



BATTERY DIAGNOSTICS



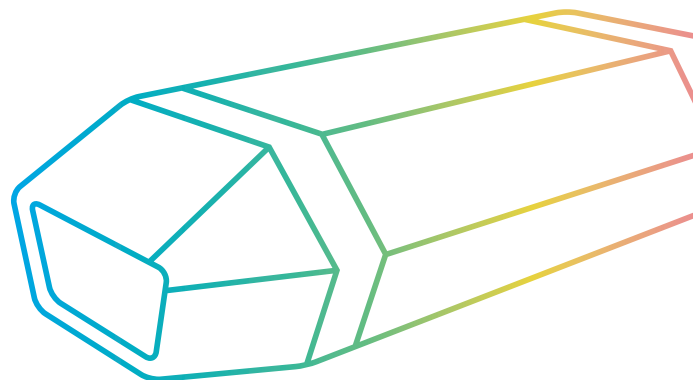
AVILOO  
WHITEPAPER

# USED EV REMARKETING

Can independent battery certification drive faster sales and higher resale values?

Battery uncertainty limits the growth of the used EV market. Our research across six countries shows that independent battery certification increases buyer trust, accelerates sales by 36%, and enhances resale value. This white paper outlines key insights and strategies for dealers to leverage certification and maximize profitability.

INCLUDES **MANHEIM EXPRESS** PROOF:  
REAL MARKET DATA ON AVILOO  
CERTIFICATION'S IMPACT



## UNLOCKING THE USED EV MARKET WITH INDEPENDENT BATTERY CERTIFICATION

**Executive Summary:** The used electric vehicle (EV) market is growing rapidly, but several key concerns continue to hinder its full potential. Chief among these is the uncertainty surrounding battery health, which directly impacts consumer confidence, resale value, and overall market dynamics.

A comprehensive study\*) conducted across six countries (Germany, France, UK, Sweden, Norway, and Belgium) provides compelling data on how independent battery health certification can transform the used EV market.

## INSIGHTS INTO CONSUMER PREFERENCES WHEN PURCHASING EVS

### 1. New vs. Used Car Preferences

- o The orange bar (**38.66%**) represents consumers who would only consider purchasing a new EV. This group does not contribute to the used EV market.
- o The blue bar (**13.47%**) represents consumers who would only consider purchasing a used EV, making them direct potential buyers in the used EV market.
- o The grey bar (**47.86%**) represents consumers who are open to buying both new and used EVs, meaning they could be potential customers for both new and used car sellers.

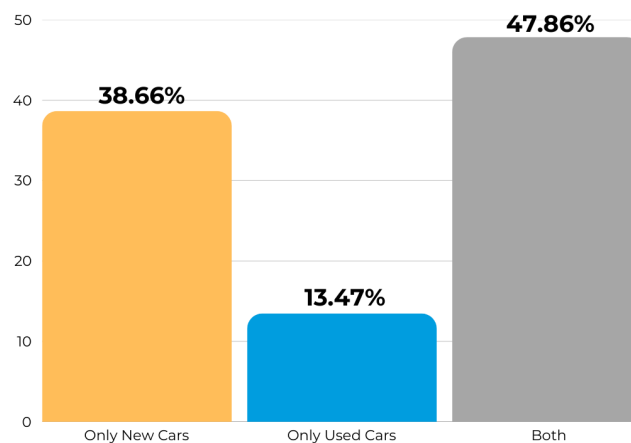
### 2. Market Potential for Used EVs

- o The total potential market for used EV resellers consists of the blue (only used cars) and grey (both new and used cars) segments.
- o Adding these percentages together (**13.47% + 47.86%**), we find that **61.33%** of consumers are open to buying a used EV.
- o This highlights a significant opportunity for used EV resellers to tap into a large portion of the market.

Certification not only increases buyer interest and accelerates resale but also alleviates skepticism, making used EVs a more viable option for a broader audience.

This paper explores current market trends, the role of independent battery certification, and actionable strategies for dealerships to leverage certification to drive higher sales and trust.

### Would you have a preference regarding the purchase of an electric car?



Consumer EV Preference: New vs. Used EVs

**Key Insight:** The data indicates that while a substantial portion of consumers (**38.66%**) prefer new EVs exclusively, a majority (**61.33%**) of the market is open to purchasing used EVs. This suggests strong demand for pre-owned EVs, making it a viable sector for businesses involved in resale. Understanding these consumer preferences can help businesses tailor their strategies to meet market demand effectively.

\*) International AVILOO Remarketing Study, in field June, July 2024, Van Westendorp Methode

## UNDERSTANDING THE USED EV BUYER: NEW CAR ADDICTS AS A HIDDEN OPPORTUNITY

Many car buyers acknowledge that EVs lose value faster than gasoline or diesel vehicles, yet a significant portion still opts for new EVs over used ones. Understanding buyer hesitations and motivations is critical to unlocking the full potential of the used EV market.

### 1. Consumers Acknowledge EV Depreciation but Still Prefer New Cars

- o Many buyers recognize that used EVs lose value faster than gasoline or diesel vehicles.
- o Despite this awareness, a significant portion still chooses new EVs, highlighting a trust gap in the used market.

### 2. Battery Risk Perception Prevents Used EV Purchases

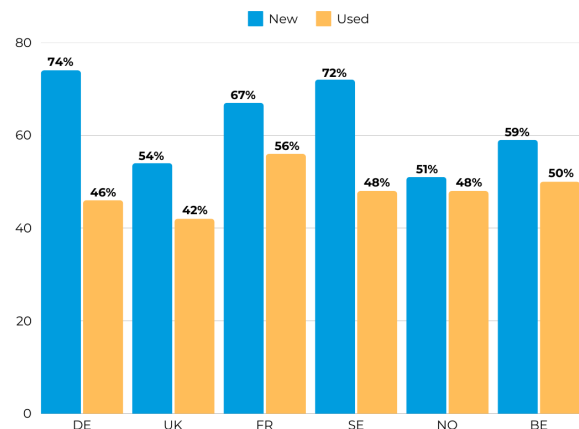
- o 45.7% of respondents "somewhat agree" that battery concerns deter them from buying a used EV, with 32.9% fully agreeing.
- o The perceived financial risk due to potential battery failure discourages buyers from exploring used EVs.

### 3. Independent Battery Certification Increases Used EV Consideration

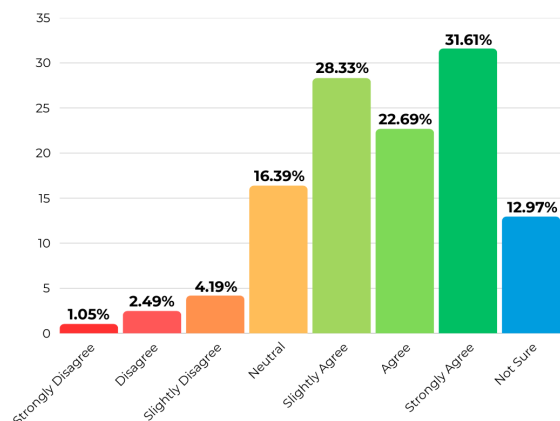
- o 57% of consumers who initially preferred new cars would consider a used EV if it came with an independent State of Health (SoH) certificate.
- o 9.1% "somewhat agree" and 17.6% "fully agree" that certification would make them more open to purchasing a used EV.

**Key Insight:** To increase sales, dealerships should actively target new car buyers with certified used EVs. Battery certification addresses their concerns and shifts buying decisions toward used EVs, expanding market reach.

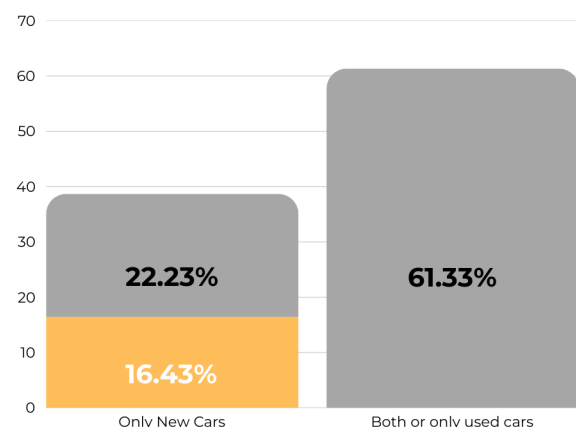
Agreements on used EVs lose value faster than used combustion cars (segmented by markets)



There is a great financial risk with used EVs due to the high repair costs of a possibly defective battery



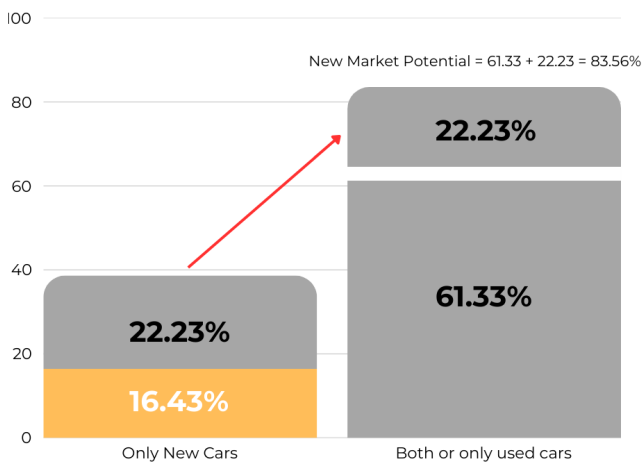
57% of „Only New EV“ Buyers (=22,23%P) would consider a used EV when it comes with an independent battery certificate



# THE MARKET POTENTIAL OF BATTERY CERTIFICATION

## 1. Battery Certification Expands Buyer Interest

- o The total market potential for resellers of used EVs is **61.33%**, combining consumers who consider both new and used cars (**47.86%**) and those exclusively interested in used cars (**13.47%**).
- o Among buyers who initially preferred only new EVs, **57%** would reconsider a used EV if certification was available.
- o A certified battery increases the pool of potential buyers from **61% to 83%**.

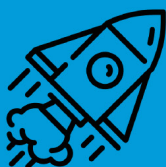


Consumer EV Preference: New vs. Used Evs - Impact of independent certificates

## 2. Trust and Demand for Certification

- o **75%** of used EV buyers expect an independent battery certification as part of the purchase process.
- o **81%** of buyers perceive dealerships offering independent battery certification as particularly trustworthy.
- o Vehicles with an independent battery test certificate sell **36%** faster than those without one.

**Key Insight:** Used EV dealers who integrate battery certification into their sales strategy will expand their customer base and sell vehicles faster. Certification is no longer a "nice to have" but an expected standard.



e-car remarketers' sales opportunities increase by

**36 %**

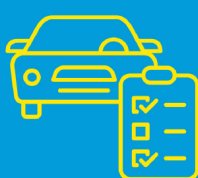
when they market used cars equipped with a battery test certificate – in comparison to not offering it.



Customers are willing to pay at least

**€ 550 – 1,100**

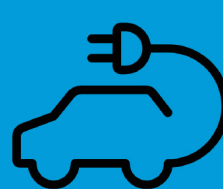
more for used e-cars and hybrid plug-in vehicles, equipped with an independent battery report or certificate.



Many potential e-car buyers would only consider to buy a new vehicle – however

**57 %**

of them would consider buying a used e-car, when it comes with an independent battery report or certificate.



**75 %**

of used e-car buyers expect an independent battery report.



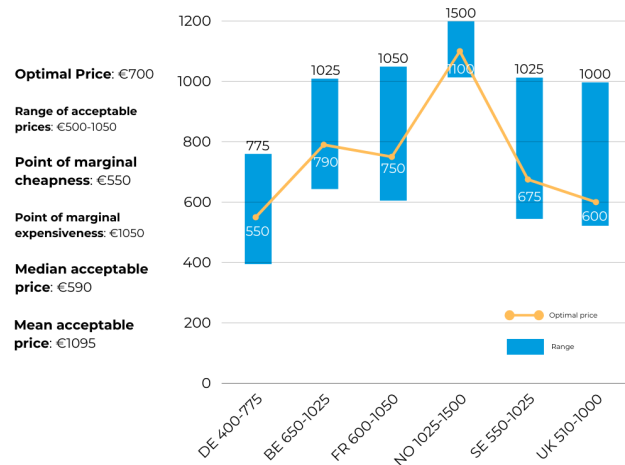
**81 %**

of used car buyers consider car dealers offering an independent battery report to be particularly trustworthy.

## KEY CONCERNS AMONG USED EV BUYERS

- o 69% of respondents fear high repair costs due to potential battery failures.
- o 76% perceive financial risk in used EV ownership due to uncertain battery longevity.
- o 64% believe that used EVs depreciate faster than their gasoline or diesel counterparts.
- o Buyers are willing to pay €550–€1,100 more for a used EV if an independent battery certificate is provided.

### Accepted Price-Premium for used EVs that come with an Independent Battery Certificates



**Key Insight:** Battery certification directly addresses the top consumer concerns, making used EVs a safer and more appealing choice. Dealers should emphasize these benefits to close more sales.

## THE IMPORTANCE OF INDEPENDENT BATTERY CERTIFICATION

### 1. Financial Benefits for Used EV Dealers

- o Buyers are willing to pay between €550–€1,100 more for a used EV with a certified battery health report.
- o Certified vehicles sell up to 36% faster than uncertified counterparts.
- o Transparency allows remarketers to command premium prices.

### 2. Enhancing Market Confidence Through Certification

- o Independent certification reduces skepticism and improves trust among buyers.
- o 57% of new car buyers would consider used EVs if they came with a certified battery report.
- o Certification could shift 22.23% of new car buyers into the used EV market, increasing market potential from 61.33% to 83.56%.

### 3. Retailer and Certification Importance

- o Most consumers prefer purchasing used EVs from dealerships rather than private sellers.
- o Dealerships that provide independent battery certification improve their brand image and consumer trust.
- o Certification is perceived as a marker of competence and professionalism in the used EV market.

**Key Insight:** Dealerships that implement battery certification stand out as industry leaders. Providing certification as a standard practice builds customer trust and boosts profitability.

# STRATEGIC RECOMMENDATIONS FOR USED EV DEALERS

## 1. Adopt Battery Certification as an Industry Standard

- o Manufacturers and dealerships should integrate independent battery certification as a key component of EV remarketing strategies.
- o Certification programs should be standardized across markets to ensure consistency and reliability.

## 2. Consumer Education on Battery Health

- o Awareness campaigns should educate consumers on the importance and implications of SoH.
- o Transparent reporting on battery condition should be included in used EV listings.

## 3. Optimize Pricing Models for Certification Services

- o Offer different tiers of battery certification tests, catering to both budget-conscious buyers and those seeking premium assurance.
- o Ensure pricing models align with consumer willingness to pay, maximizing adoption and market impact.

## 4. Enhance Dealer Reputation Through Certification

- o Dealerships should leverage battery certification to build trust and differentiate themselves in a competitive market.
- o Partnerships with recognized certification bodies can enhance credibility.

**Key Insight:** Battery certification is not just an add-on but a critical differentiator in the used EV market. Dealers who incorporate it into their business model will see increased sales, customer loyalty, and higher resale values.

## Conclusion

The growth of the used EV market depends on addressing key consumer concerns—battery health, depreciation, and technical knowledge gaps. Independent battery certification emerges as a **crucial factor** in boosting consumer confidence, increasing resale values, and expanding the buyer base. By embracing transparent certification processes, used EV dealers can **position themselves as market leaders**, enhance sales turnover, and ensure a thriving secondary EV market. **AVILOO's research confirms that independent battery certification not only increases resale values but also accelerates market adoption, ultimately driving faster and more confident sales.**





## MANHEIM EXPRESS PROOF: REAL MARKET DATA ON AVILOO CERTIFICATION'S IMPACT

### The Challenge: Enhancing Transparency in Used EV Auctions

Manheim Express, a leading European auction provider, faced a key challenge: improving transparency in used EV remarketing. Battery health uncertainty impacted both bidding behavior and final sale prices. To address this, they sought a seamlessly integrated solution and, in Spring 2024, partnered with **AVILOO Battery Diagnostics**.

### Key Benefits of AVILOO Certification for Dealers & Auctions

**Reliable Battery Analysis** – Independent verification of degradation and longevity.

**Seamless Integration** – Plug-and-play compatibility with existing processes.

**Proven Market Impact** – Faster sales, more bids, and increased buyer trust.

### Manheim Express adopted the AVILOO Battery Performance Report, offering:

- Real Range Analysis – Comparing actual vs. WLTP range for clear battery performance insights.
- Degradation Tracking – Measuring State-of-Health (SoH) decline per 100 charging cycles.
- Seamless Integration – Streamlined battery verification in the auction intake process.

### Why Battery Transparency is a Competitive Advantage

Battery uncertainty is a major barrier in used EV sales. Even when batteries are in good condition, buyers hesitate without verification. **A faulty battery can mean costly repairs**, making certification a **trust-building necessity**. By providing independent verification, **AVILOO helps eliminate risk perception**, leading to higher **buyer confidence**, **stronger bids**, and **smoother transactions**.

### Measurable Impact: Trust Boosts Sales

After **9 months** of implementation, Manheim Express analyzed certified vehicles' performance, revealing:

- +29.3% more bids per vehicle
- +22.4% more bidders
- +33.4% higher sales rate

These results confirm that **battery transparency increases buyer engagement**, leading to more competition and higher closing prices.

- More competition
- Higher bids
- Faster sales transactions



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