

Future Drive: Marketing Conference with Autotrader.

October 2025

Agenda

12:00 – 12:15 **Welcome & Introduction: Key themes for the day**
Ian Plummer

12:15 – 12:50 **Lunch** 🍽️

12:50 – 13:05 **Driving the Future: Young people & Evs**
Data: Marc Palmer

13:05 – 13:40 **No Driver Left Behind: Women and the journey to electric**
Data & Q&A: Laura Harvey & Bex Day

13:40 – 14:10 **EV Reality Check: What consumers really think**
Q&A: Laura Harvey & Richard Norris

14:10 – 14:30 **Break** ☕

14:30 – 15:15 **Next-Gen Buyers: Rewriting the car buying playbook**
Data: Jon Davies & Panel: Anne-Sophie Chanoux, Dave Stitson, Mitun Thaker & Sophie Coley

15:15 – 15:30 **AI in Action: The future of car buying?**
Jon Davies

15:45 – 17:00 **Drinks Reception** 🍸



Introduction

A blurred background image of a woman with dreadlocks holding a young child, standing next to a white car in a parking lot. The woman is looking down at something in her hands, and the child is looking towards the left. The background shows other parked cars and some greenery.



1.6m

BEVs on UK roads



7.5x

More than 2020

85K

Public chargepoints



4x

More than 2020

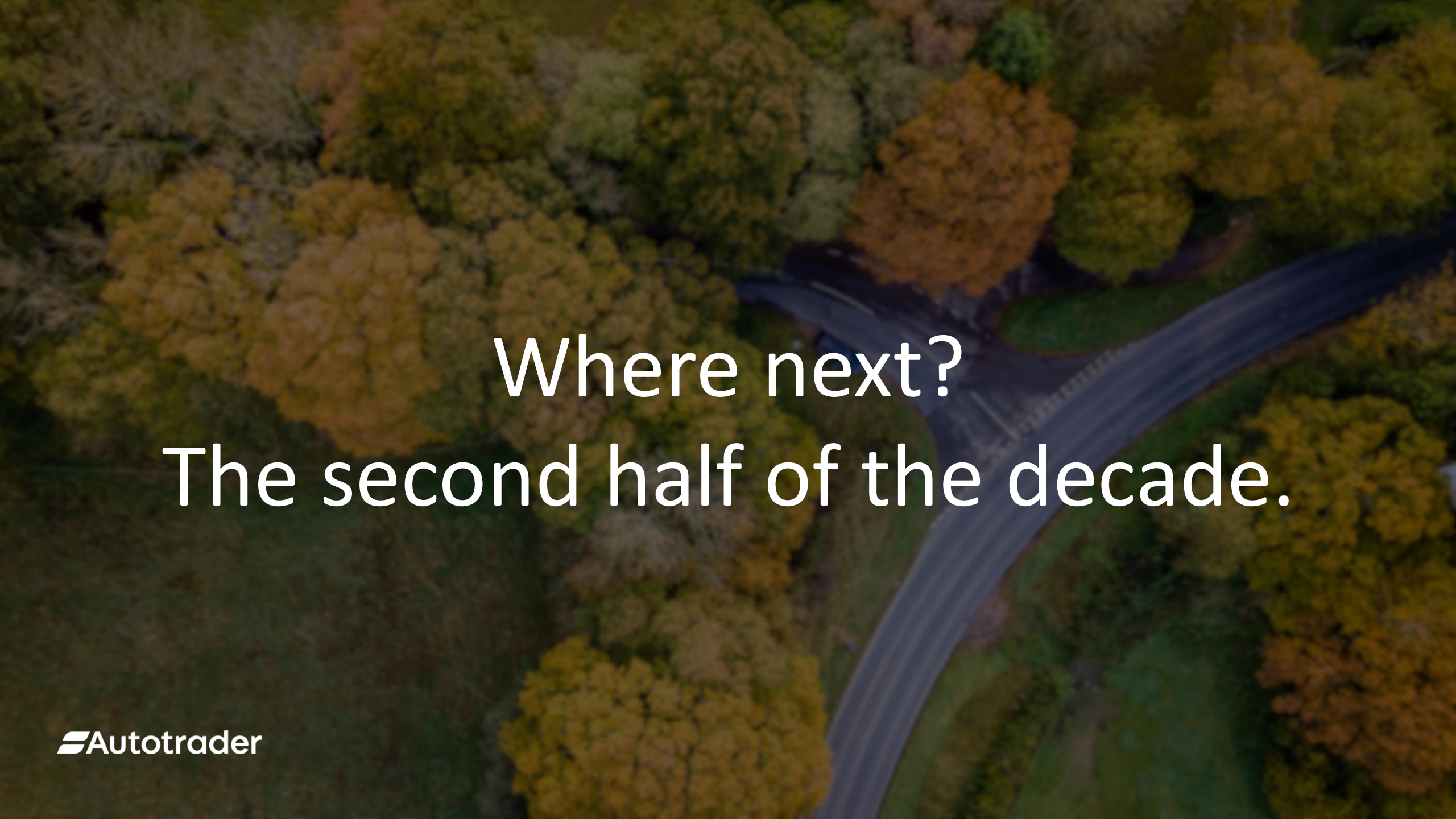
22%

Share of new car



3.5x

More than 2020

An aerial photograph of a road intersection, likely a roundabout or a T-junction, surrounded by a dense forest. The trees are in various shades of green and yellow, suggesting an autumn setting. The road is dark and curves through the center of the image. The text is overlaid in white, centered on the image.

Where next?
The second half of the decade.

The planning rows that prove red-tape Britain isn't ready for electric cars

Labour's targets look unlikely as 'bizarre' council objections thwart charging station plans

Another wheel has just flown off the EV dream

These cars are handing the auto industry to China and are very expensive to run

Electric cars have a very dirty secret

The technological flaws of battery-powered vehicles have not gone away

Running an electric car is twice as expensive as a petrol one

Return trip from London to Penzance costs £148 for electrics vehicles compared with £77 for petrol cars as prices at roadside chargers surge

Daily Mail
MONDAY, JULY 3, 2023
£1 80p to subscribers
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*TERMS APPLY. 18+. EXC.NI. SEE PAGE 65

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As Mail poll finds just 1 in 4 back Government's timetable for moving to electric vehicles, MPs and industry leaders urge ministers to...

PUT BRAKES ON 'DAMAGING' 2030 PETROL CAR BAN

EXCLUSIVE
By Jack Hardy

MINISTERS were last night under pressure to ease off the pedal on their drive towards banning petrol and diesel cars by 2030.
Exclusive polling for the Daily Mail found that only a quarter of the public

Daily Mail CAMPAIGN
RETHINK THE 2030 PETROL CAR BAN

agree with the Government's deadline. More than half disagree with the rush to switch to electric cars.
Manufacturers and industry leaders have called on Rishi Sunak to rethink the drastic timescale or risk ruinous economic consequences. Cabinet ministers are also known to have raised concerns.
The target is designed to turbocharge the switch to electric vehicles as part of

Turn to Page 6


Flashpoint: Australian cricketer David Warner faces angry Lord's members. Three were later suspended

Ashes uproar as Lord's members confront the 'cheating' Aussies
SEE BACK PAGE

Consideration is increasing



41%

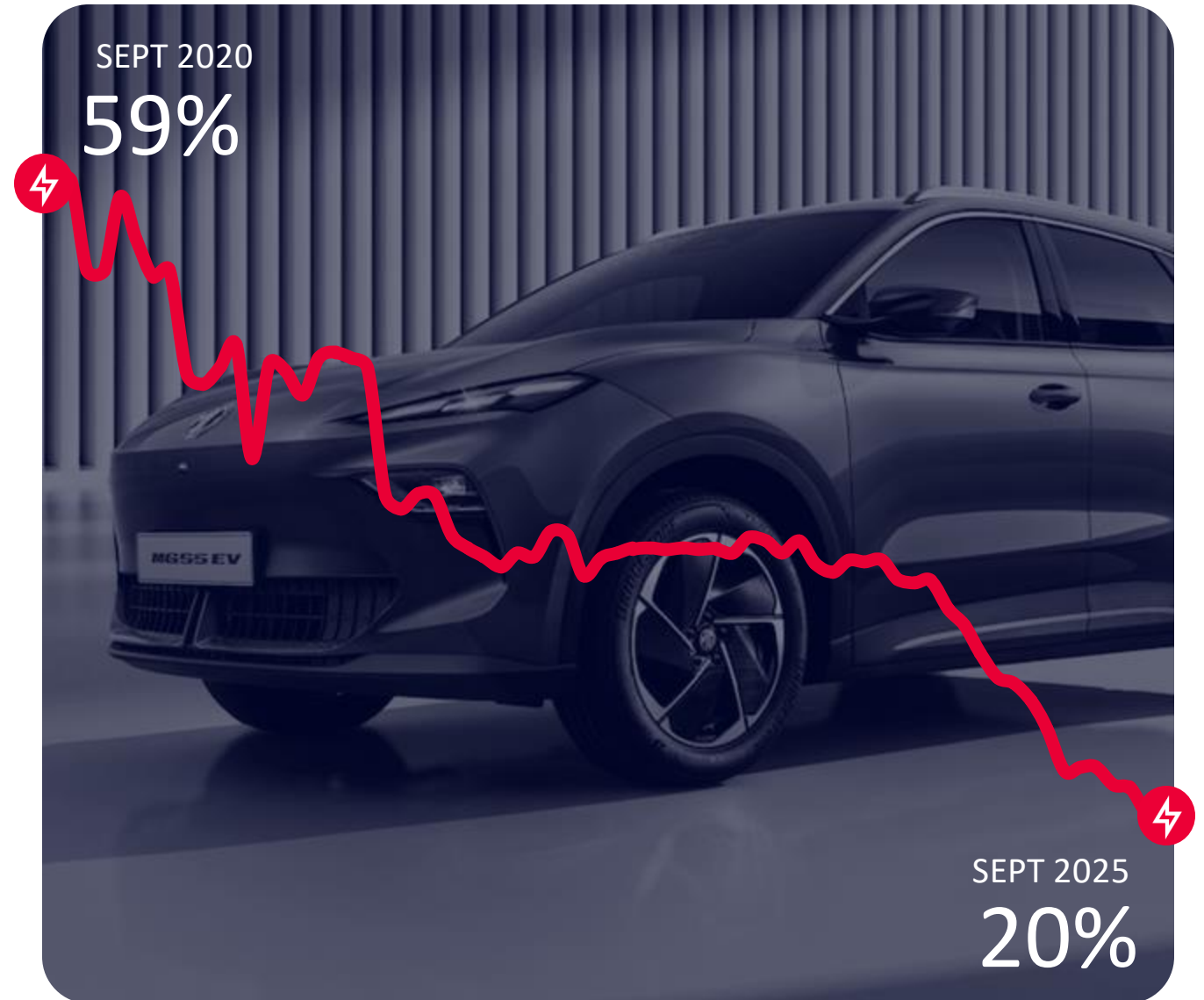
will consider buying an
EV next time.
(vs. 33% last year)

150 models,
from almost
50 brands.



Average range
of 290 miles.

Electric vehicles are now much more affordable.

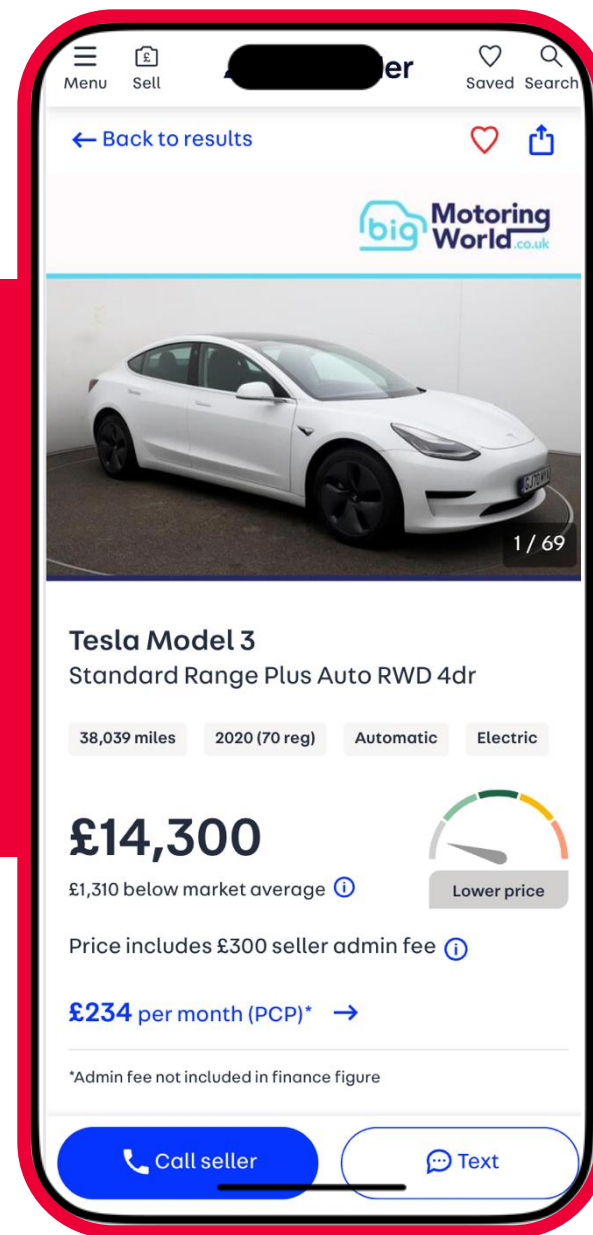


Used makes electric a true mainstream option.



1 in 6

Used enquiries is electric
- only 2% in 2020



Barriers disappear when we
reach price parity.

The network works well for today's EV owners.

76%
have a home
charger

35%

used public
charging in the past
month

22%

never used a public
charge point



Drivers love
them.

9 in 10

will buy an EV
next time

47%

of women say they
love their electric
cars
(vs 33% all drivers)



Providing the social
proof needed to get
past the chasm.



THE CHASM

INNOVATORS

EARLY ADOPTERS

EARLY MAJORITY

LATE MAJORITY

LAGGARDS

No longer 'electric cars'
– they're now 'great cars'.

The background of the slide is a close-up, high-angle photograph of an electric vehicle battery pack. The battery cells are arranged in a grid pattern, and various orange and red electrical connectors and wiring are visible, creating a complex, industrial look. The lighting is somewhat dim, giving it a technical and futuristic feel.

By 2030 - better cars, faster
charging, and affordable.

Three things we learned from the first five years.



Industry and government adapts in a tough market



The transition attracts negativity and politicisation



Mainstream adoption is hard, and there's opposition

To succeed we need to rethink the
approach.

A woman with dark curly hair, wearing a red sweater and blue jeans, is sitting on a light-colored sofa. She is looking down at a smartphone in her hands with a concerned or frustrated expression. The background is a blurred interior space with a bookshelf and curtains.

Meeting the needs of women
and younger buyers.

A young man in a blue denim shirt is plugging a charging cable into a car. A young woman with glasses and a blue and white patterned shirt is smiling in the background. The scene is outdoors with a clear blue sky.

Driving the future: younger buyers and EVs

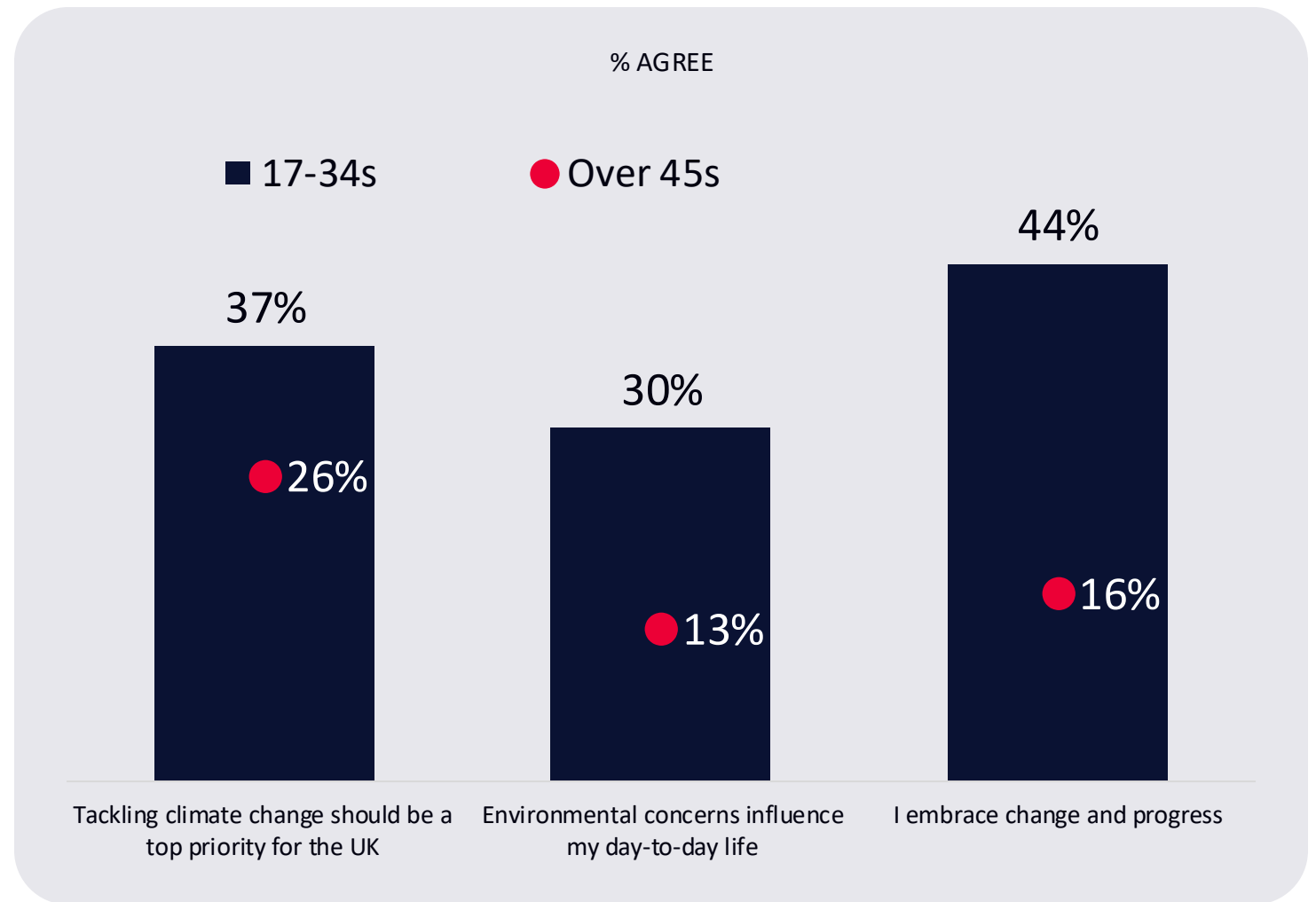
People under 35 are
twice as likely to
consider an EV.



2 in 3 considerers
are under the age
of 45.
(vs. 29% of the population)



Electric cars are far more aligned with their values and beliefs.



Their objections are a lot lower.



36%

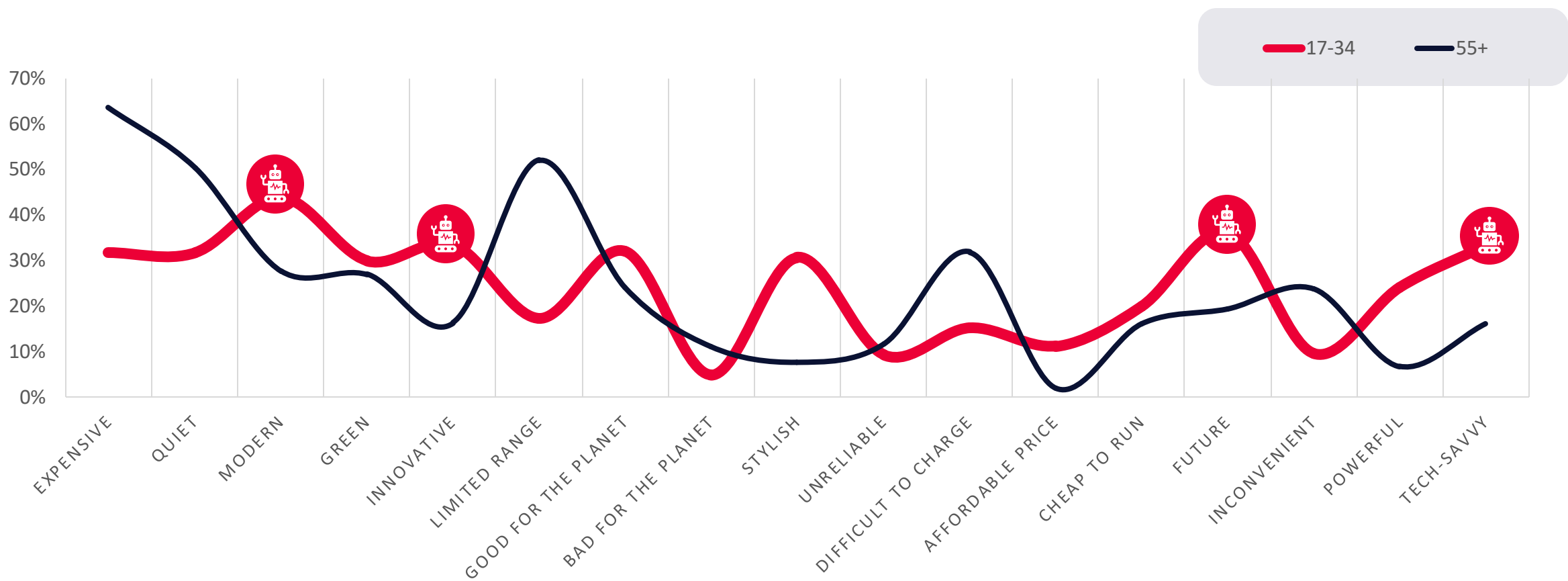
of 17-34s say that EVs are expensive to buy, versus 67% of over 55s.

22%

of 17-34s say there aren't enough charging points, versus 55% of over 55s.

They are attracted to the technology.

WORDS OR PHRASES ASSOCIATED WITH ELECTRIC CARS



They are more likely to have experienced electric.

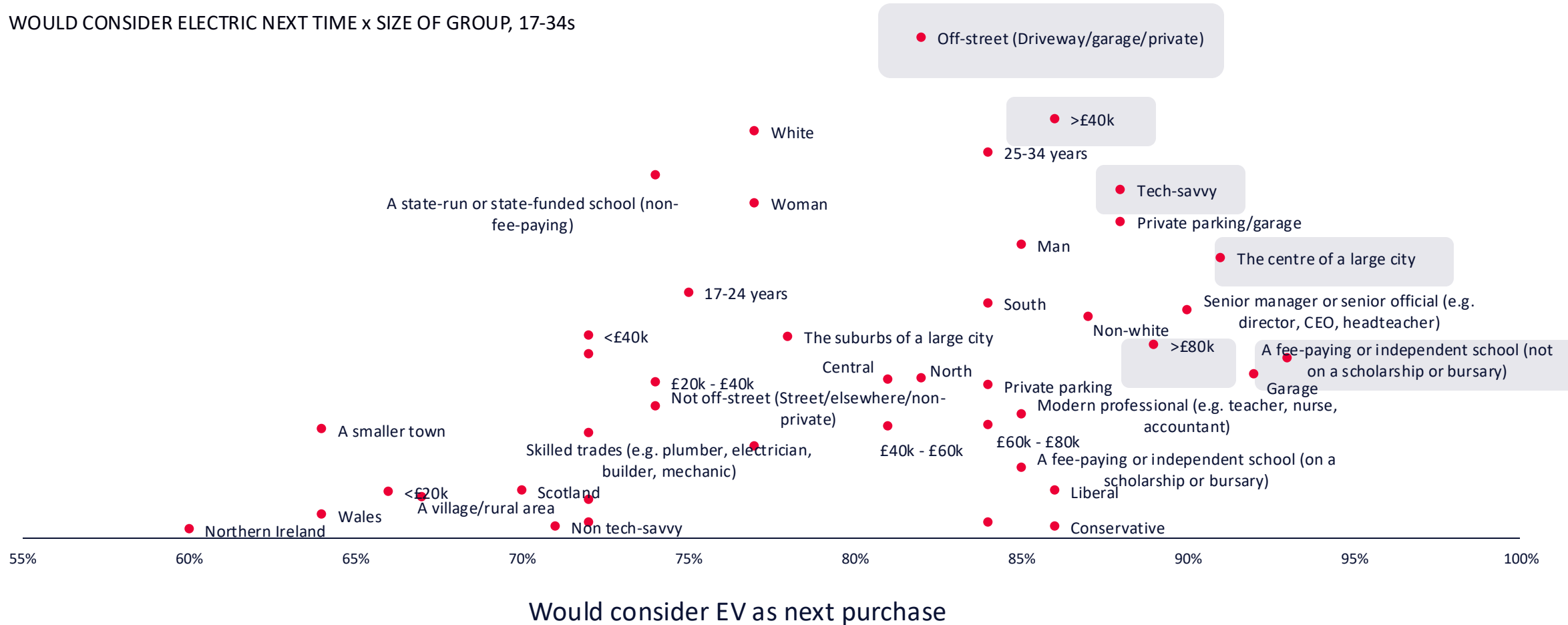
20%

of 17-34s say they've driven an electric car, versus 11% of over 55s.

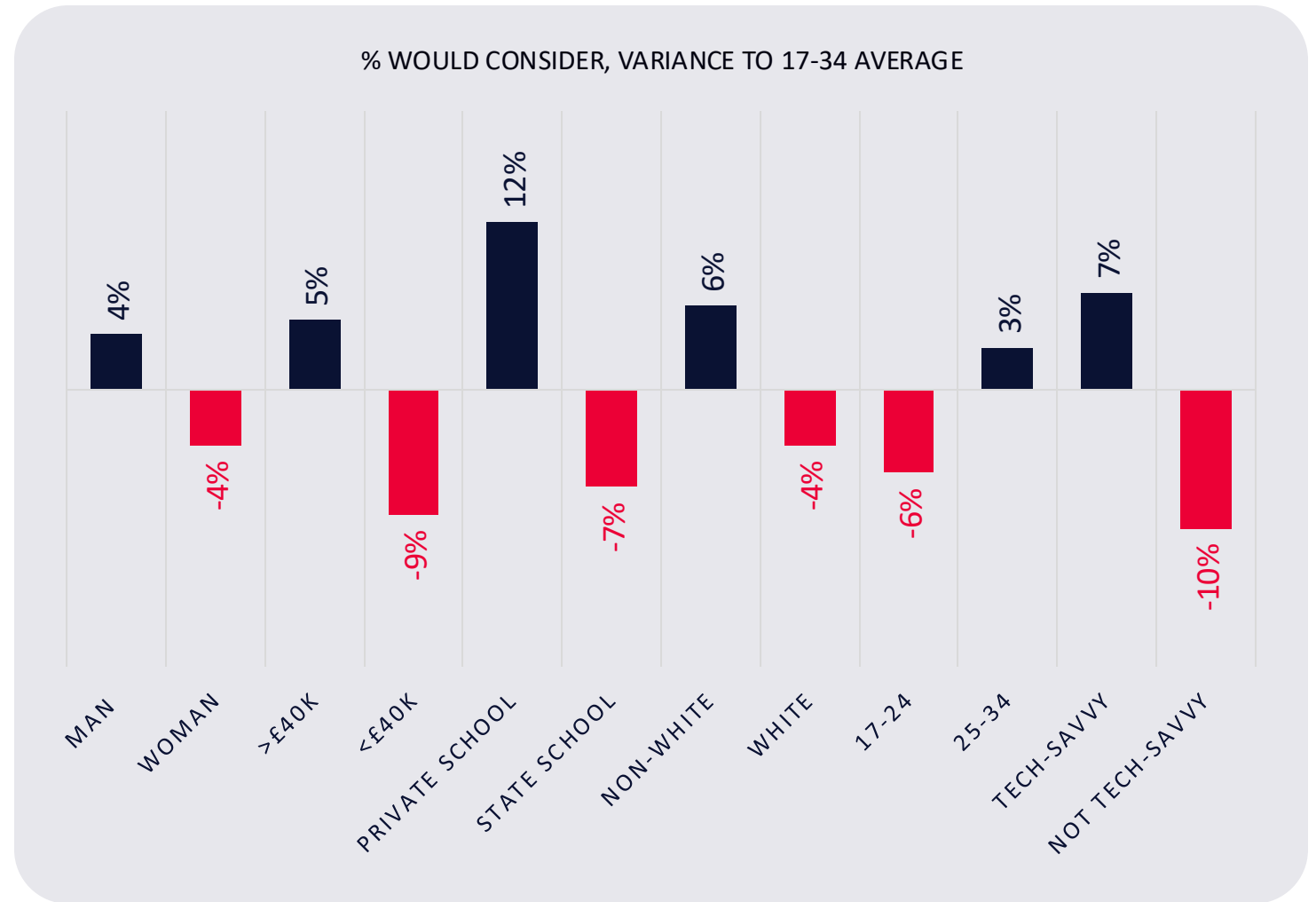


Don't generalise - they are not all the same.

WOULD CONSIDER ELECTRIC NEXT TIME x SIZE OF GROUP, 17-34s

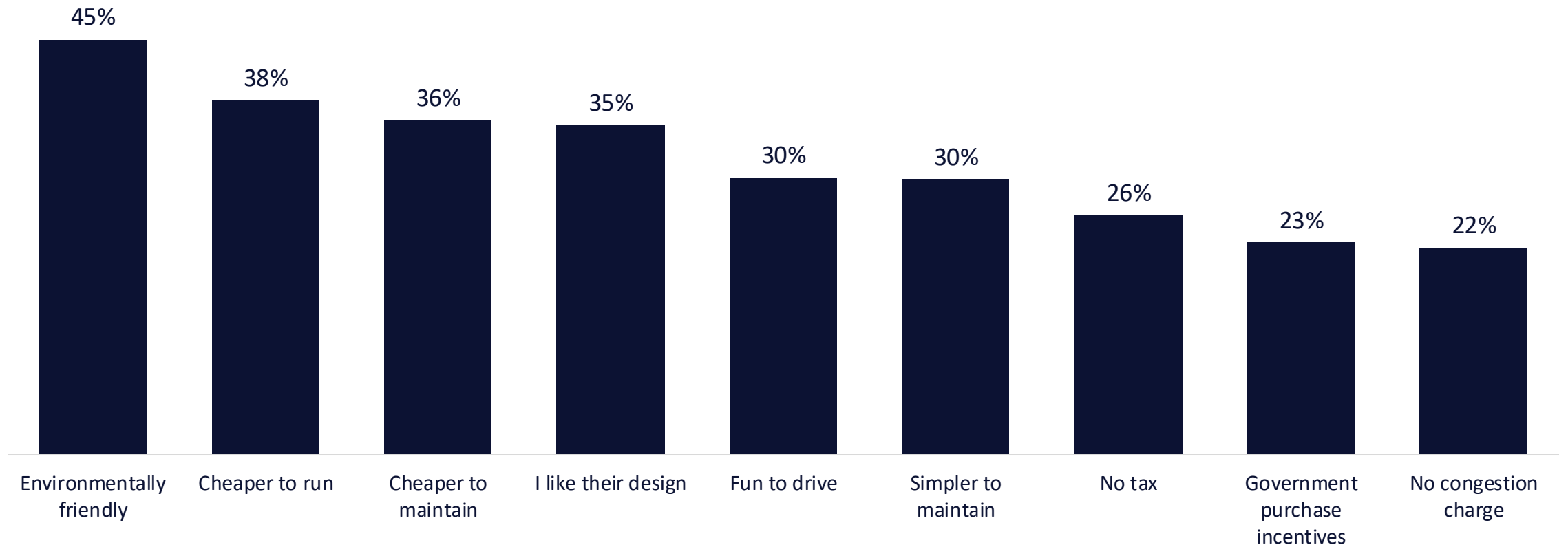


There are some big differences against the 17-34 average.



From attraction to action – what they need to know.

17-34s REASONS TO CONSIDER BUYING



Three things we learned from the first five years.



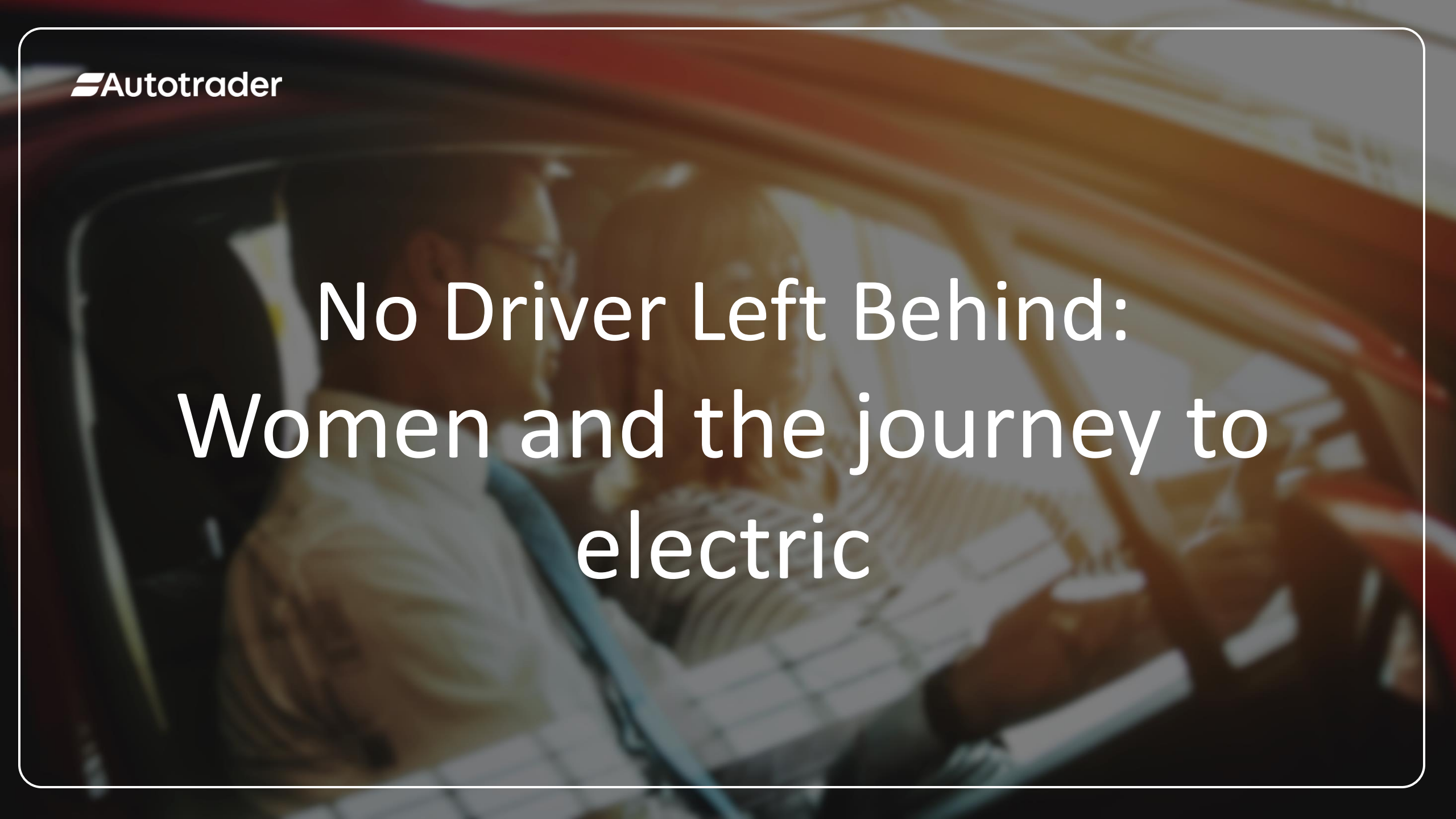
This is the opportunity group – they care and have experienced



The tech and future stories resonate the most



But they are not homogenous – profiling and messaging is key



No Driver Left Behind: Women and the journey to electric

48%

of women agree that buying a car is a stressful and daunting experience.



Electric consideration among women is lower and communication is a major area to improve.

36%

will consider buying an EV next time.
(vs. 44% for men)

26%

don't know enough about electric cars
(vs. 16% of men)

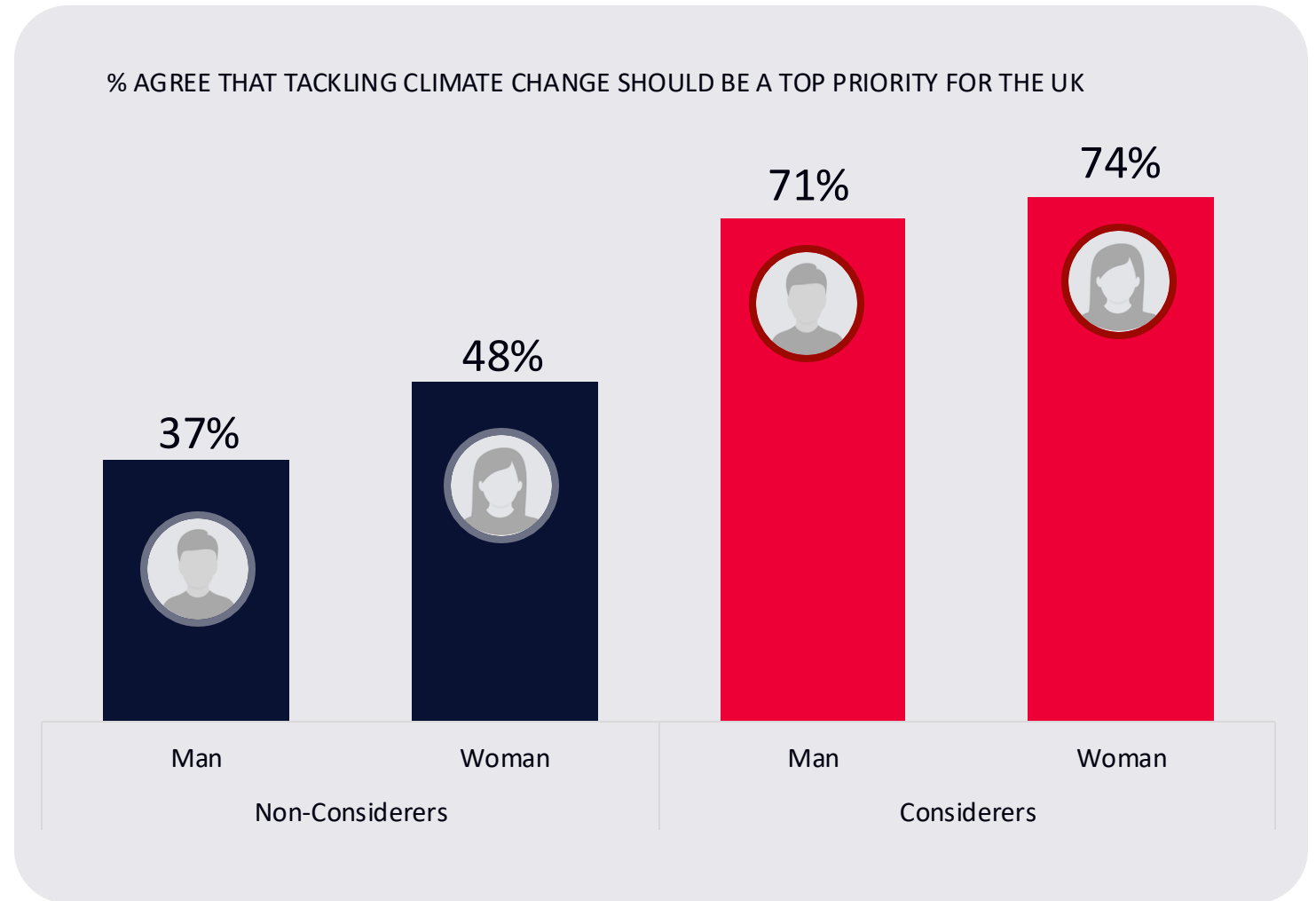
Women under 45 are **2 times** more likely to consider an electric car than those over 50.



Demographic characteristics used to profile women are not enough.



There are
fundamental
differences between
groups.





Rebecca Day

Founder & CEO of Still
Curious and She's Electric



Laura Harvey

Director of Communications &
PR at Autotrader

Autotrader



Women
in the
driving
seat

Autotrader



Women *in the* driving seat

A blurred background image showing the interior of a car. A person in the foreground is wearing a red shirt and a seatbelt, looking out the window with an open mouth. Other passengers are visible in the background.

EV Reality Check: What consumers really think



Richard Norris

Managing Director at Drive
Green

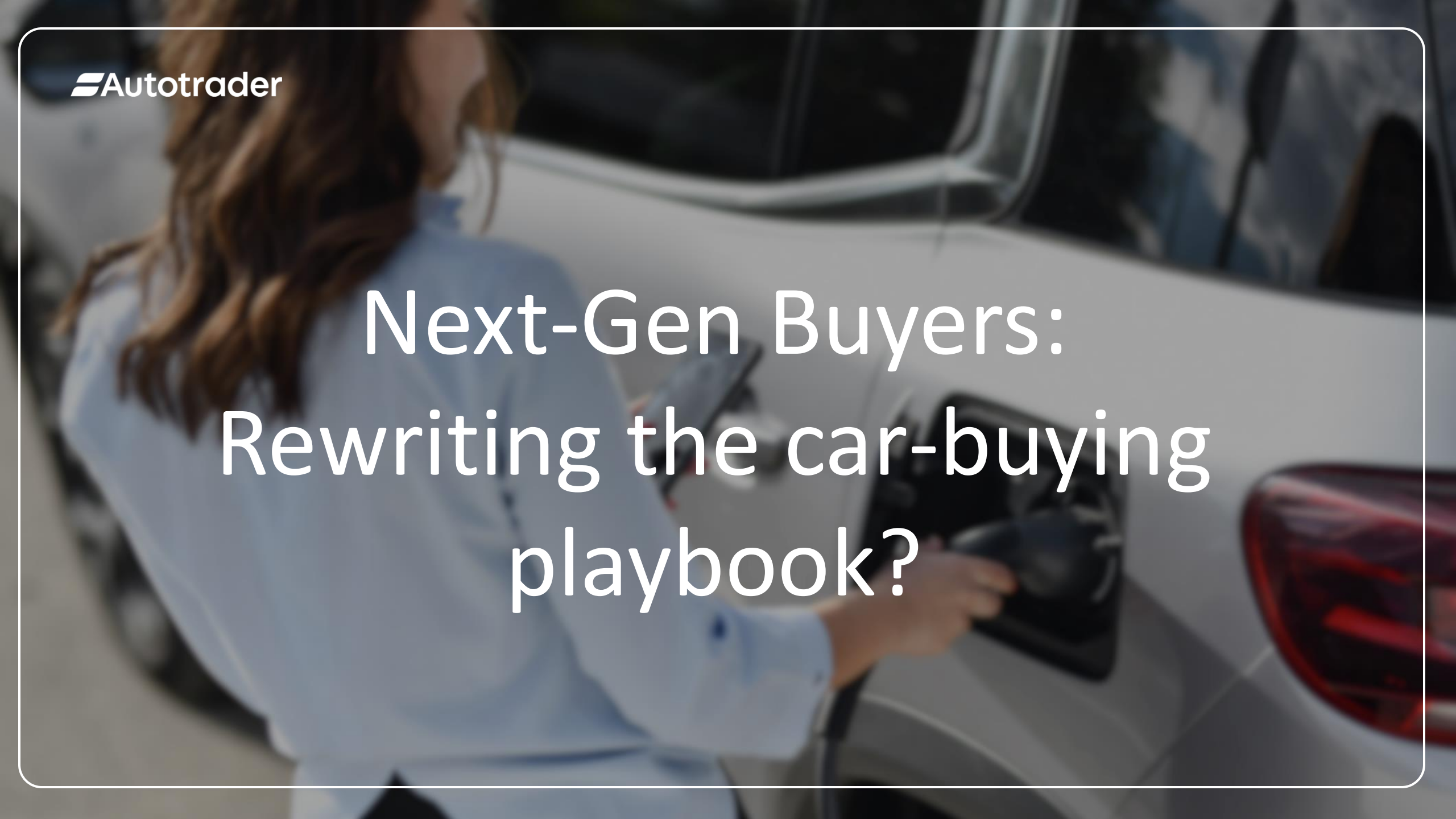


Laura Harvey

Director of Communications
& PR at Autotrader

A blurred, low-angle shot of a car's front end, likely involved in a collision, with a bright light source creating a lens flare effect. The image is overlaid with a semi-transparent blue filter.

Break.



Next-Gen Buyers: Rewriting the car-buying playbook?

92% of younger buyers
say car ownership is
important.



61% report feeling confident with car buying – the lowest of any age group.



Blending the experience - retailers remain key to 17-34s, and the use of AI tools is growing fast.

92%

visited a dealership during their car buying journey

1 in 5

17-34s used AI chat services when buying their car (vs. 1% of over 55s)

They embrace AI chat services and would welcome them in the car buying journey.

88%

find the idea of a smart search tool appealing

2/3

would consider using AI chat services when buying a car

Next-Gen Buyers: Panel



Dave Stitson

Director at Hope&Glory PR



Mitun Thaker

Co-Found at KRPT°



Sophie Coley

Director of Strategy at
Propellernet



Anne-Sophie Chanoux

Head of Content Strategy at
Autotrader

AI: living up to the hype?

AI pioneers fear extinction

Our creations are as great a threat to humanity as nuclear war or pandemics, say hundreds of experts in call to regulate tech

Scientists warn AI means job losses in every profession – including the oldest

**AI creators
fear the
extinction
of humanity**

AI IS SHAKING UP AD INDUSTRY

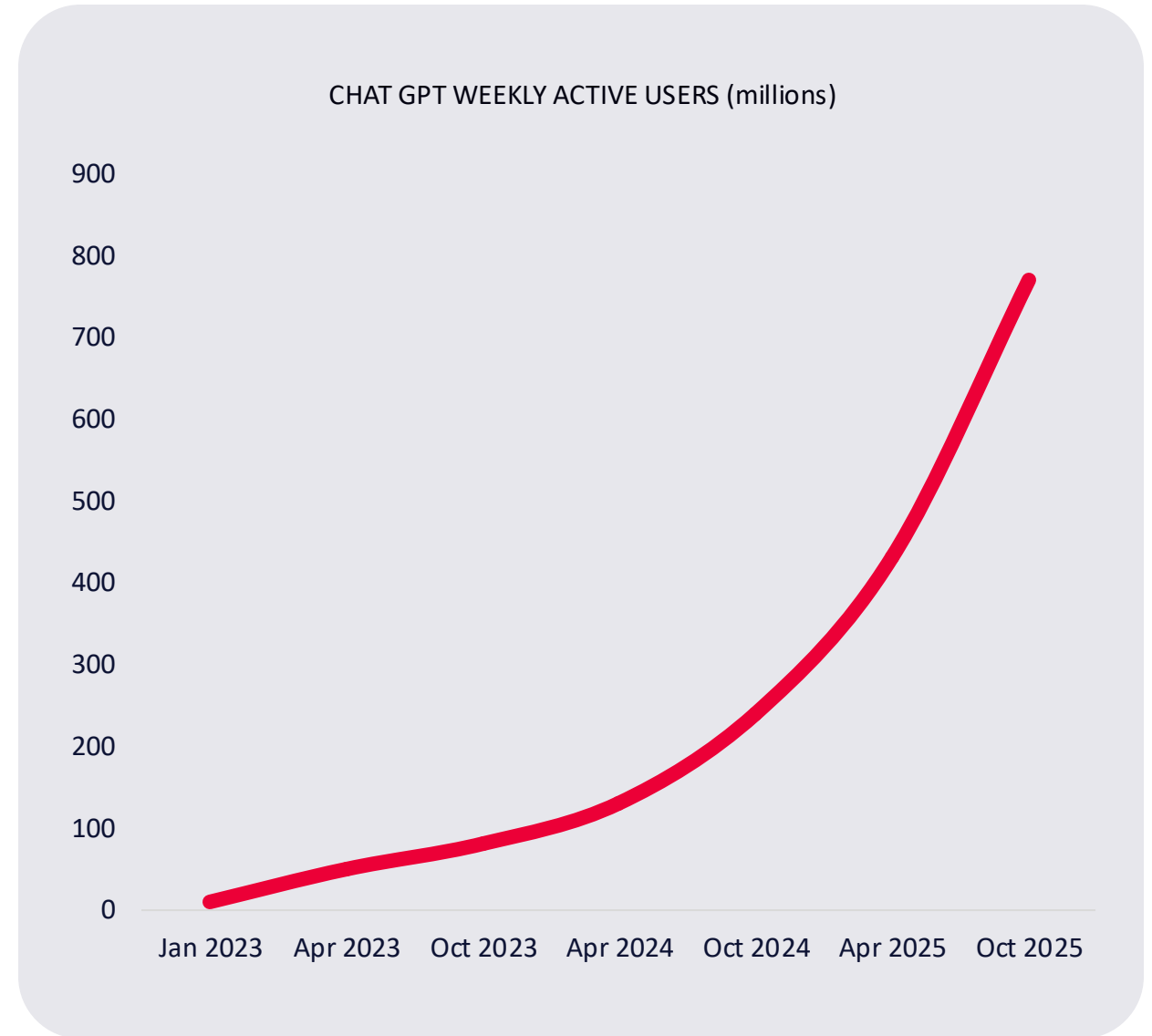
It's easier than ever to create advertising and marketing material at scale

Artificial intelligence can revolutionise education

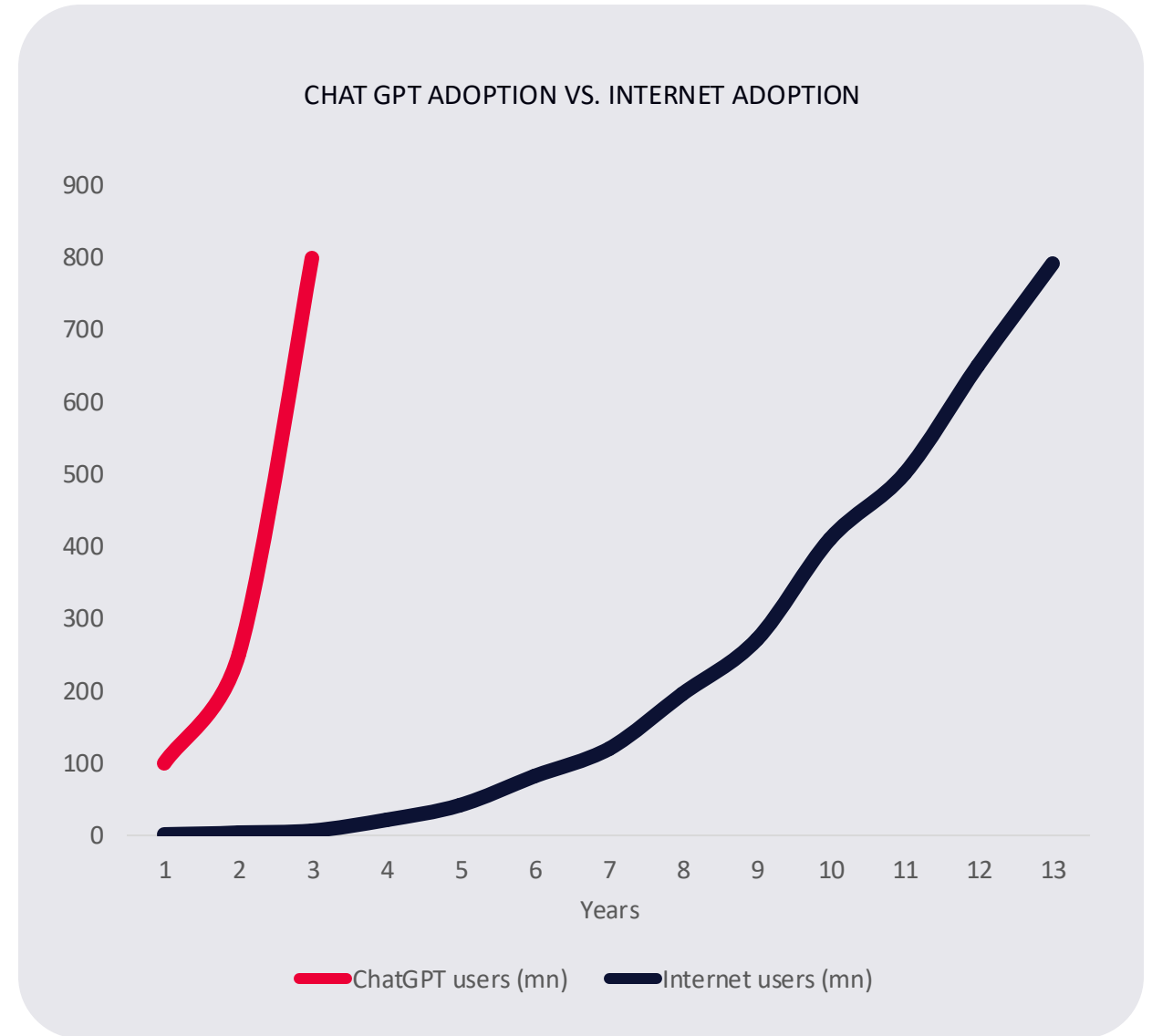
Is it living up to the hype?

(And what does the data say?)

ChatGPT users now
account for **10% of the
world** population

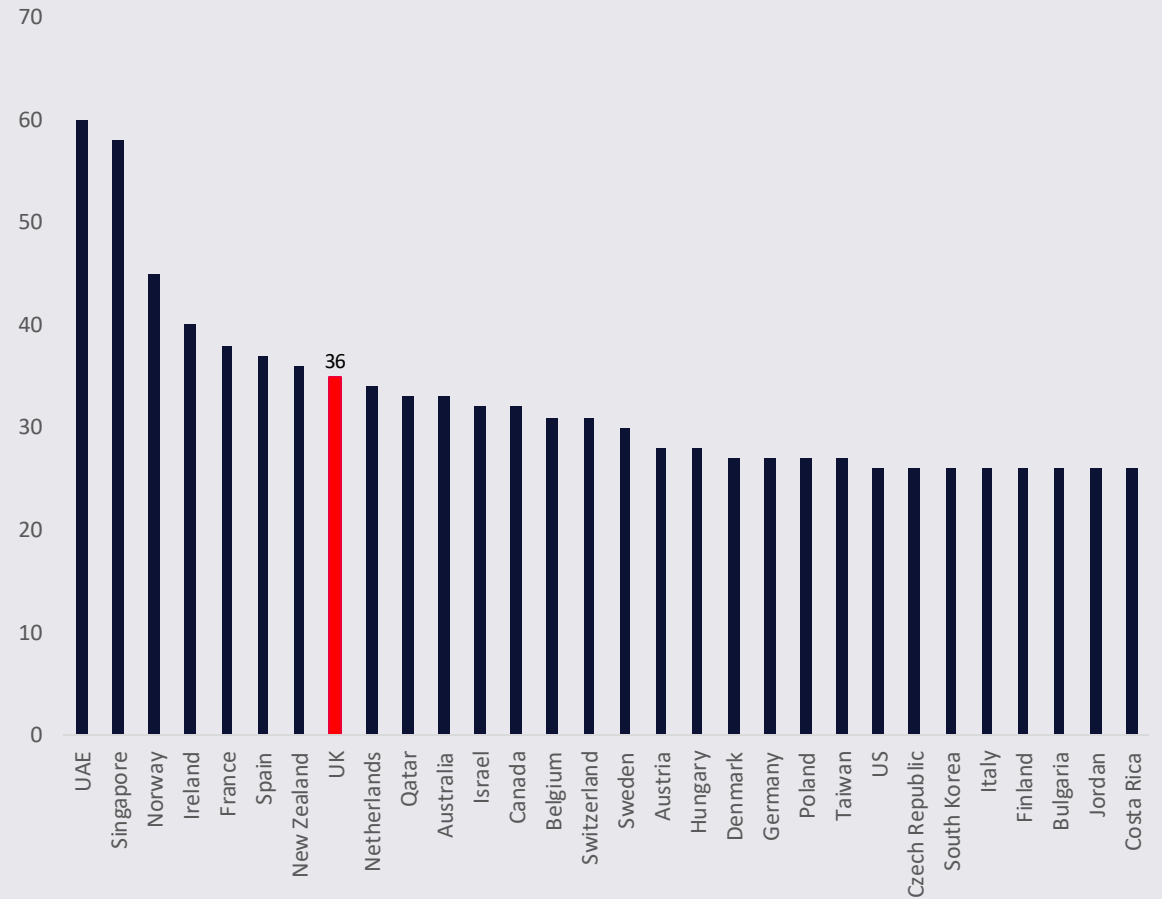


Consumers are
adopting ChatGPT **fast**



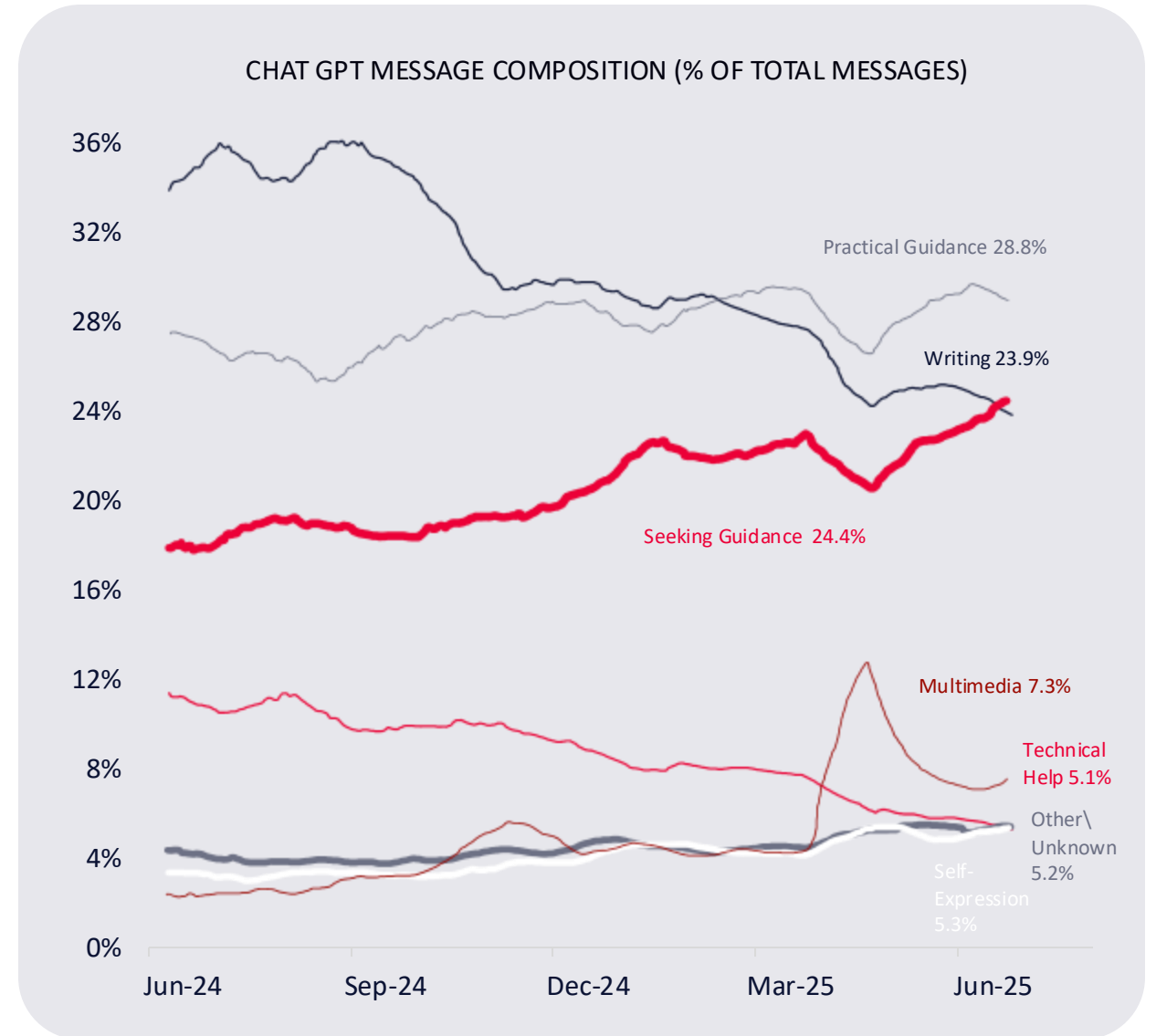
However, in the UK
more than 6 in 10 still
don't use it

THE PROPORTION OF WORKING-AGE POPULATION THAT USES AI BY
COUNTRY (%)



What are people using LLMs for?

24% now use it to seek information, the largest growing message composition



However
purchasable goods
only accounts for
2% of all messages

CHAT GPT BREAKDOWN OF GRANULAR CONVERSATION

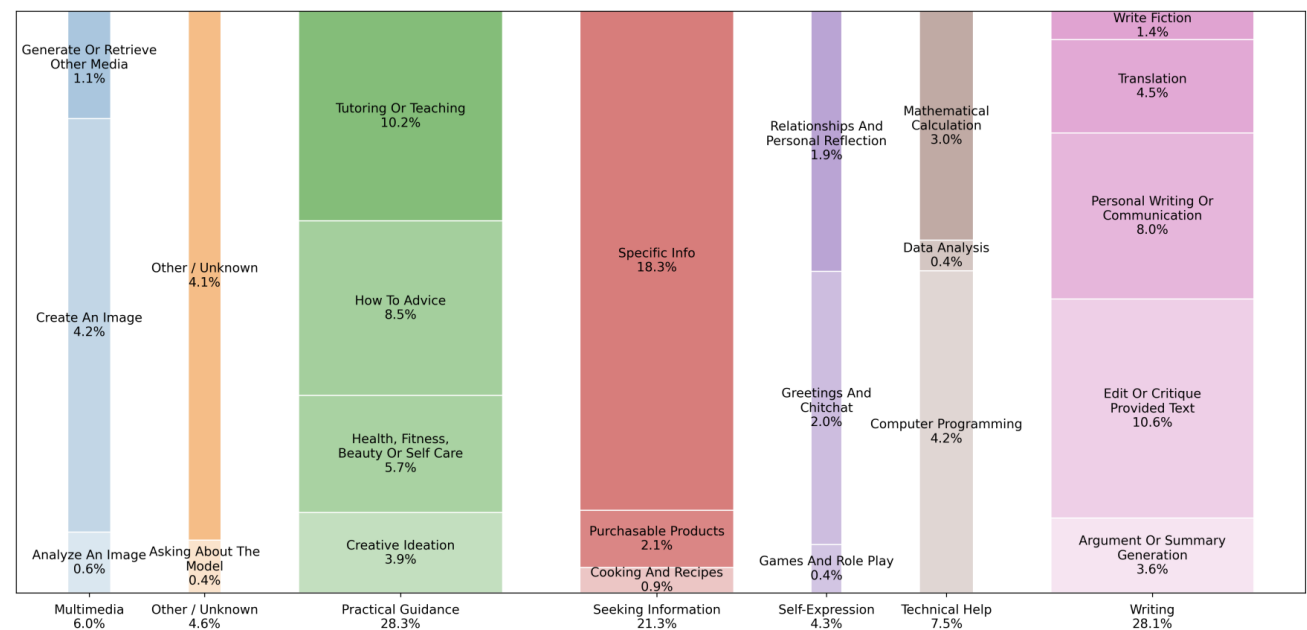


Figure 9: Breakdown of granular conversation topic shares within the coarse mapping defined in Table 3. The underlying classifier prompt is available in Appendix A. Each bin reports a percentage of the total population. Shares are calculated from a sample of approximately 1.1 million sampled conversations from May 15, 2024 through June 26, 2025. Observations are reweighted to reflect total message volumes on a given day. Sampling details available in Section 3.

What about car buying?



1 in 5

of consumers aged 17-34
used AI to help in their car
buying journey

1 in 10

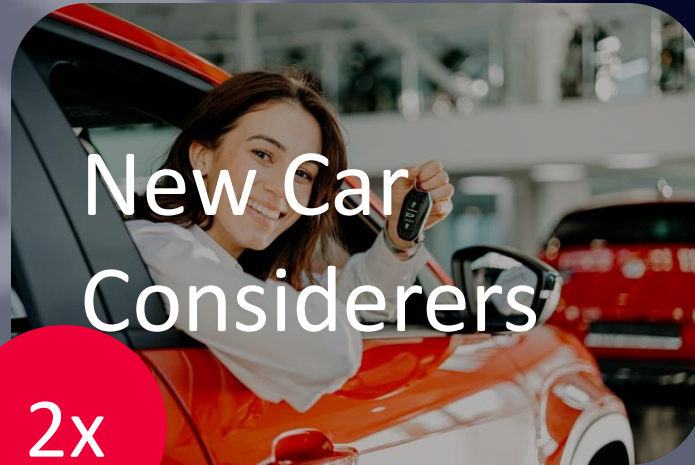
Of consumers used AI
in their car buying
journey



Pockets of consumers are using it more than others



2x



2x



5x

However, our recent consumer testing has shown that existing AI tools on automotive sites frustrating

“THE SUGGESTED PROMPTS AT THE BEGINNING ARE NOT VERY USEFUL, ONLY OFFERING GENERAL THINGS PEOPLE SEARCH FOR”

“AI IS GATEKEEPING CARS. CHATGPT OFFERS A LARGER VARIETY OF CARS”

“FILTERING THE CONTENT IS A BIT FRUSTRATING...I'M HERE ENGAGING WITH YOU, DON'T TELL ME TO GO AND DO IT SOMEWHERE ELSE”

Where have we used it?

12m

Vehicle images
categorised, organised
and sorted

73m

Vehicle highlight
interactions by
consumers

Co-Driver

1m

Specific vehicle
descriptions generated

Saving over 10,000+
retailers a total of 19
years in advert making
so far



Post-call work

We provide our teams with a tailored summary of their phone call and a customer facing email



= 50 hours per
day savings





What are our recommendations?

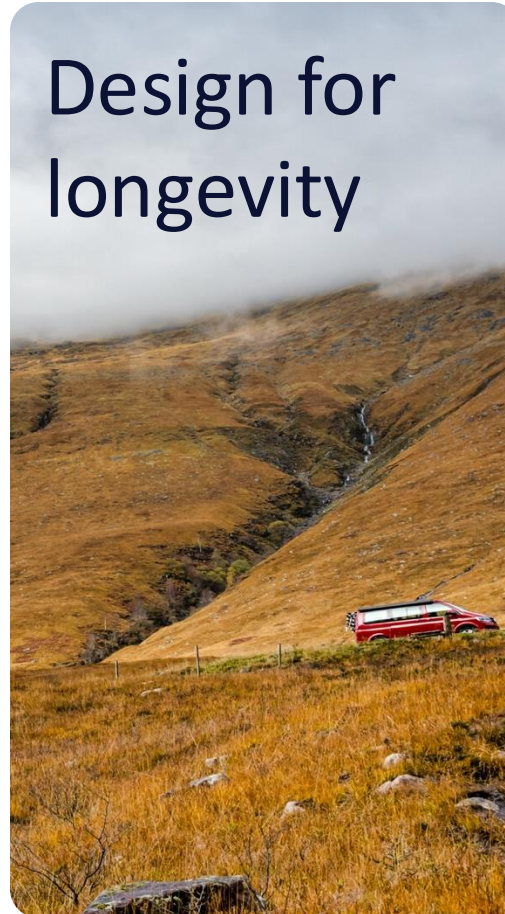
Start with real use cases

Avoid AI for AI's sake

Design for longevity

Embed governance & oversight

Invest in in-house expertise



Three key takeaways.



AI is growing amongst early adopters, but for car buying it is still in its infancy



Start with real use cases – ‘removing the grit’



Design for longevity.

Final thoughts

The three key takeaways.



Younger buyers aren't all the same – be smart in profiling and targeting



Let's finally fix car buying for women!



Work out 'why AI' and make sure the data is ready

Women
in the
driving
seat



ELECTRIC CARS

9 in 10 EV drivers never look back

The Facts

WHAT'S EV PRICING LIKE? ¹

2 in 5 used electric cars under

£20,000

33 brand new electric cars
RRP under

£30,000

WHAT ABOUT RUNNING COSTS? ²

Save up to

£1,500

A YEAR

Running costs include fuel,
maintenance and insurance

CAN I CHARGE ON-THE-GO? ³

As of May, there are

80,998

public charge points in
total across the UK

Including 16,259 rapid/ultrarapid chargers that
can charge a car to 80% in just 20-40 mins

WILL MY EV BATTERY LAST? ⁴

YES

Data suggests you should expect your EV to last as long as an ICE car. Getting EVs repaired is getting easier with the increasing number of skilled technicians available.

WHAT CAN I EXPECT FROM A FULL CHARGE? ⁵

The average range of a new EV is more than

290 MILES

That's about 2 weeks driving for most people.

ARE EVS GREENER? ⁶

YES

Typically an EV emits just 1/3 of the harmful greenhouse gases of a petrol car during its lifetime.

DO I NEED TO WORRY ABOUT FIRE RISKS? ⁷

EVs are less likely to catch fire than ICE cars.

Jargon Buster

EV = Electric vehicle
ICE = Internal combustion engine (diesel or petrol)



See the sources



See the sources

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