



Brego Essentials

EV Market Tracker

July 2026

Brego Essentials - EV Market Tracker

With the UK ZEV mandate pushing the sales of new EVs, Brego has compiled the definitive EV Market Tracker report designed to keep the UK Auto Industry completely up to date with what happened in the EV market during the month, including a year-to-date comparison.

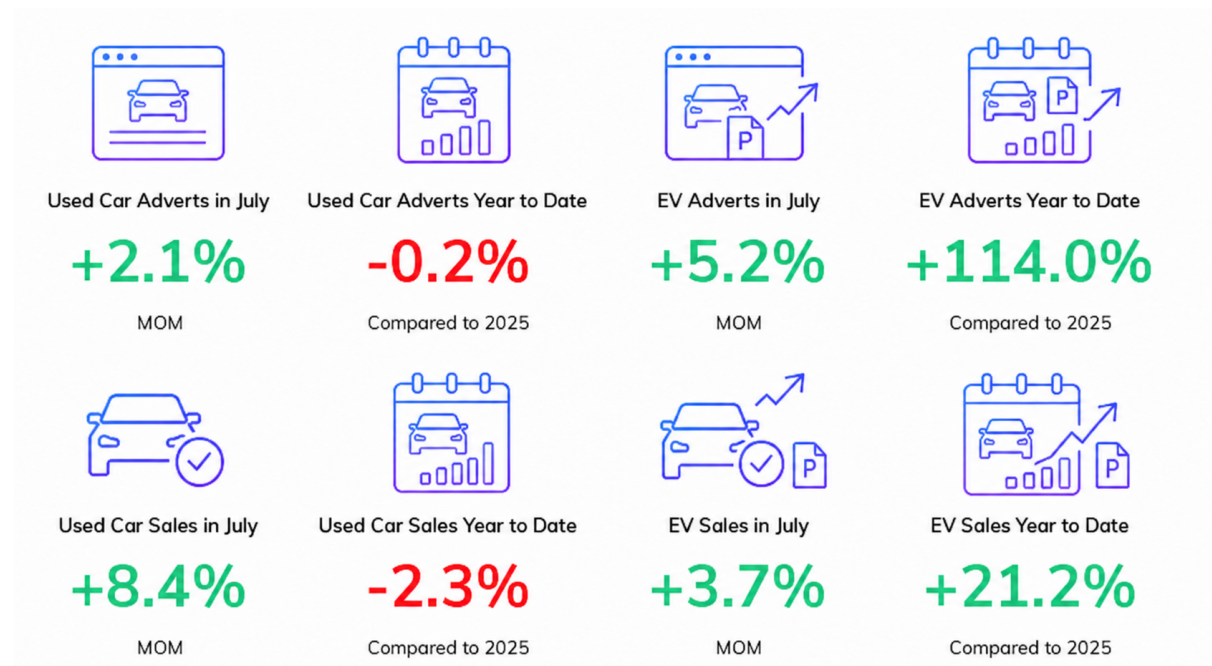
In a Nutshell

EV activity improved during July when compared against June and the volume of adverts went up by 5.2% whilst sales showed a more modest 3.7% improvement.

EVs now represent 6.9% of all adverts in the market which is 0.6 of a percentage point lower than January but 0.2 of a percentage point higher than last July. The highest month of 2026 was March at 8.5%.

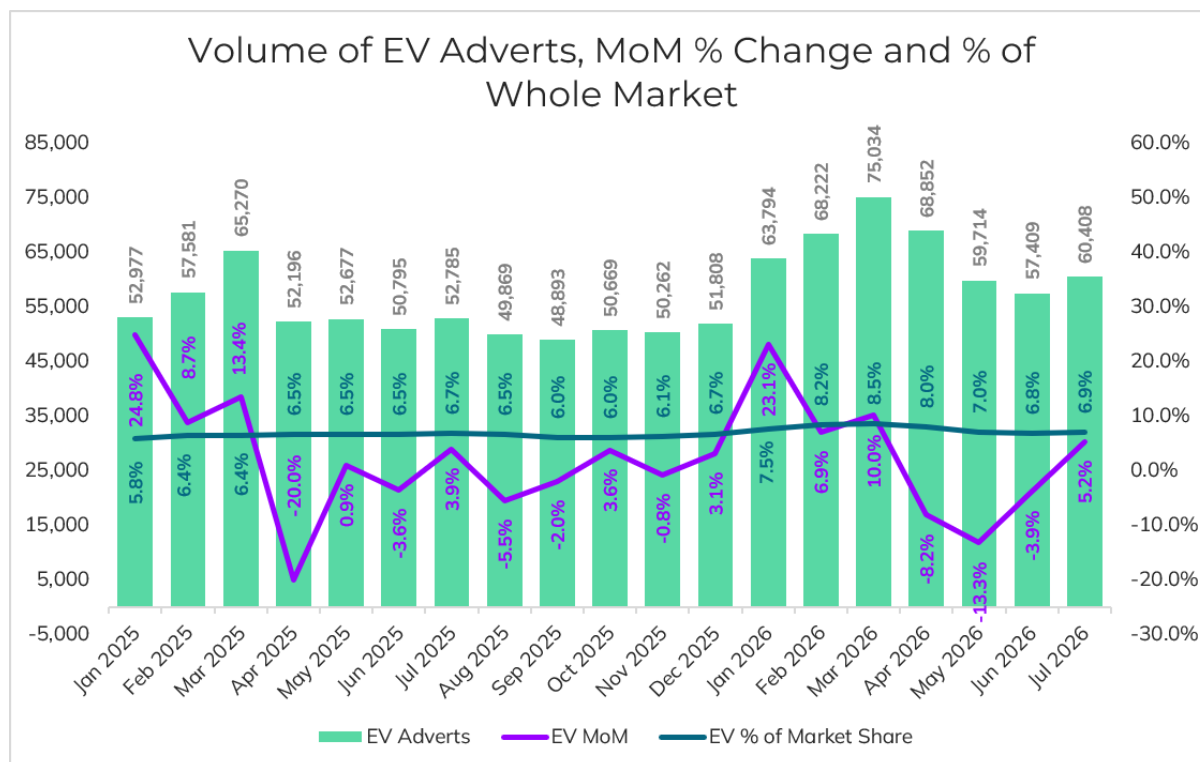
The EV sales to adverts ratio was 47.9% which is the fifth highest so far in 2026 after a peak of 54.5% in March 2026 at the height of the Middle East conflict.

Headlines



Data Powered by Brego Insight

Adverts

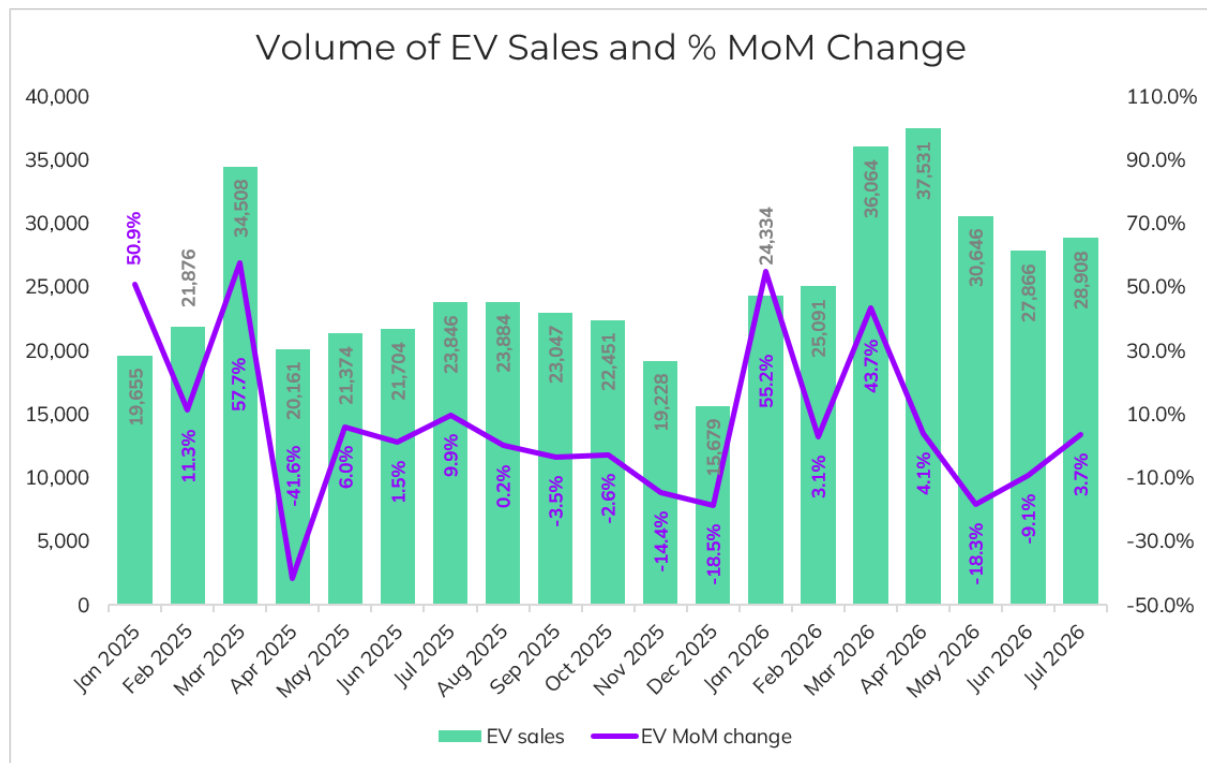


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The chart above shows the volume of EV adverts in the used market from January 2025 to July 2026. The green bars show a reasonable level of consistency through 2025 and a boost coming into 2026. However, the volume peaked in March and has fallen since, presumably due to the heightened level of interest driven by the accelerating cost of fuel following the war in the Middle East.

The purple line shows the month-on-month change in EV adverts when compared to the previous month and highlights a 5.2% increase in July. Of note is the stability of the EV percentage share of adverts in comparison to the whole market as it remains largely consistent from January 2025 to date.

Sales

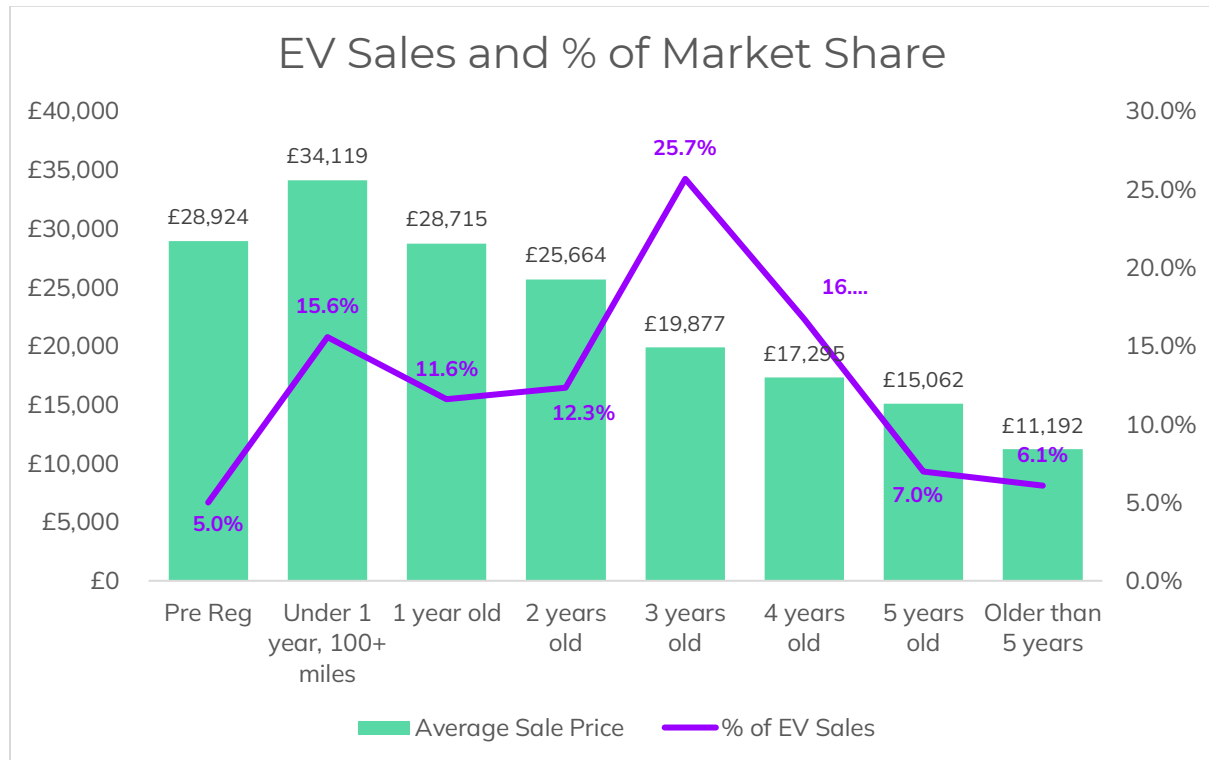


Data Powered by Brego Insight

The chart above focuses on used EV sales since the beginning of 2025. Sales in July increased by 3.7% month on month, although they had been falling since a peak in April. This pattern ties in with the increase in the price of fossil fuel in the wake of the war in the Middle East and the subsequent drop as the Strait of Hormuz became passable again.

Compared to July 2025, there was a 21.2% boost reflecting increased volumes in the market and improved demand, albeit slightly forced.

Sales



Data Powered by Brego Insight

This chart looks at used EV sales through a different lens and shows the Average Sale Price and % of the EV market for cars by age during July.

The chart qualifies that 3-year-old EVs took the majority of sales closely followed by 4-year-old models. It is also perhaps surprising to see that Pre-Reg examples only accounted for 5% of sales where market sentiment might have markets believe it was higher.

Top 5 Fastest Sellers for July 2026

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Age (years)	Avg Mileage
1	Leapmotor C10 160kW 70kWh 5dr Auto	7.2	£31,998	0.02	3
2	Leapmotor B10 160kW 70kWh 5dr Auto	9.1	£28,943	0.03	28
3	Polestar 2 220kW 82kWh Long Range Single Motor Plus	12.5	£18,768	3.11	44,518
4	Volkswagen ID.4 150kW Life Pro Performance 77kWh	12.6	£17,539	3.67	41,382
5	Audi Q4 e-tron 82kWh Quattro 340PS Sport	12.9	£24,014	2.95	34,166

Data Powered by Brego Insight

It is interesting to see that Leapmotor tops the list of the 5 Fastest Sellers whilst also taking second place. The average mileage shows these are Pre-Reg cars. The remaining places are taken by cars of a very similar age and suggests that 3 years old is a sweet spot for the moment.

Top 5 Fastest Sellers for 2026 Year to Date

The chart below looks at the Fastest Sellers for 2026 to date and it is interesting but maybe not surprising to see that Tesla takes the top 3 spots. There are higher volumes of Tesla in the used car market than the other brands but value for money also counts for the consumer.

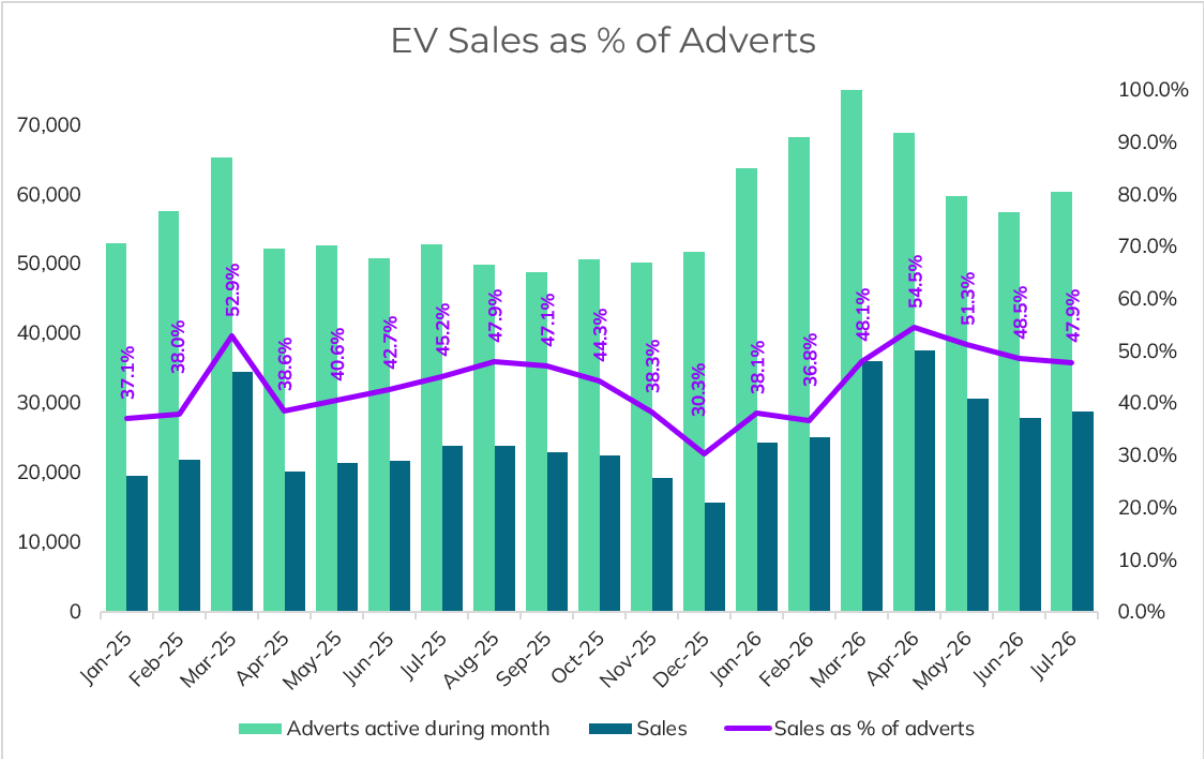
Overall the average sale price was £18,840 and the average age was 3.7 years with an average mileage of 37,344.

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Age (years)	Avg Mileage
1	Tesla Model Y RWD 5dr Auto	18.9	£22,981	3	30,076
2	Tesla Model Y Long Range AWD 5dr Auto	22.8	£24,616	3.7	38,988
3	Tesla Model 3 RWD 4dr Auto	24.5	£18,522	3.7	40,574
4	Kia Niro EV 150kW 2 65kWh 5dr Auto	25.1	£14,574	3.8	38,767
5	Hyundai Kona Electric 150kW Premium	26.6	£13,507	4.2	38,317

64kWh 5dr Auto				
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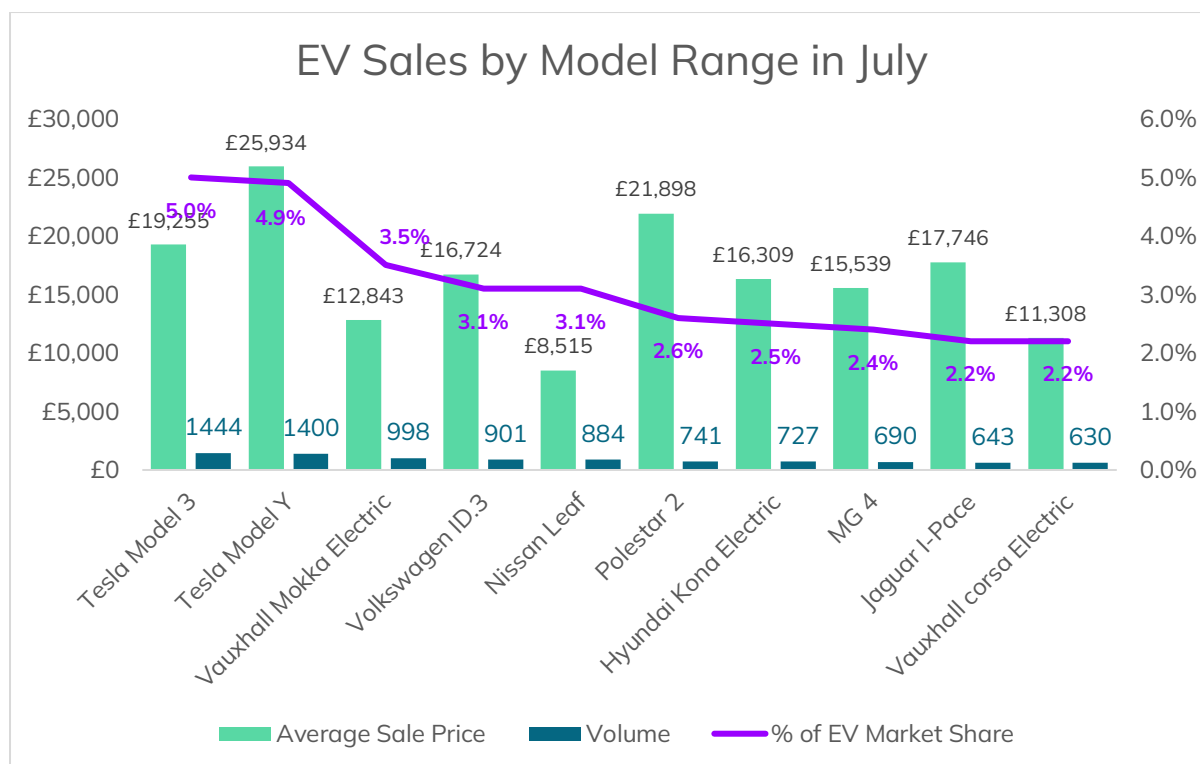
Sales as a % of Adverts



Data Powered by Brego Insight

The chart above is valuable as it gives a clear indication of sales rate in relation to the volume of adverts in the market. This changes monthly, depending on the volume of adverts and consumer demand, and it is interesting to see that in July the ratio dropped by 0.7 of a percentage point when compared with June.

EV Volumes by Model Range



Data Powered by Brego Insight

This data shows EV sales in July by model range and there are eight different manufacturers in the Top 10. Both Tesla and Vauxhall have two ranges each represented and it is interesting to see that there is only one Chinese marque (MG) in the list at the moment, although this will likely change in the coming months as volumes increase in line with new car registrations.

Should you require more insight into the EV used car market in the UK, then do not hesitate to reach out to a member of the growing Brego team and they will be happy to help.