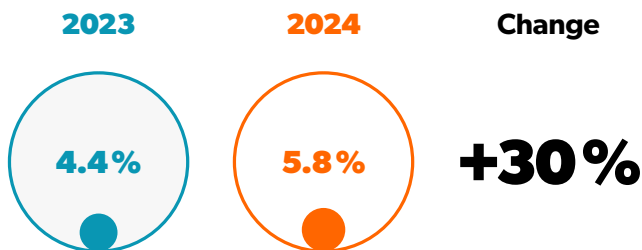
E-MOBILITY INSIGHTS

GROWTH IN THE USED CAR MARKET

The market for used cars is slowly growing. But there are strong regional differences in Germany. Eastern Germany in particular has some catching up to do.

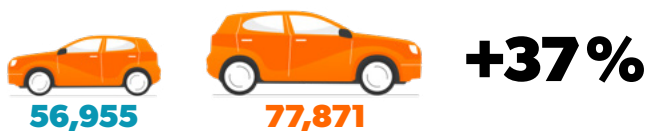
Electric cars on the rise despite sluggish demand

Share of electric cars in total used car portfolio



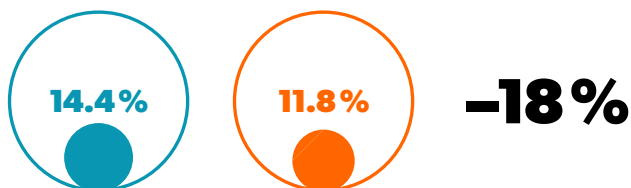
Significantly more electric cars are entering the used car market

Number of electric car listings among used cars



Lack of subsidies puts pressure on electric car market

Share of electric cars in total mail enquiries for new cars



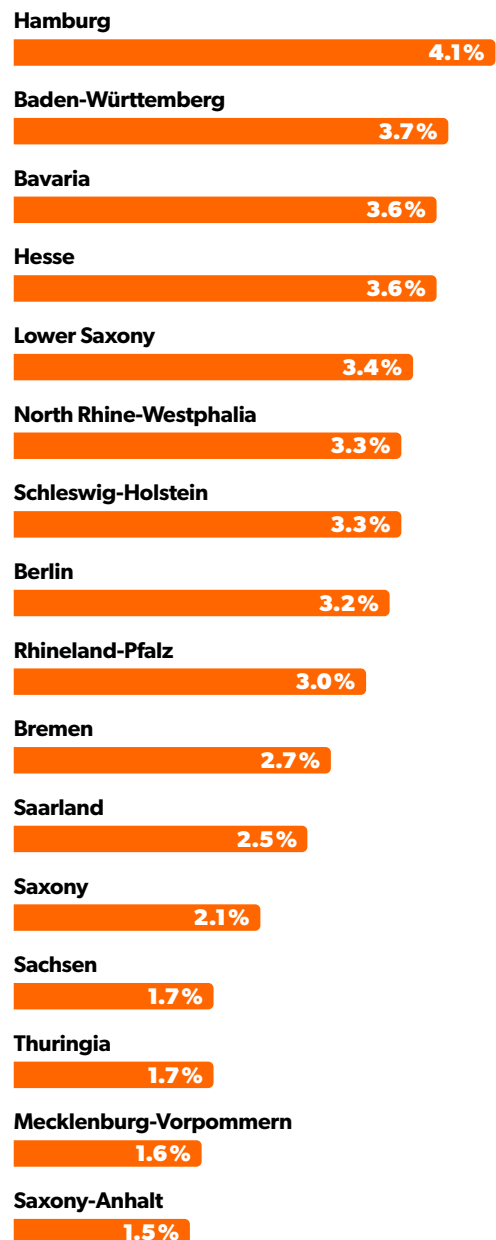
Low-cost used electric cars attract buyers

Share of electric cars in total mail enquiries for used cars



Electric cars are less common in the east

Share of electric car listings by region



Source: mobile.de

mobile.de Insights

WILLINGNESS TO PAY

CUSTOMERS LOOKING FOR AFFORDABLE USED ELECTRIC CARS

New electric cars remain at a very high price point. When it comes to used cars, things are very different.

Willingness to buy is low

Willingness to pay in euros

Electric



Combustion engine*

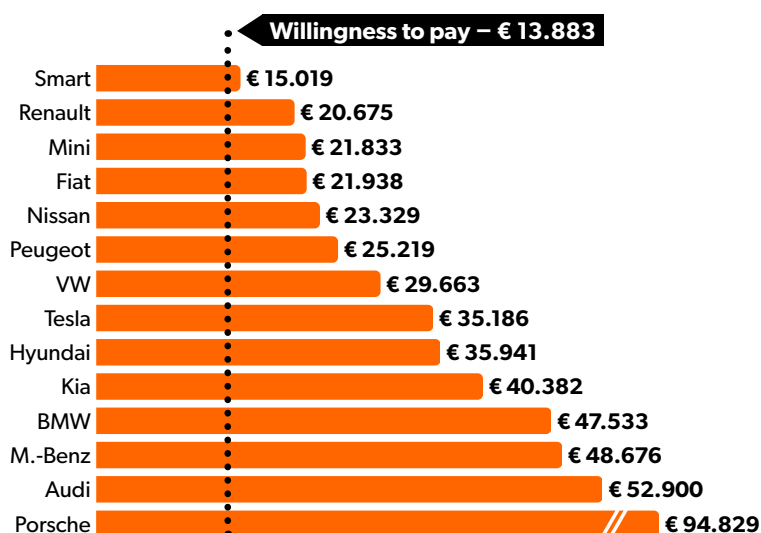


Used cars
New cars

Buyers are prepared to pay an average of 42,728 euros for a new electric car. But when it comes to used electric cars, things are very different. Consumer price expectations are well below market prices.

Used electric car prices: from Smart to Porsche

Average price and willingness to pay for a used electric car by brand



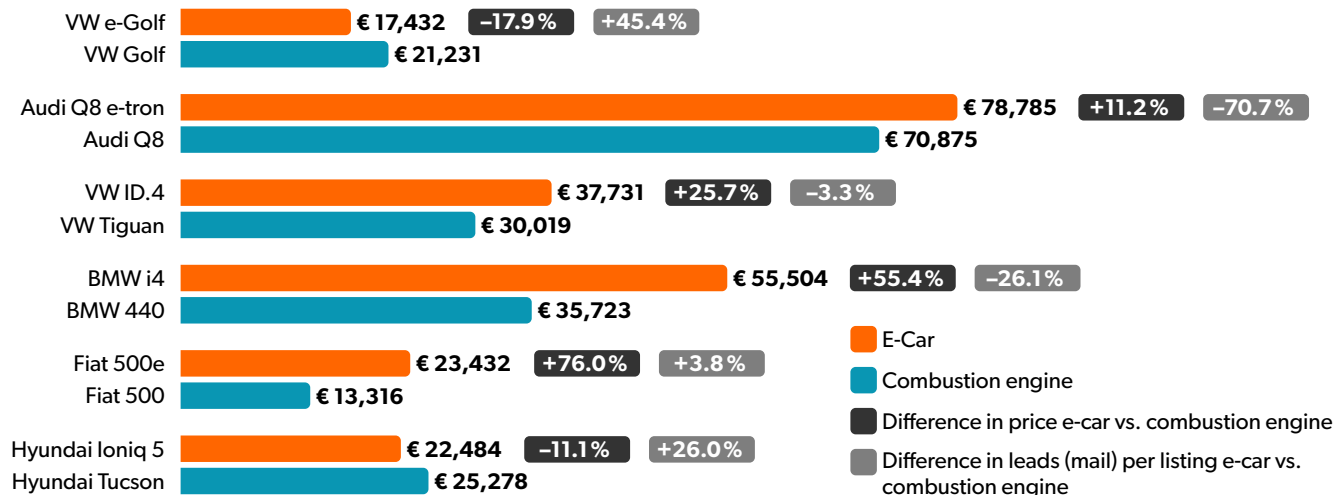
Source: mobile.de, *Diesel and petrol, Representative survey by YouGov Deutschland GmbH on behalf of mobile.de

Significant price differences for used electric cars

Average used car prices on mobile.de in 2024 (vehicle age 1–9 years)

mobile.de Insights

Source: mobile.de



E-Car
Combustion engine
Difference in price e-car vs. combustion engine
Difference in leads (mail) per listing e-car vs. combustion engine

INTERVIEW

"FLEET LIMITS ARE CREATING A NEW DYNAMIC"

Phillipp Arbter, Director OEM Partnerships, on the state of the industry.

How do fleet limits impact the development strategy for vehicle segments?

Fleet limits create an interesting market dynamic by increasing consumer demand for electric SUVs and luxury vehicles. At the same time, manufacturers are strategically developing smaller, compact vehicles to reduce the average carbon emissions of their fleets. Higher-margin models remain on offer, but can only be offset by the sale of low-emission vehicles such as small electric city cars.

Is there a discrepancy between what consumers want and what manufacturers have to produce to meet the limits?

Absolutely. Manufacturers face the challenge of having to sell against the market. Consumers still prefer SUVs, but their higher energy consumption makes them difficult to reconcile with lower emission requirements. What's more, many consumers are sceptical of electric cars, a feeling that is informed above all by concerns about range and insufficient charging infrastructure. Against the backdrop of these factors, manufacturers have to



In the long term, it will be more efficient and more sustainable to develop low-emission technologies."

Phillipp Arbter
Director OEM Partnerships
at mobile.de

perform a balancing act between consumer demand and regulatory requirements.

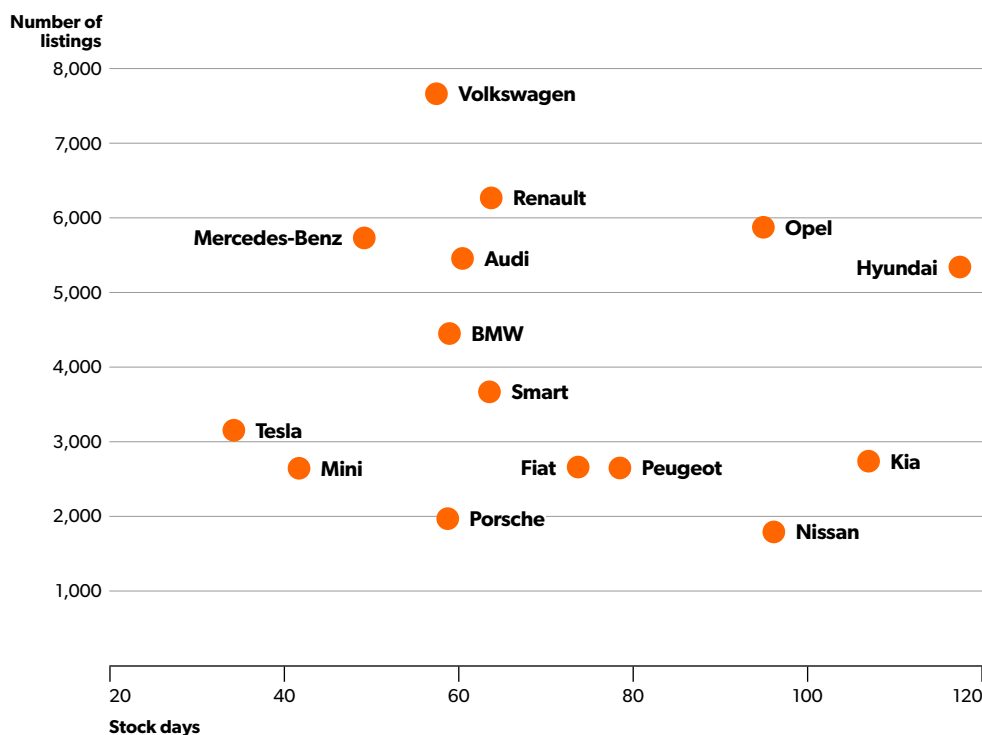
What is the role of carbon offset mechanisms, such as carbon credits?

Purchasing carbon credits is only a short-term solution to reducing a fleet's carbon emissions. In the long term, it will be more efficient and more sustainable to develop low-emission technologies instead of relying on offset mechanisms to get by in the short term.



Which electric car manufacturer has the best prospects in the used vehicle market?

Used electric cars from Opel, Hyundai, Kia and Nissan take a particularly long time to sell



Source: mobile.de, used electric cars, period analysed: December 2023 to December 2024, max. kilometres 200,000, max. age 240 months

mobile.de Insights

CHARGING INFRASTRUCTURE

WHERE ARE CHARGING POINTS LOCATED?

Our graph shows where electric car drivers can find the most charging points in Germany.

Charging points by federal state

Per 100,000 inhabitants

		Total charging points	Share of normal charging points	Share of fast charging points
Baden-Württemberg	228	25,832	22,044	3,788
Bavaria	219	29,432	23,468	5,964
Schleswig-Holstein	191	5,673	4,479	1,194
Hesse	184	11,826	9,586	2,240
Lower Saxony	177	14,482	10,926	3,556
Hamburg	164	3,130	2,534	596
Bremen	158	1,089	944	145
North Rhine-Westphalia	155	28,175	22,630	5,545
Thuringia	146	3,101	2,093	1,008
Brandenburg	143	3,682	2,727	955
Saarland	142	1,149	904	245
Rhineland-Pfalz	140	5,846	4,025	1,821
Berlin	137	5,164	4,458	706
Saxony	134	5,483	4,195	1,288
Mecklenburg-Vorpommern	120	1,949	1,444	505
Saxony-Anhalt	113	2,458	1,677	781

Source: NOW GmbH, in-house calculation



Great progress is being made in expanding the charging infrastructure.

There are still gaps in less densely populated areas. But they are being closed gradually."

Juliane Reimer
NOW GmbH

Only

20.4%

fast charging points
(fast charging points:
50 kW and higher;
normal charging points:
below 50 kW)

WILLINGNESS TO BUY

GREATER INTEREST IN ELECTRIC CARS

One in three (30.4 percent) is considering switching to an electric or hybrid car.

Are you planning on switching to an electric or hybrid car in the next ten years?

18.1%

Yes, I plan to switch to an electric car

12.3%

Yes, I plan to switch to a hybrid car

59.9%

No, I'm not planning to switch to either

11.9% "Don't know / No answer"

Quelle: Representative survey by YouGov Deutschland GmbH on behalf of mobile.de

RANKING HOW LONG ARE ELECTRIC CARS STOCKED

Porsche takes the top spot. Particularly popular is the electric Macan. And Ford can congratulate itself on the success of the Explorer. For the VW Group, Cupra is the number one brand.

mobile.de Insights



NEW ELECTRIC CARS

1. Porsche Macan 46
2. Ford Explorer 47
3. Cupra Tavascan 48
4. Dacia Spring 55
5. BMW iX3 58

USED ELECTRIC CARS

1. Tesla Model 3 29
2. M.-Benz EQE 37
3. Tesla Model Y 39
4. VW ID.3 48
5. VW ID.4 49



Source: mobile.de, decline in leads 2024 vs. 2023

MARKET DEVELOPMENT

ELECTRIC CARS TAKE OVER THE USED CAR MARKET

The market for used electric cars is becoming increasingly differentiated between premium and more affordable models.

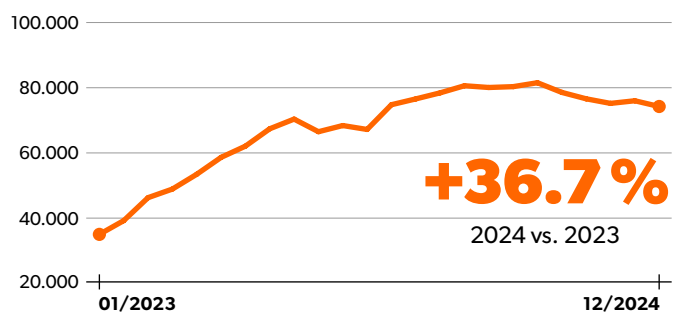
Used electric cars do not have it easy in the market. But the situation is slowly improving. Also in part because supply is growing. According to current figures, the average price for a used electric car is around 42,728 euros. With an average price of 47,533 euros, brands such as BMW continue to command high prices, while Hyundai models are in the mid-range at 35,941 euros. On the other hand, Renault (20,675 euros) and Smart (15,019 euros) offer much more affordable options, indicating a growing demand in the entry-level segment.

A key factor in the price trend is the increasing penetration of electric cars and the concurrent growing number of used cars available. This could lead to a price decrease in the medium term, in particular for models with low range or out-of-date charging technology. Customers continue to hesitate, worrying in particular that battery performance will decline too much in time.

The future of the used electric car market depends largely on technological advances and the political framework. Government subsidies, charging infrastructure and battery life are key market factors. Overall, a dynamic picture emerges: while premium brands largely maintain their value, more affordable models might make an attractive alternative to combustion engines.

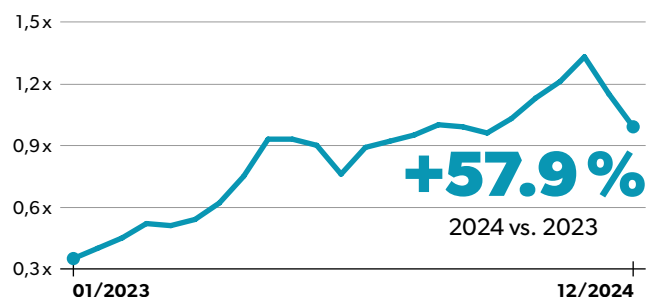
Electric cars on offer

Listings on mobile.de



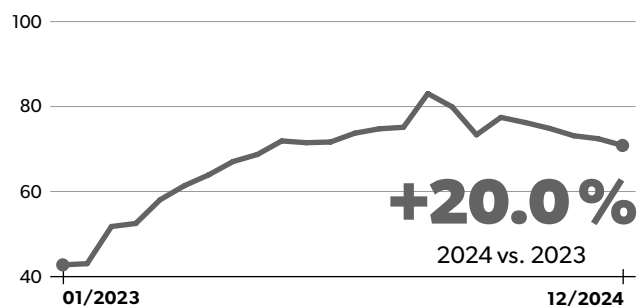
Demand for electric cars

Emails to mobile.de, indexed value



Days dealers stock electric cars

stock days



Source: mobile.de, 2023–2024

mobile.de Insights

INTERVIEW

2025 WILL BE **A GOOD YEAR** FOR BUSINESS

Florian Baur, CSO at mobile.de, believes the used car market is well positioned

How did the used car market develop in 2024?

2024 was a really strong year for used cars. The number of transactions has grown by over 7 per cent, which we also see reflected on our platform. We are also very proud that the number of enquiries has actually grown by 20.5 per cent – and much higher than the number of listings. That means that the used car market in 2024 was very healthy, with consistently high prices.

Were there any surprises or special developments in the area of electric mobility?

I would say the signals we are seeing are rather positive. It is not without reason that there is talk of electromobility not taking off as expected and in some areas even falling behind. But if you take a closer look at the data, there are definitely some positive indications. For one thing, the number of enquiries per electric vehicle has increased significantly. However, the lower willingness to pay in relation to asking prices led to higher stock days for the year as a whole.

How do the prices and the demand for battery-powered cars and combustion engines differ?

What we see is that where prices for battery-powered cars and combustion engines are roughly equivalent, demand is more or less the same. These are strong indicators that if electric cars become more attractive in terms of price, more consumers will buy them. In 2025, we are expecting the used car market to remain strong.

Are there any indications now in January 2025 that demand will continue to grow, in particular in the area of electric mobility?

We believe that higher fleet limits and more attractive market offers will help electric mobility to take off. And that is what we have seen this January – we take the expected increase in enquiries as a very positive sign. It will also further stimulate lease financing offers.

What role will leasing play this year, and how will the area develop?

This year, leasing will be an attractive entry point for many car users, and the trend will become much more important in the years to come. It is exciting that a look back at the figures for 2024 reveals extraordinary figures that we've

never seen before. This will help us prepare for the coming year in the best possible way.

What other trends or developments do you expect to see in 2025?

Another ongoing development can be seen in the regional differentiation – we are able to better depict regional differences. As mentioned, lease financing will be a relevant topic. We expect a high proportion of lease returns for electric vehicles, while manufacturers face strong pressure to sell new electric models. At the same time, the demand for hybrids vehicles is growing. In addition, brand loyalty – especially for alternative drive systems – is comparatively low in Germany. These factors show how important it is for dealers to place their offers on the market in real time, with maximum visibility and high quality. All told, a very exciting overall package and a very exciting year for the used car business.



**The number
of enquiries per
electric car rose
significantly.”**

Florian Baur
Chief Sales Officer (CSO)
at mobile.de

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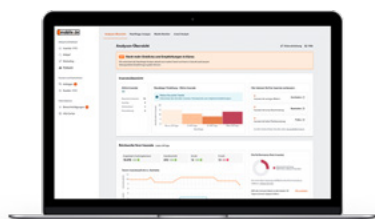
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