

“The slow price growth seen across the UK’s most popular cars makes this a good time for drivers to begin their search for a new vehicle.

Drivers are clearly trying to get maximum value for their money at the moment, with city cars like the Fiat 500 proving particularly attractive thanks to their low running costs.

Cars with lower insurance premiums, such as the Toyota Yaris, are also rising in popularity and price.

The wide variety of price changes across the second hand car market underscores the importance of doing your research online and shopping around when buying a used car. Once you’ve identified the models you like, you may find better deals for the same vehicle just a few miles down the road in neighbouring towns or cities.”

Mark Oakley, Director of AA Cars

Average price of top 10 vehicles

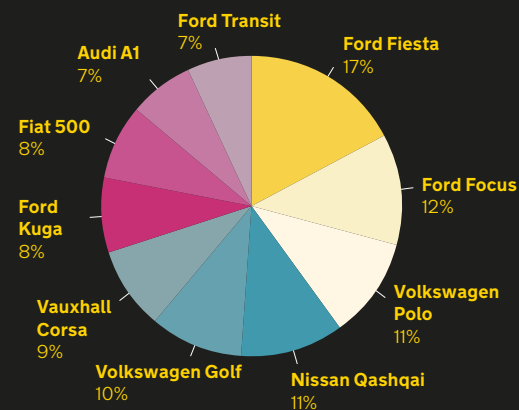
Average price growth of Britain’s most popular used cars remains slow, with prices creeping up just 0.3% in the first three months of 2023 compared to a year ago^[1].

The price of the ever-popular Ford Fiesta fell by 2.9% on an annual basis – but the Audi A3 has seen prices jump by 11.4% over the same period.

Most searched for cars in Q1 2023

Ranking	Make and model	Average price in Q1 2023	Average price in Q1 2022	Average price in Q4 2022	Price change Q1 2022 to 2023	Price change Q4 2022 to Q1 2023
1	Ford Fiesta	£11,222	£11,551	£11,095	-2.9%	1.1%
2	Ford Focus	£12,846	£14,233	£12,816	-9.7%	0.2%
3	Volkswagen Polo	£13,126	£13,180	£12,755	-0.4%	2.9%
4	Nissan Qashqai	£16,658	£16,014	£15,464	4%	7.7%
5	Volkswagen Golf	£20,093	£20,249	£19,875	-0.78%	1.1%
6	Vauxhall Corsa	£9,868	£9,583	£9,753	3%	1.2%
7	Ford Kuga	£18,389	£19,538	£18,307	-5.9%	0.5%
8	Fiat 500	£9,854	£9,102	£10,240	8.3%	-3.8%
9	Audi A1	£17,291	£16,215	£16,717	6.6%	3.4%
10	Ford Transit	£21,932	£20,217	£21,164	8.5%	3.6%

Top 10 searches per vehicle make and model



Of our top 10 searched for vehicles^[3]:

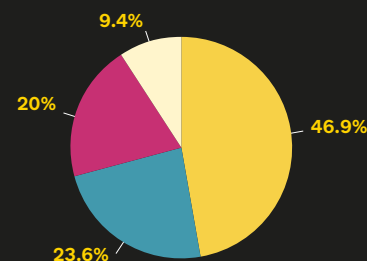
- Ford Fiesta, Focus Focus and Volkswagen Polo are all non-movers with only the latter dropping just 1%.
- Similarly Vauxhall Corsa stays in 6th place with Volkswagen Golf and Nissan Qashqai switching places respectively from 4th to 5th.
- The Mercedes C-Class and Audi A3 are no longer in the top 10, both dropping 3 places each.
- New entry of Ford Kuga ranked 7th and Ford Transit sitting in 10th place.

Search by fuel type Q1

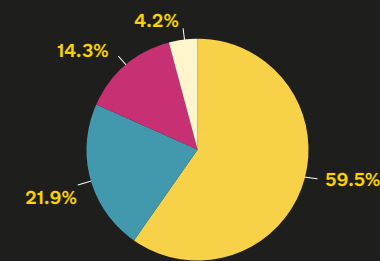
EVs fell in Q1 compared to the same period in 2022 ^[2]. They accounted for 9.4% of all used car searches in Q1 2022, but this dropped to 4.2% in 2023. Over half (59.5%) of searches in Q1 were for petrol cars, rising from 46.9% in 2022. 21.9% of searches were for diesels, and 14.3% for hybrids.

- Fuel type = petrol
- Fuel type = diesel
- Fuel type = hybrid
- Fuel type = electric

Q1 2022



Q1 2023



Average age of vehicles advertised on AA Cars

Q4 2022 6 years old | **Q1 2022** 5.48 years old | **Q1 2023** 6.5 years old

^[1]AA Cars compared the price of the top 20 most popular cars on its platform in Q1 2023 with Q1 2022 and Q4 2022. ^[2]YoY results. ^[3]QoQ results.