



Turning EV-batteries from risk to sales argument

High prices, challenging financing options, and a lack of government support, the used U.S. EV market is currently facing tough conditions. In an expert discussion, participants explored how independent battery certificates could help accelerate the market and how Europe might serve as a role model.

Denver, November 12th 2025 – At the AVILOO headquarters in Wiener Neudorf (Austria), a panel of experts has come together to discuss how the potentially greatest risk of used EVs - the battery - can become the strongest trust-builder and selling point thanks to independent battery diagnostics.

The used EV market much like the broader EV landscape in the U.S. is currently going through a rough patch explains **Yossi Levi**, founder of *Car Dealership Guy*, the leading media platform in automotive retail. *"First of all, it's the price. In the U.S., you're still paying more on average for an EV, and that's the big hurdle — especially when affordability is the biggest challenge for consumers. The second part is a combination of education and flattening the depreciation curve."* Still 9 out of 10 consumers are not willing of purchasing this technology. Levi is convinced that, beyond lowering prices, the key to unlocking the used EV market lies in reducing the risk associated with buying pre-owned electric vehicles: *"When you think about the vehicle itself, clearly the battery is the biggest risk - and that's an ownership risk. We have to continue eliminating the risks of making a purchase of this kind of technology."*

Solution offered by AVILOO

One way to minimize this risk is through the provision of independent battery certificates. AVILOO, based in Wiener Neudorf (Austria), addressed this issue eight years ago and has since established itself as an industry standard with its independent battery diagnostics. *"Our founding idea has been providing the EV market with an independent state of health test. That has always been our mission"*, explains AVILOO CEO **Marcus Berger**. *"Today we are in a position to offer two testing products: the AVILOO Premium Test, which is a highly sophisticated battery test where you simply discharge the car from 100% down to 10%. And the AVILOO FLASH Test — let me call it a rapid test — which takes just three minutes. The results of both tests are independent. All our analysis is data-driven, meaning it doesn't connect directly to the battery. We analyse data, and through data analytics we are able to calculate the state of health."*

Read-out vs. independent battery testing

Berger highlights the advantages of independent battery diagnostics compared to other market players who rely on reading data from the vehicle's Battery Management System (BMS): *"All the other companies, I know at least, just plug in a cheap dongle ordered in the internet, read out a State of Health - and I wouldn't even say **THE** State of Health (SoH), because there are so many: on cell level, on pack level. And you don't know how old it is or how it's been calculated."*

According to Berger, this is the key difference: *"That's exactly what we're not doing. We perform our own calculation. We cover more than 96% of all available vehicles. We have a team of six people who do nothing but learn how to communicate with each specific car. And at least we use our own hardware."*

AVILOO's Plug & Play Hardware Sets New Standards in Battery Testing

According to **Niko Mayerhofer**, co-founder and CTO of AVILOO, it's the proprietary hardware that provides a decisive advantage - as he explained during a live test in the expert discussion: *"We have our own hardware, which is very important because we want to get the best data quality out of the vehicle. Only with the best data quality can you deliver highly precise results for the State of Health (SOH). And beyond that, for other key performance indicators that define and characterize a battery."* The test is simple and plug & play: the device only needs to be connected to the onboard diagnostic port via OBD or OBD2 plug. Vehicle identification and battery size are detected automatically - as is the delivery of the certificate.

Berger explains that this certificate forms the foundation for sustainably improving the used EV market. He illustrates this with a simple example: *"Let's imagine you are selling a used combustion engine car without knowing the mileage. It will be tough to attract buyers and if you do, they will most likely include a risk premium for not knowing the mileage. With our battery certificate, we take that risk out of the market."* In addition to risk reduction, Berger emphasizes the advantages from a remarketing perspective: *"Our clients generate more clicks, more bids, shorter selling cycles — and ultimately a higher selling price, which can be up to \$1,000 per car."*

Independent Battery Certification Drives Growth in Europe's Used EV Market

The practical benefits of independent battery certification and the development of the European used EV market were also discussed by two experts: **Abhishek Sampat** (Head of Electric Vehicles, BCA) and **Jan Dedek** (EV Expert, Aures Holdings). **Sampat** explained the current



situation and how **BCA** (British Car Auctions) is operating: *"We are Europe's largest vertically integrated vehicle marketplace. In the U.K. we sell about 1.1 to 1.2 million used cars in our auction houses and across Europe about 400,000. We've been using the AVILOO system for most of the EVs we sell. This year we expect selling 60,000 EVs in the UK and about 25,000 to 30,000 EVs in Europe and we are almost testing all of them."* He generally views the development of the EV market in the UK very positively. *"The UK has become Europe's largest EV market. I think we will be 400,000 to 450,000 new EVs this year easily as in the new market customers are quite accepting and the used market has now gathered a lot of pace."* **Sampat** summarizes the benefits of working with AVILOO as follows: *"We get a higher price on the vehicles that we sell with a battery report versus without. I think the number we published publicly was about £258 on average — but that's across 25,000 cars in the UK that have a battery report. We also noticed that the cars convert 7 percent faster compared to those without a test."*

Breaking Myths, Building Confidence: AURES Holdings Relies on AVILOO

Jan Dedek, electromobility expert at the largest used car dealer in Central and Eastern Europe AAA AUTO and Mototechna, operated by the AURES Holdings group, observes from an external perspective that many people still associate electric mobility with persistent myths: *"They are afraid of the battery, of fire hazards, of charging - where to charge, how much it costs to charge, and so on."* Within the company, there was also a need to catch up in terms of EV knowledge, especially compared to traditional combustion engine vehicles: *"We have a lot of experts at AURES Holdings who can just listen to the bubbling of an internal combustion engine and say: you have a problem with the first cylinder. But we needed to train new experts with knowledge about battery electric vehicles. It is done and AVILOO is helping us a lot"*, Dedek outlines three key benefits of the collaboration with AVILOO: First, AURES Holdings does not purchase electric vehicles or plug-in-hybrids unless they can be tested using AVILOO diagnostics - ensuring that any battery faults are identified before a transaction. Second, all tested vehicles are listed online with visible battery certificates, providing transparency and building trust with customers. Third, AVILOO supports after-sales care: if a customer reports an issue, the PREMIUM Test can be used to analyse battery data and assist with claims, for example, with OEMs. For Dedek, this ability to build trust between the company and its customers is the most valuable aspect of the partnership.

AVILOO's Mission to Empower Used EV Buyers in the U.S.

Given all the mentioned advantages, AVILOO CEO **Markus Berger** is confident that independent battery certificates can also help boost the used EV and BHEV market in the U.S., even though



current conditions remain challenging. He draws parallels to Europe, where the situation was similarly difficult until recently: *"Yossi Levi mentioned the drop in sales figures when government support vanished. The same happened in Europe last autumn - in Germany and many other countries. But within six months, the market fully recovered. Now we're seeing more new EVs than ever, even without subsidies. I'm sure that's going to happen in the U.S. as well."*

That's why AVILOO founded its U.S. subsidiary, AVILOO Inc., last year and is now shifting focus to the region. *"You get perfect technology, a lot of experience, and all the know-how we've collected. We will support the U.S. market just as strongly as we support the European market in selling used EVs at maximum value. That's our mission."* **Levi** also sees strong potential for a similar success story in the U.S., emphasizing the clear need for independent battery testing: *"I think it would be incredibly helpful. I want to know this vehicle like it's a 50-year-old person - tell me about their health history. It's no different. We have to understand what this vehicle has been through and how dependable it is."*

You can rewatch the whole discussion on AVILOO's YouTube-Channel:

[AVILOO digital US-Press Conference - November 2025](#)

About AVILOO

AVILOO started in 2017 with independent battery diagnostics for EV and plug-in hybrid vehicles and has since established itself as the global industry standard and market leader. Founded near Vienna, Austria, the company operates worldwide and has also been active in the United States since 2024 with a location in Denver, Colorado. The company develops and markets precise, fast, and manufacturer-independent tests to detect the State of Health (SoH) and defects in drive batteries of used vehicles. The company started its business with the AVILOO PREMIUM Test, the world's most comprehensive battery test for individuals. Based on thousands of conducted PREMIUM tests and the resulting world's largest database, the AVILOO FLASH Test was developed to provide a quick assessment of the battery's state within 3 minutes – ideal for fleets and remarketing. By covering over 96 % of all available brands, the FLASH Test is currently the fastest comprehensive diagnostic solution on the global market. All analysis methods and certificates are TÜV and CARA certified, ensuring complete transparency and safety for used car buyers, sellers, and users—both commercial and private.

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