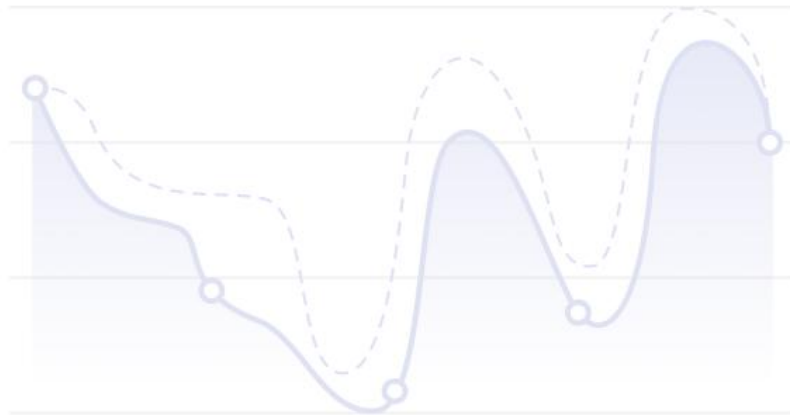


# Used EV Market in California

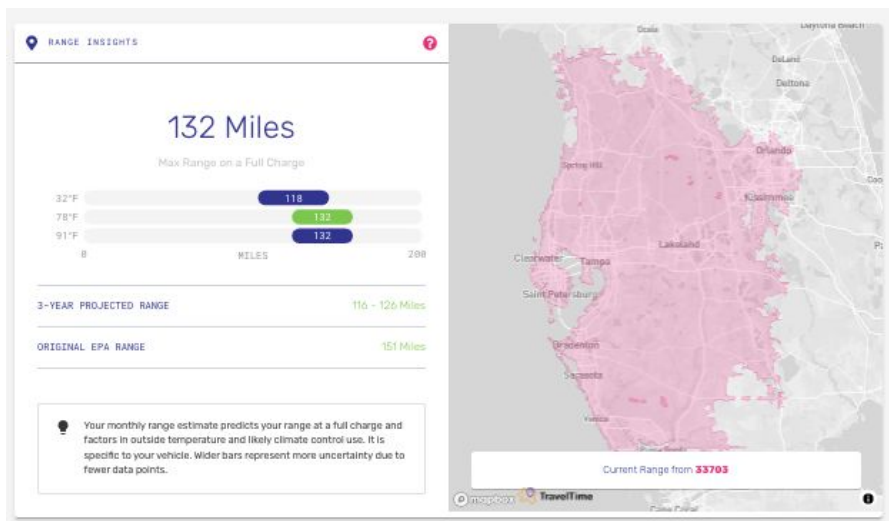
Liz Najman



# Who is Recurrent?



Recurrent gives people confidence in EV batteries, whether they are a first-time buyer or a long-time EV owner.

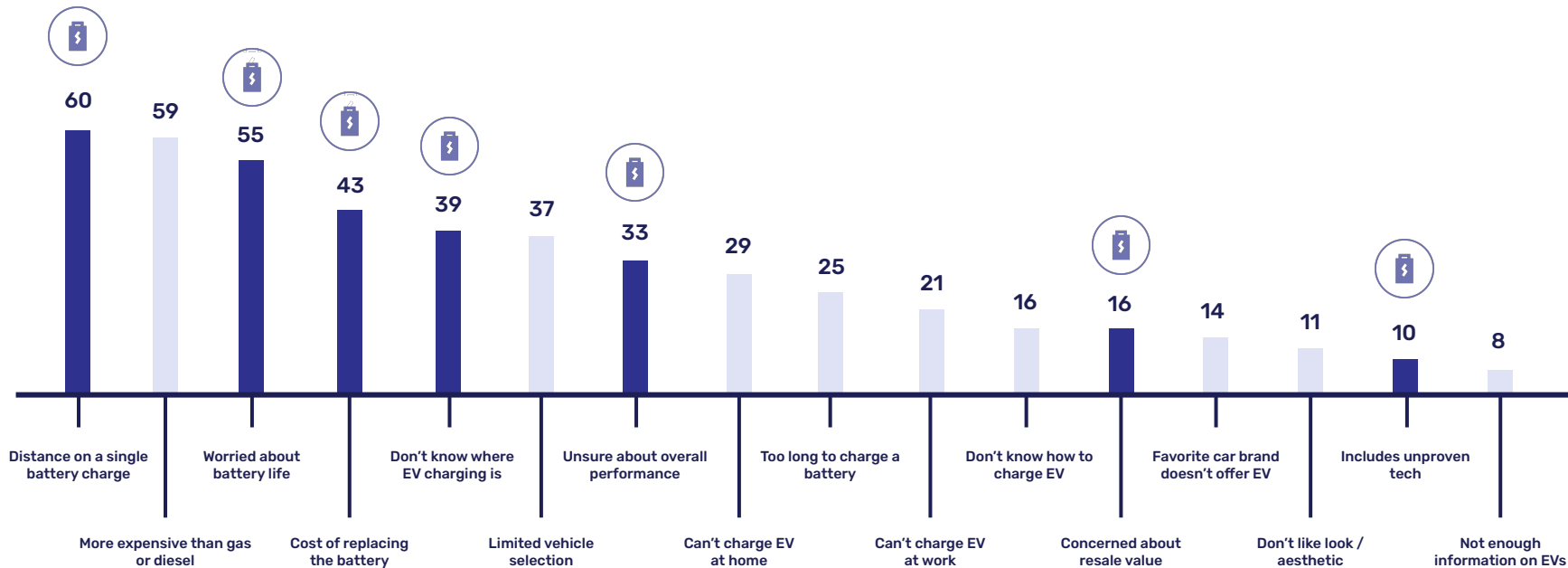


## Recurrent focuses on used EVs. Why so?

- More than 70% of cars on the road are used
- Used is greener
- Accessibility barriers
  - **New:** \$46K ICE vs \$56K EV
  - **Used:** \$27K ICE vs \$39K EV\*\*\*
  - Few *point-of-sale* incentives
  - Few incentives on *used* EVs



# Used EV buyers are totally different





## Shopper Attitudes to Used EVs

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- Drivers know that the battery is the most important thing
- But...no heuristics to replace odometer
- Site traffic has doubled with increased gas prices

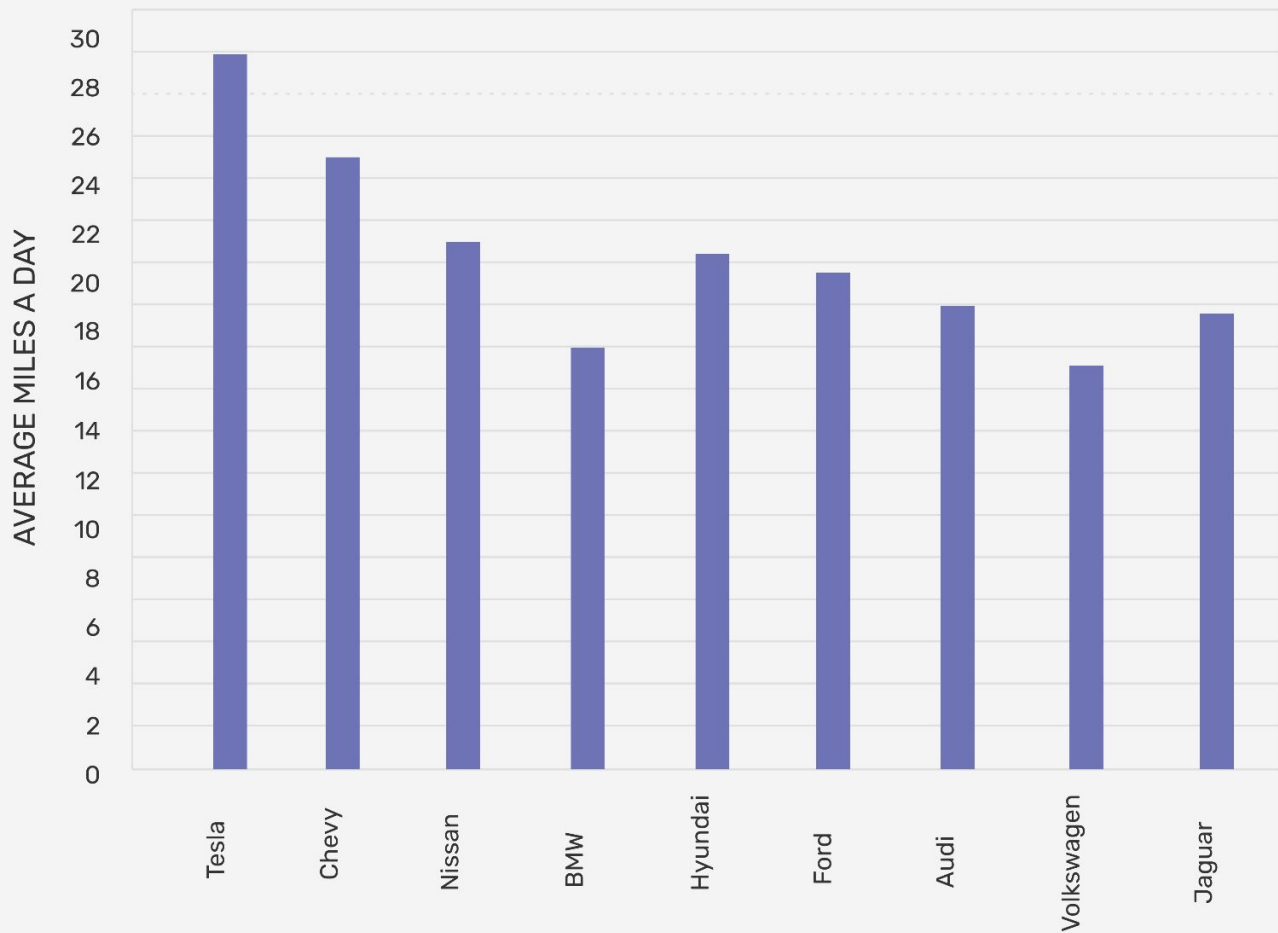
New EV Shoppers want:

- Certainty on battery health and range
- Finding a car with an EV battery that is like-new condition

Current EV Owners prioritize:

- Price, incentives, and rebates

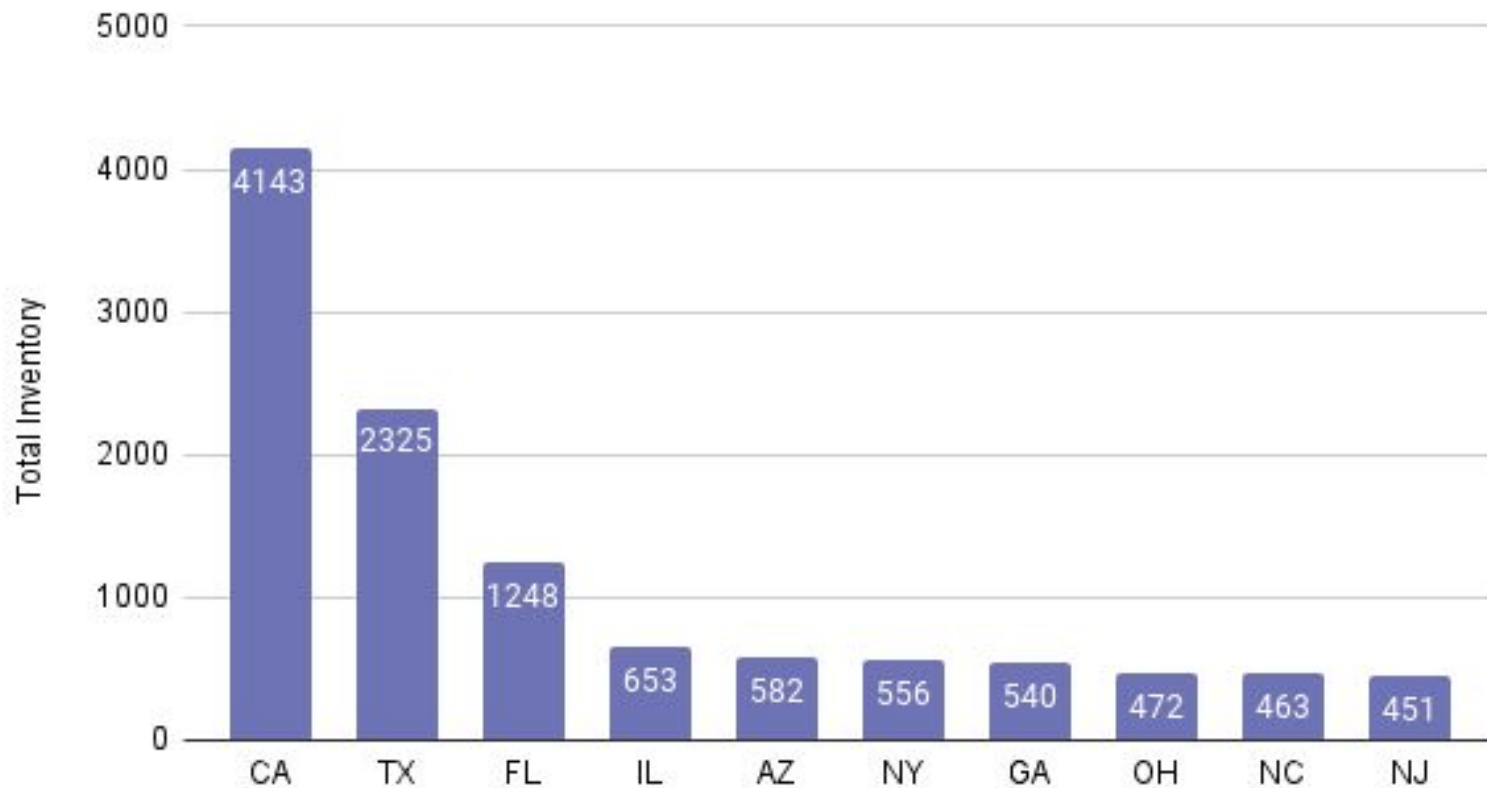
# The Elephant in the Room: **Range**



# Used EV Market in California

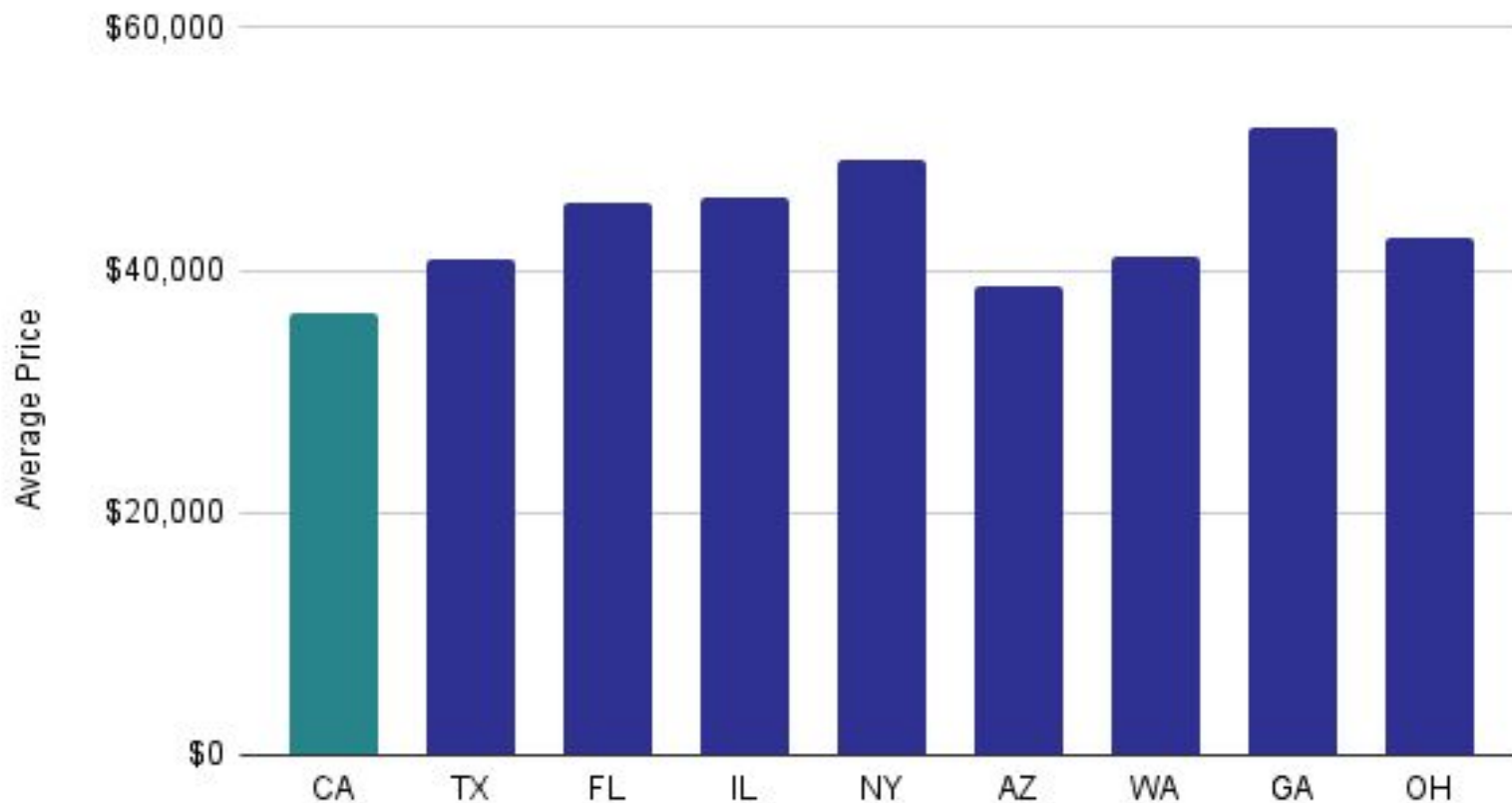


## States with Highest Used Plug-in EV Inventory

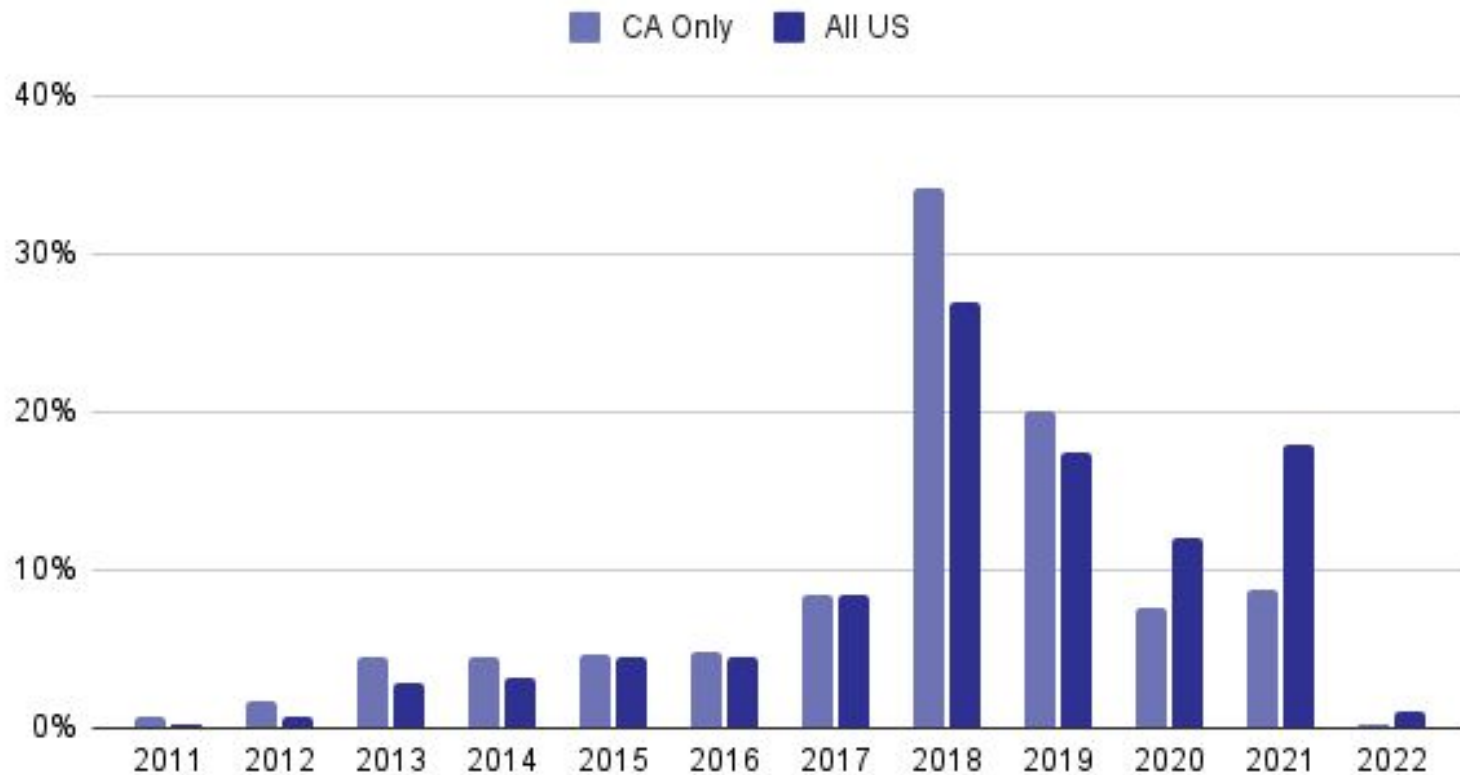




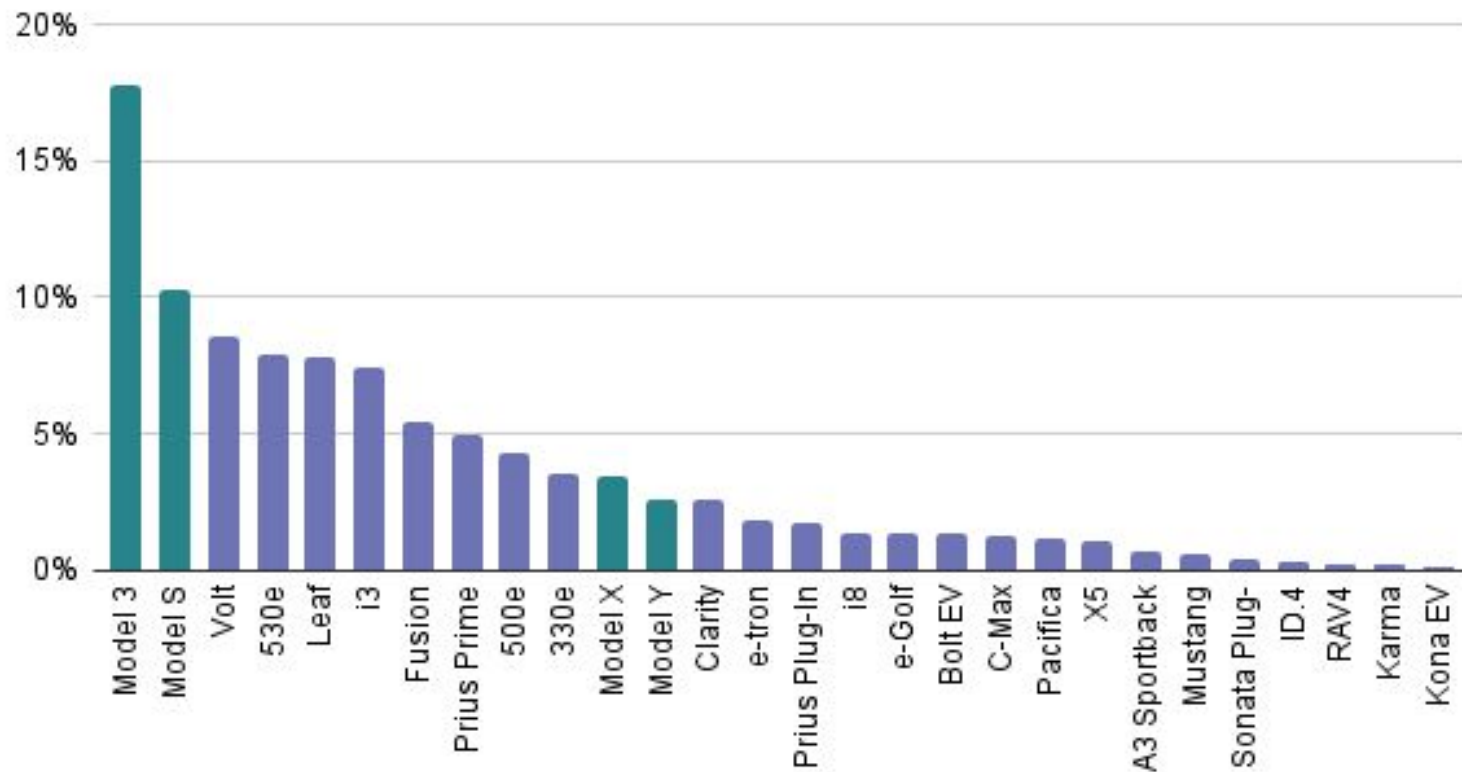
## Average Used EV Price in Top States



# Inventory by Model Year



# Used Inventory by Model





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