



Brego Essentials

EV Market Tracker

August 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 again during August when compared to July and the volume of adverts went up by 1.5% whilst sales showed a robust 6% improvement.

EVs now represent 7.1% of all adverts in the market which is 0.4 of a percentage point lower than January but 0.6 of a percentage point higher than last August. The highest month of 2026 was March at 8.4%.

The EV sales to adverts ratio was 49.2% which is the third highest so far in 2026 after a peak of 53.8% in April 2026 at the height of the Middle East conflict.

Headlines



Used Car Adverts in August

-0.5%

MOM



Used Car Adverts Year to Date

-7.2%

Compared to 2025



EV Adverts in August

+1.5%

MOM



EV Adverts Year to Date

+22.7%

Compared to 2025



Used Car Sales in August

-1.3%

MOM



Used Car Sales Year to Date

+0.1%

Compared to 2025



EV Sales in August

+6.0%

MOM



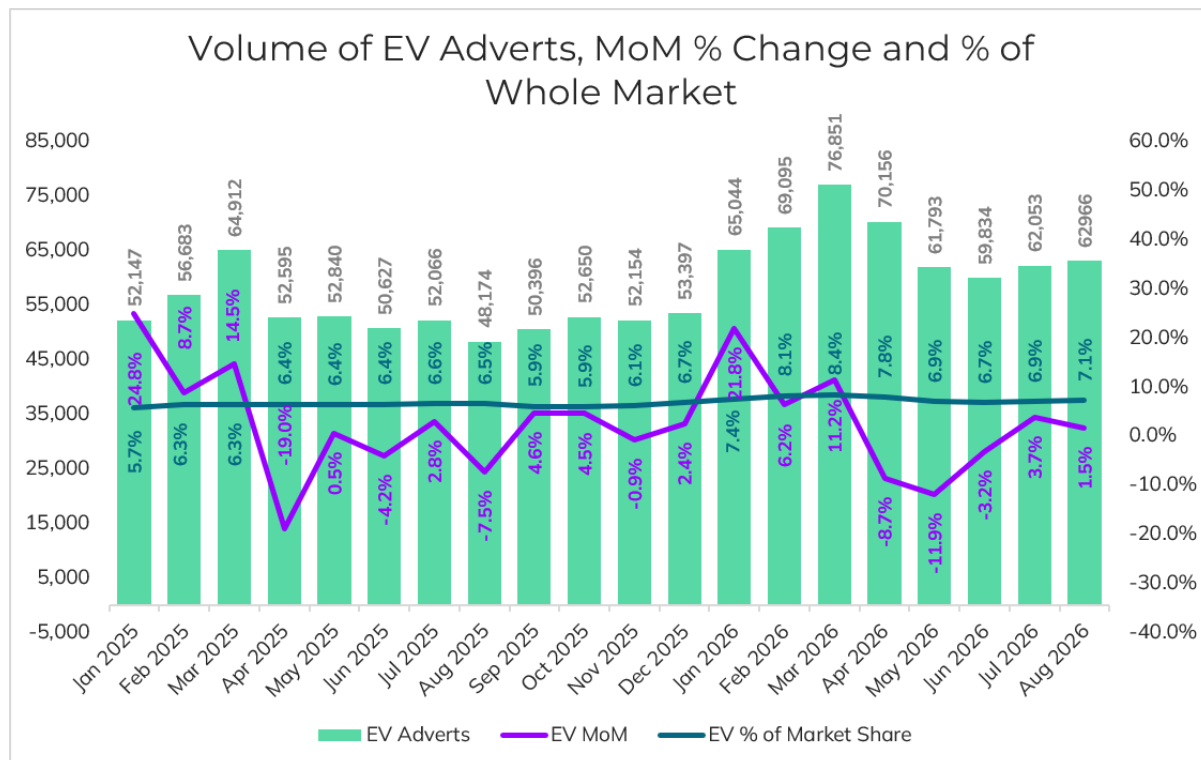
EV Sales Year to Date

+30.7%

Compared to 2025

Data Powered by Brego Insight

Adverts

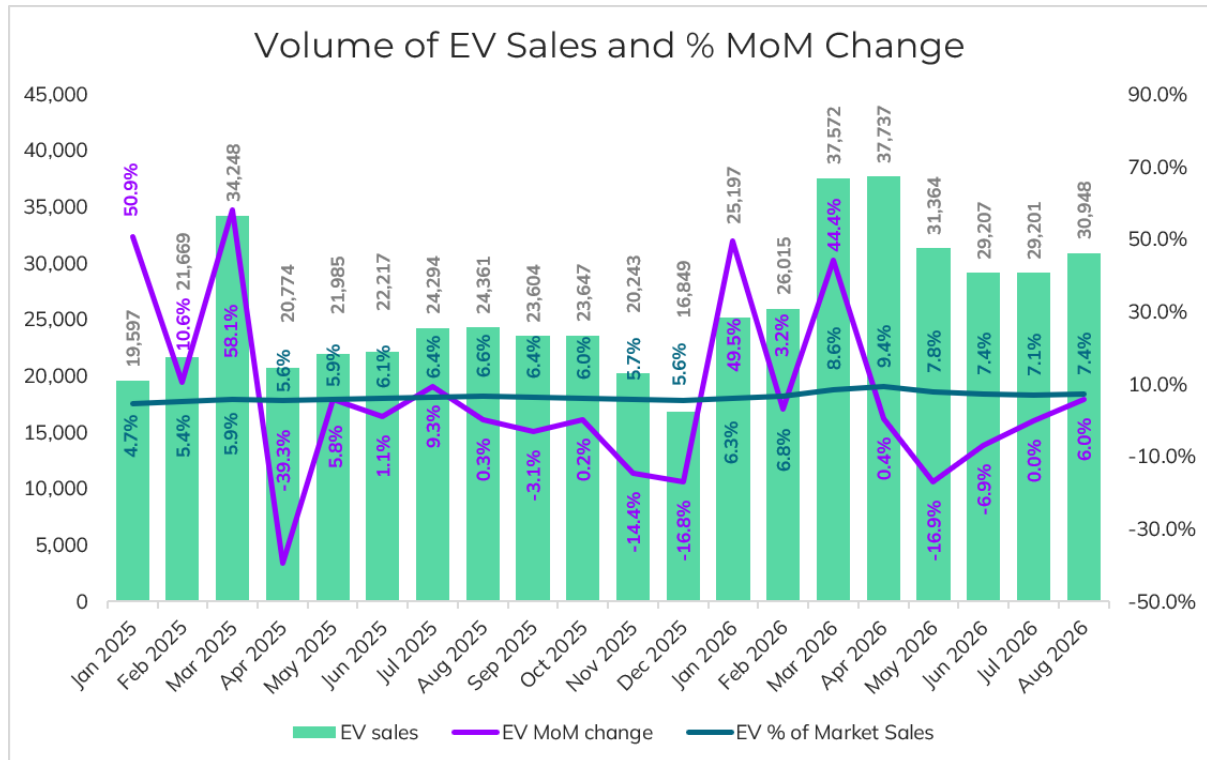


Data Powered by Brego Insight

The chart above shows the volume of EV adverts in the used market from January 2025 to August 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 before recovering in the last two months. This has been due to a peak in demand for EVs off the back of the rising fuel costs due to the ongoing war in the Middle East.

The purple line shows the month-on-month change in the volume of EV adverts when compared to the previous month. This data is very interesting and highlights that between March and May there was a significant decline in the number of adverts. Given we know that there are more used EVs coming back to the market this suggests increased EV sales for the period. One must also consider that Pre-Reg activity may have impacted the data, specifically the rise in June which was the end of H1.

Sales

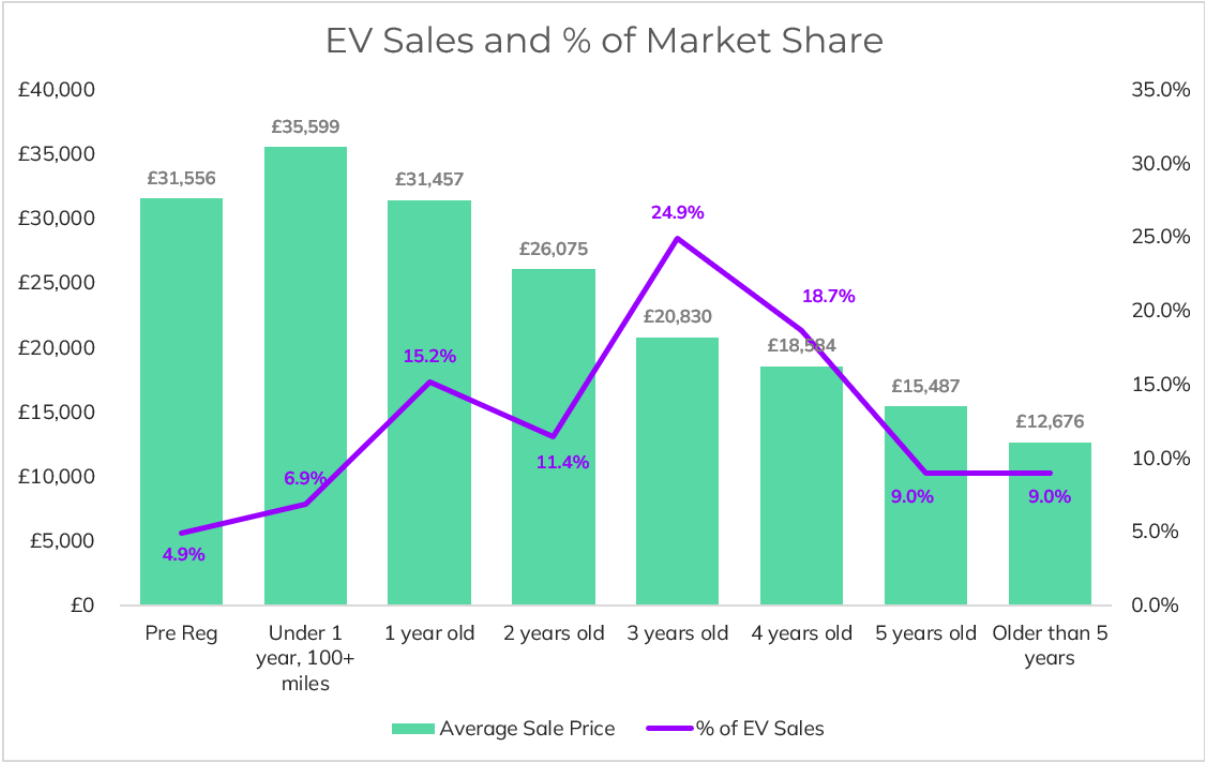


Data Powered by Brego Insight

The chart above shows the volume of EV sales in the used market from January 2025 to August 2026. The green bars show a fairly consistent growth trend during the period with a boost after the start of the war heightened demand as the cost of fuel rose.

The chart shows that sales in August increased by 6% month on month, and have grown since stabilising in June and July. Compared with August 2025, there was a 27% boost reflecting increased volumes in the market and improved demand, albeit slightly forced by Pre-Reg activity.

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 August.

It is clear that there are very few EVs in the market over five years of age and interesting to see that three-year-old EVs took 24.9% of all sales in August highlighting this is currently a value for money sweet spot for the cost conscious used car buyer.

Top 5 Fastest Sellers for August 2026

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Age (years)	Avg Mileage
1	BYD Atto 3 Evo 230kW Design 75kWh	8.8	£27,670	0	220
2	Leapmotor B10 160kW 70kWh	9.8	£28,359	0.03	610
3	Leapmotor C10 160kW 70kWh	11.4	£31,967	0.16	10
4	Nissan Ariya 178kW Advance 87kWh	11.8	£21,810	2.03	20,560
5	MG5 115kW Excite EV Long Range 61kWh	13.2	£10,274	4.03	42,110

Data Powered by Brego Insight

For the second month running there are two Leapmotor models in the Top 5 list although it is worth noting that these are clearly Pre-Reg models. In fact the Top 3 are all Pre-Reg cars. In addition whilst the MG5 is often one of the fastest sellers the Nissan Ariya moved faster than it has for some time and is perhaps worthy of further investigation to establish why this might have been the case.

Top 5 Fastest Sellers for 2026 Year to Date

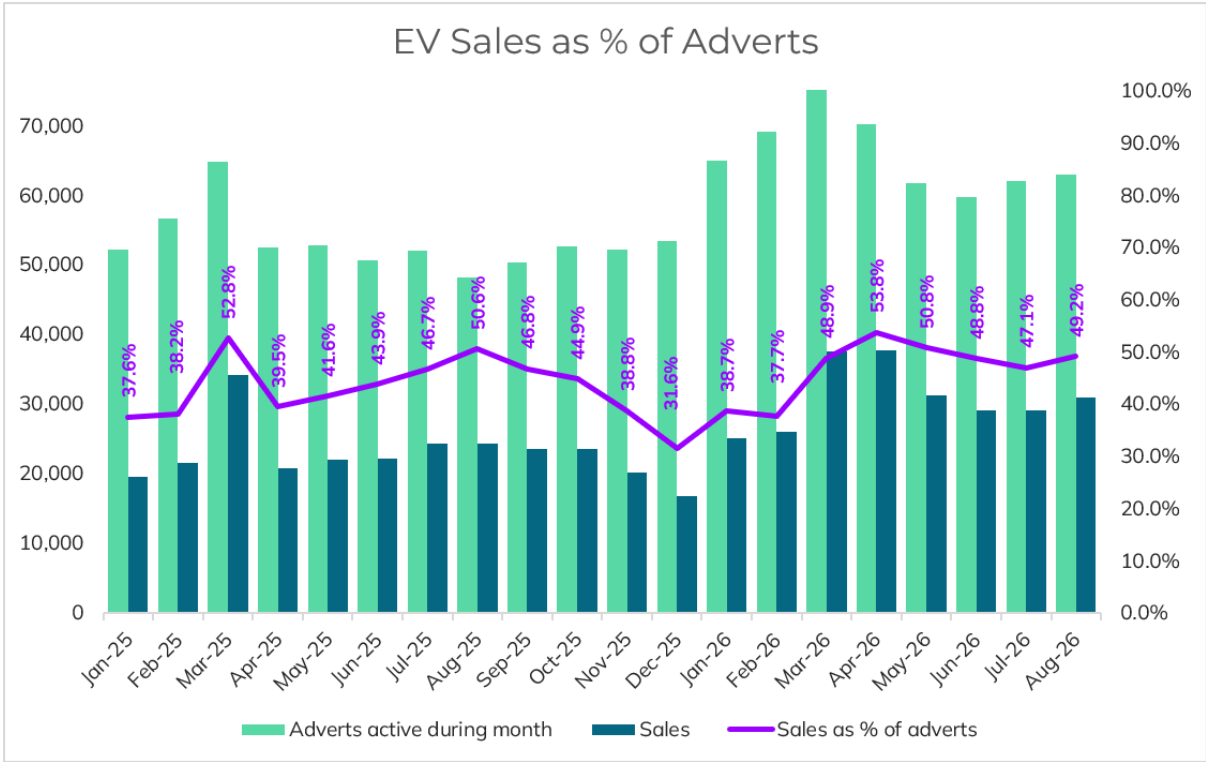
The chart below looks at the Fastest Sellers for 2026 to date and it is of note but maybe not surprising to see that Tesla takes the top 3 spots. There are higher volumes of Tesla product in the used car market than the other brands, but value for money also counts for the consumer which is evident from the average sale price of the Kia and Hyundai models.

Overall the average sale price was £18,934 and the average age was 3.7 years with an average mileage of 37,420. This data is very similar to July.

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Age (years)	Avg Mileage
1	Tesla Model Y RWD 5dr Auto	18.8	£23,055	3.0	30,432
2	Tesla Model Y Long Range AWD 5dr Auto	22.7	£24,673	3.6	39,450
3	Tesla Model 3 RWD 4dr Auto	24.1	£18,664	3.7	40,727
4	Kia Niro EV 150kWh 2 65kWh 5dr Auto	25.6	£14,656	3.8	38,660
5	Hyundai Kona 150kW Premium 64kWh	25.6	£13,623	4.2	37,831

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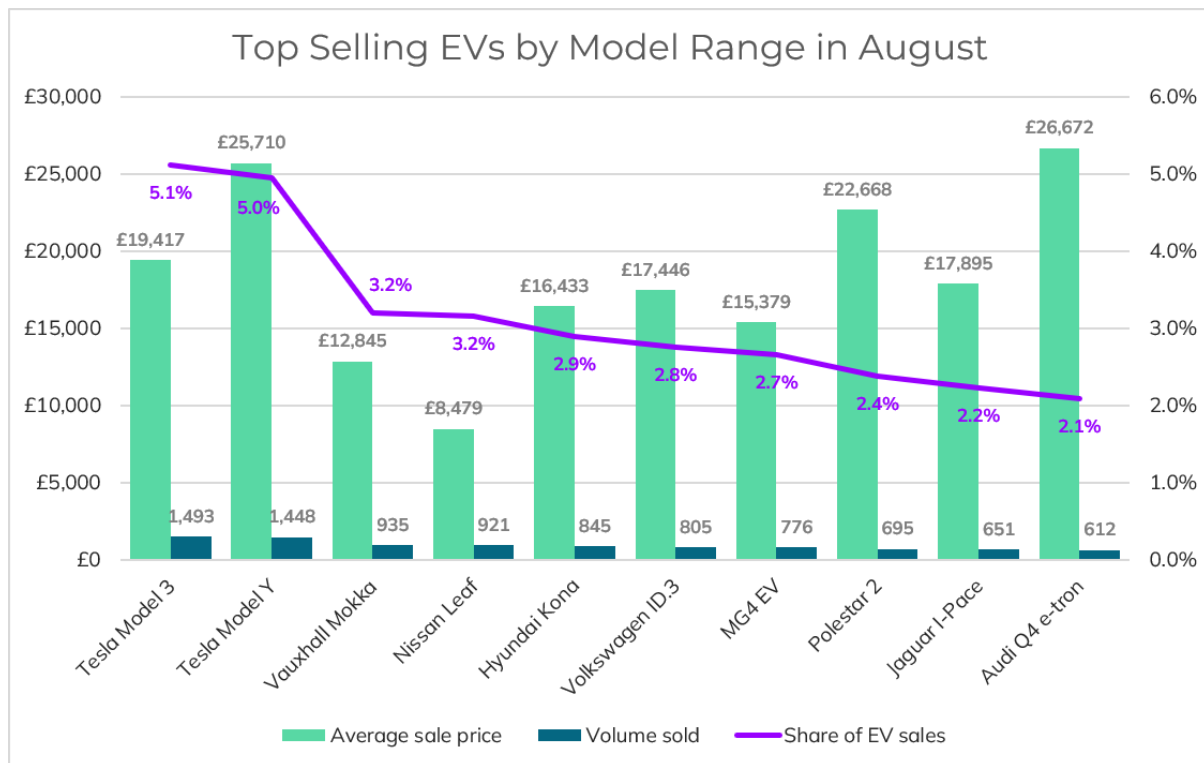
Sales as a Percentage of Adverts



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 August the ratio increased by 2.1 percentage points when compared with July.

EV Volumes by Model Range



Data Powered by Brego Insight

This data shows EV sales in August by model range and there are nine different manufacturers in the Top 10. For this month Tesla have two ranges represented accounting for 10.1% of all used EV sales. It is also 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 used car 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.