



HOSTED BY



- CLASSIC -



# HCVA TRADE MEMBERS INSIGHT DAY A HISTORIC FUTURE

OCTOBER 2024





A Historic Future  
HCVA Trade Members' Insight Day 2024

# MARKET TRENDS & YOUR BUSINESS



**Giles Gunning**  
**The Classic Valuer**





# MARKET TRENDS

The Classic Valuer



**THE UK CLASSIC CAR MARKET HAS NEVER BEEN MORE ACCESSIBLE**

**2X**

**AS MANY CARS AS  
5 YEARS AGO**

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**12%**

**MORE CARS SOLD SUB  
£10,000 THAN LAST YEAR**

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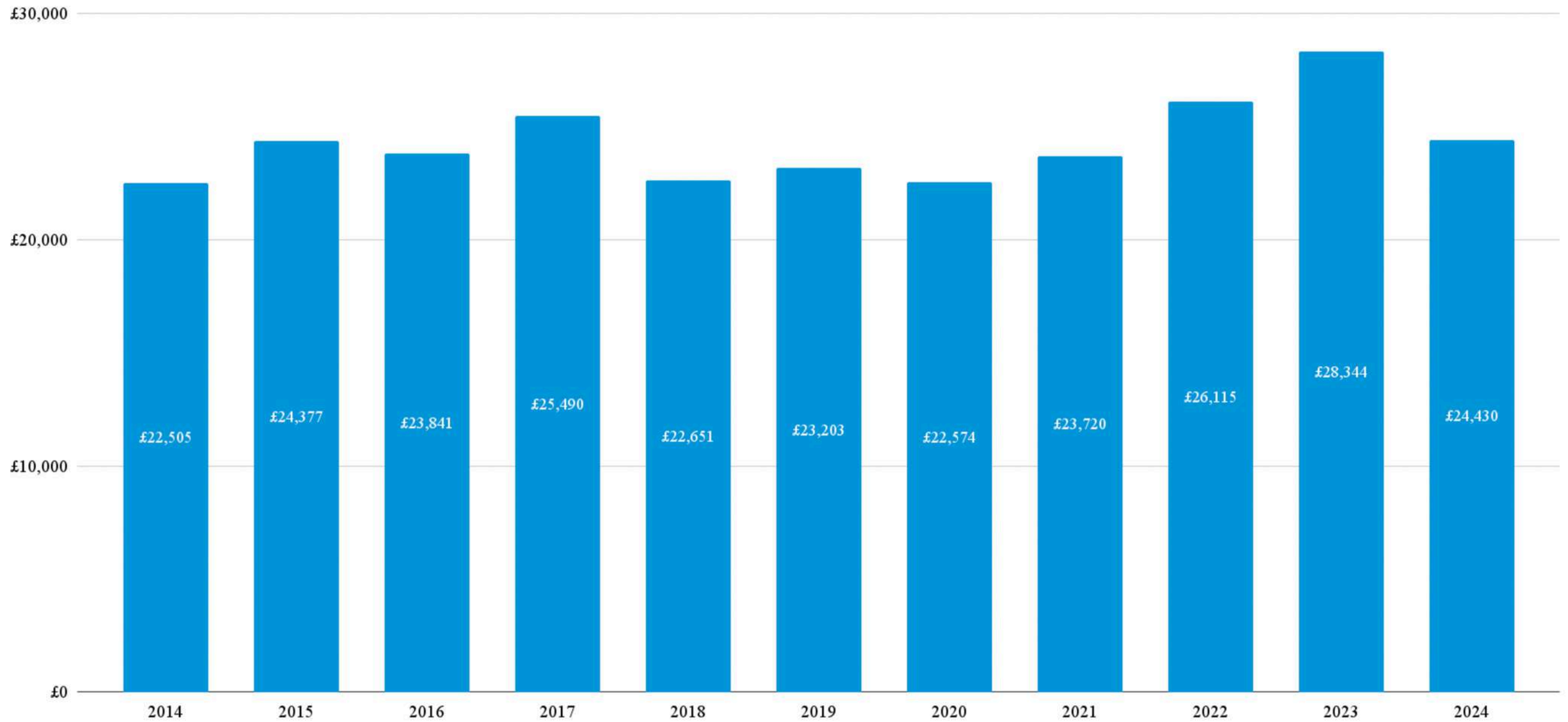
**LOWEST**

**ARE AT THEIR LOWEST  
IN RECENT YEARS**





## Median Price by Year - Historic Vehicles - Globally





**BUT:**

**ARE WE SEEING DIFFERENT PRICE TRENDS IN DIFFERENT MARKETS?**



**EU**

**IS THE ONLY MARKET WHERE  
PRICES HAVE RISEN THIS YEAR**



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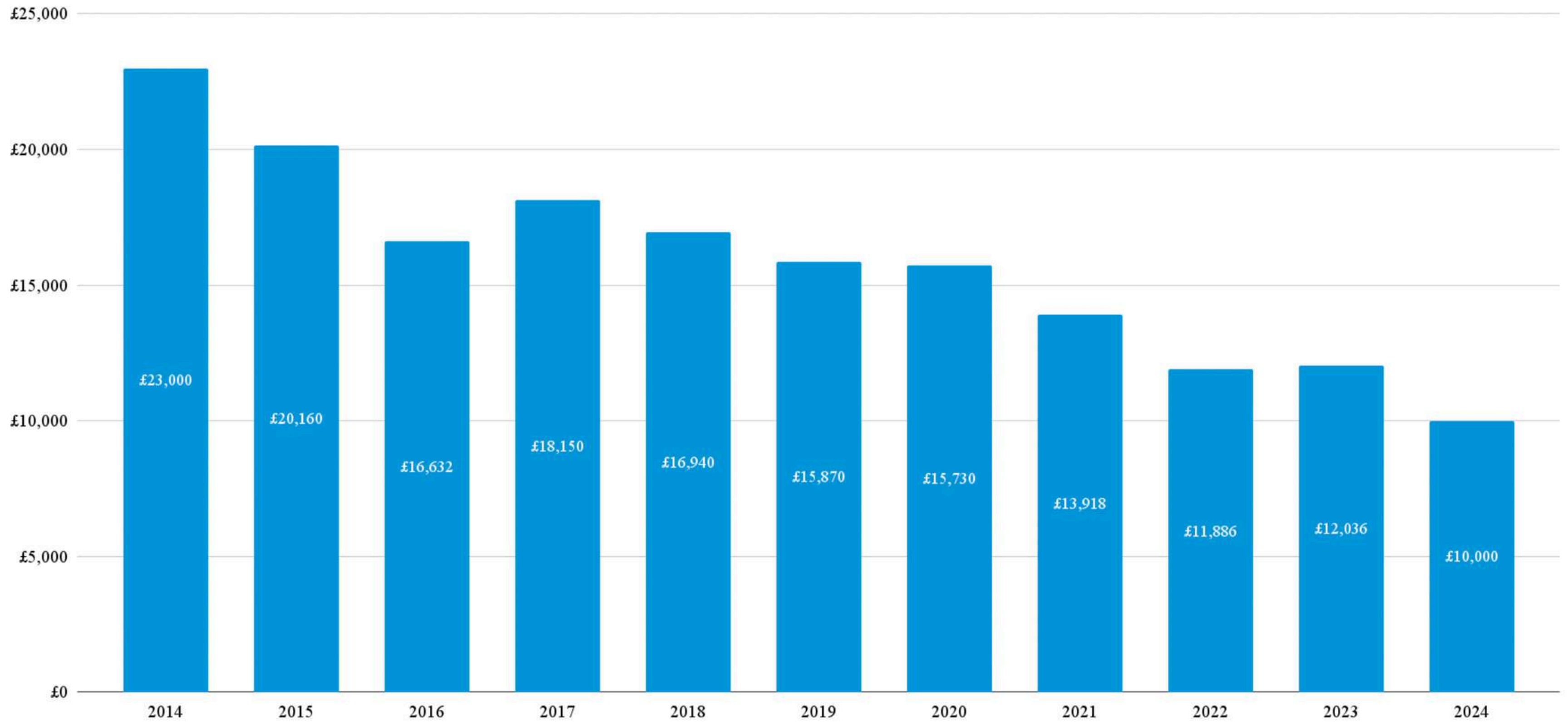
**US**

**HAS SEEN PRICES FALL FOR  
THE FIRST TIME SINCE 2018**





## Median Price by Year - Historic Vehicles - United Kingdom

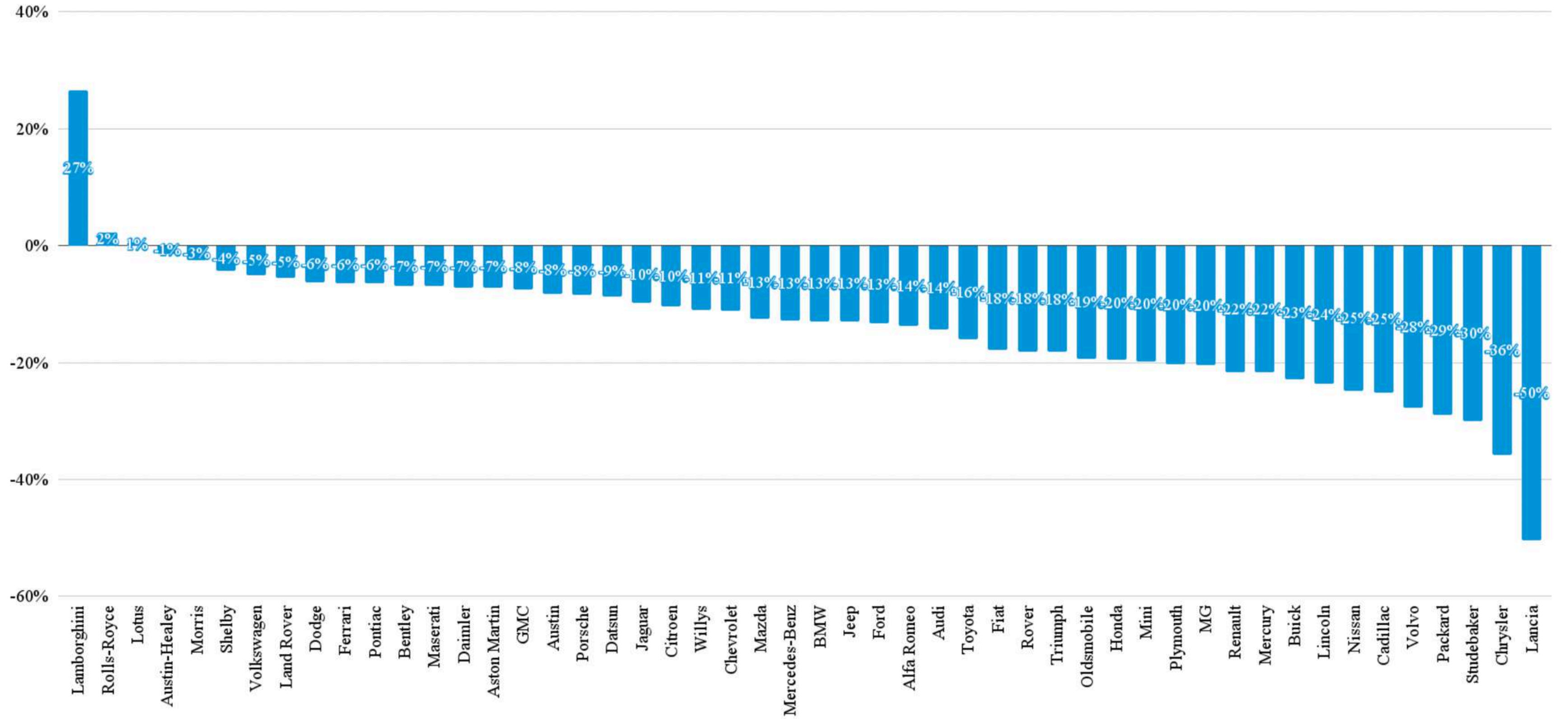


**BUT:**

**IS THAT DRIVEN BY CHEAPER CARS COMING  
TO MARKET OR ARE VALUES ACTUALLY FALLING?**



## Price Change (2024 vs 2023) - Top 50 Most Popular Makes







**88%**

**OF THE TOP 200 MOST POPULAR MODELS  
HAVE FALLEN IN VALUE VS LAST YEAR**



**88%**

**OF THE TOP 200 MOST POPULAR MODELS  
HAVE FALLEN IN VALUE VS LAST YEAR**

**10%**

**FALL IN PRICE ON AVERAGE  
ACROSS THOSE MODELS**

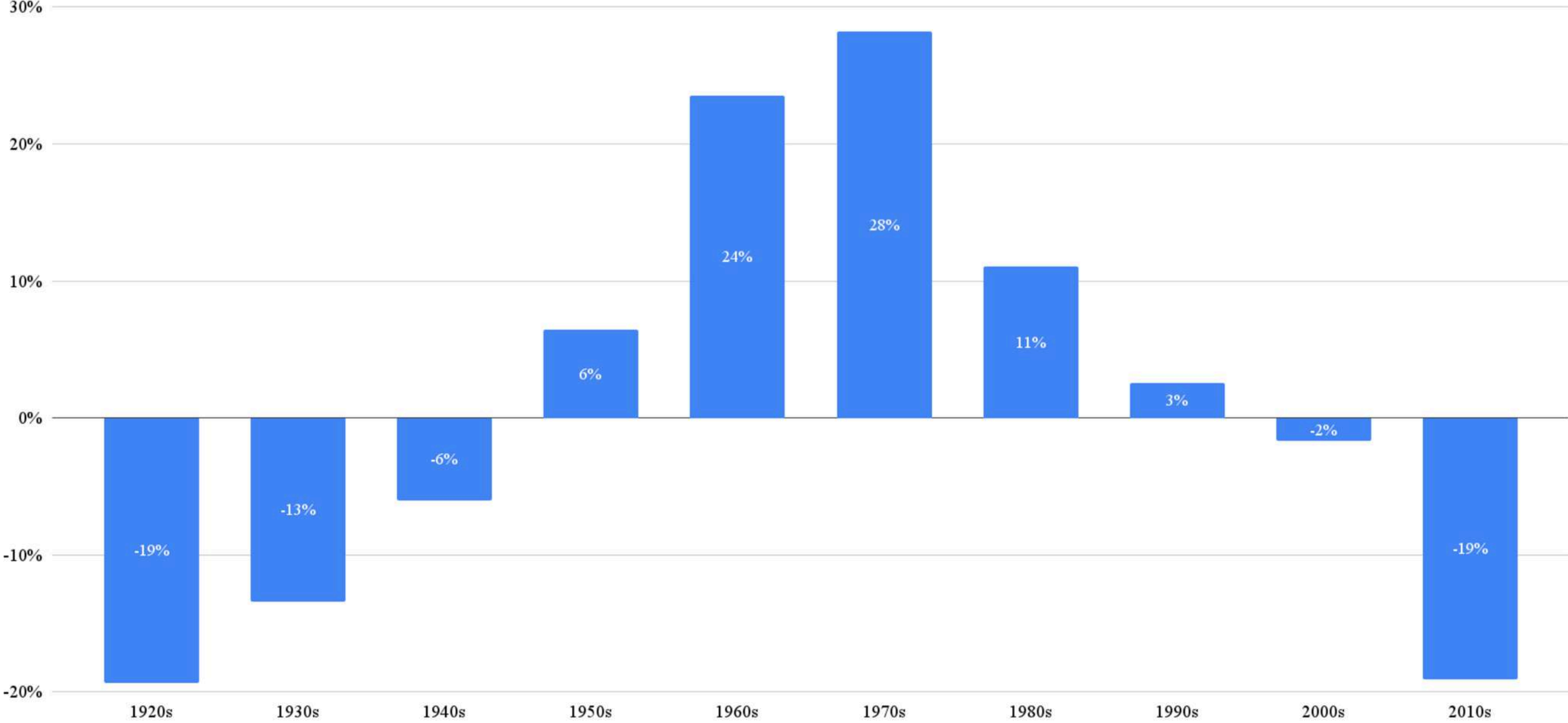
OKAY:

**ANY OTHER STAND-OUT TRENDS?**





### Price Change by Decade of Vehicle Production - Past 5 Years (2024 vs 2019)



**EQUALLY**

**THERE ARE TWO WAYS TO LOOK AT WHAT WE'VE SEEN TODAY**



# **NEGATIVELY**

**PRICES ARE FALLING.  
DEMAND IS EBBING AWAY.**

# **POSITIVELY**

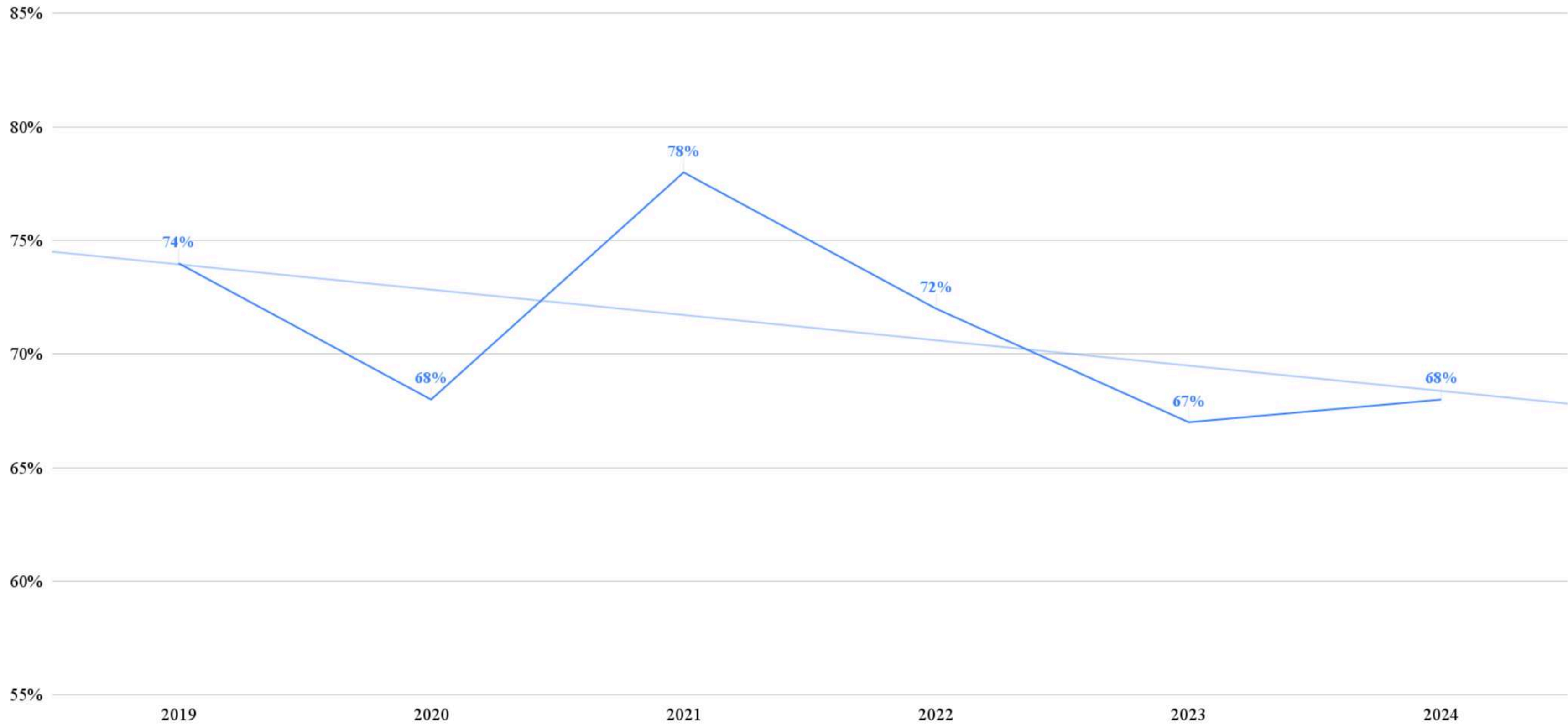
**THE MARKET IS BECOMING MORE ACCESSIBLE.  
WE HAVE A GREAT OPPORTUNITY HERE.**

SO IF YOU CHOOSE THE NEGATIVE

**HOW IS THE FUTURE LOOKING?**

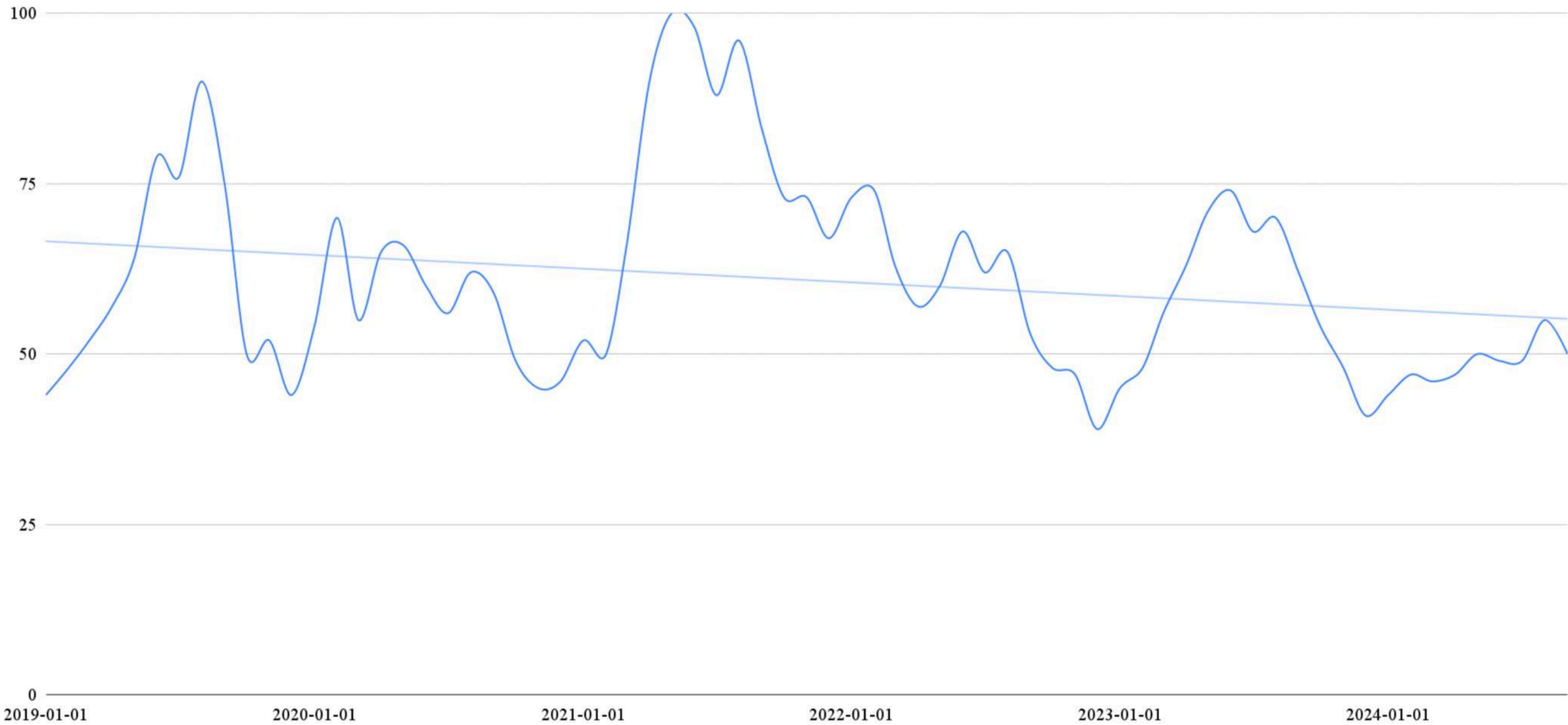


## Sell-Through Rate





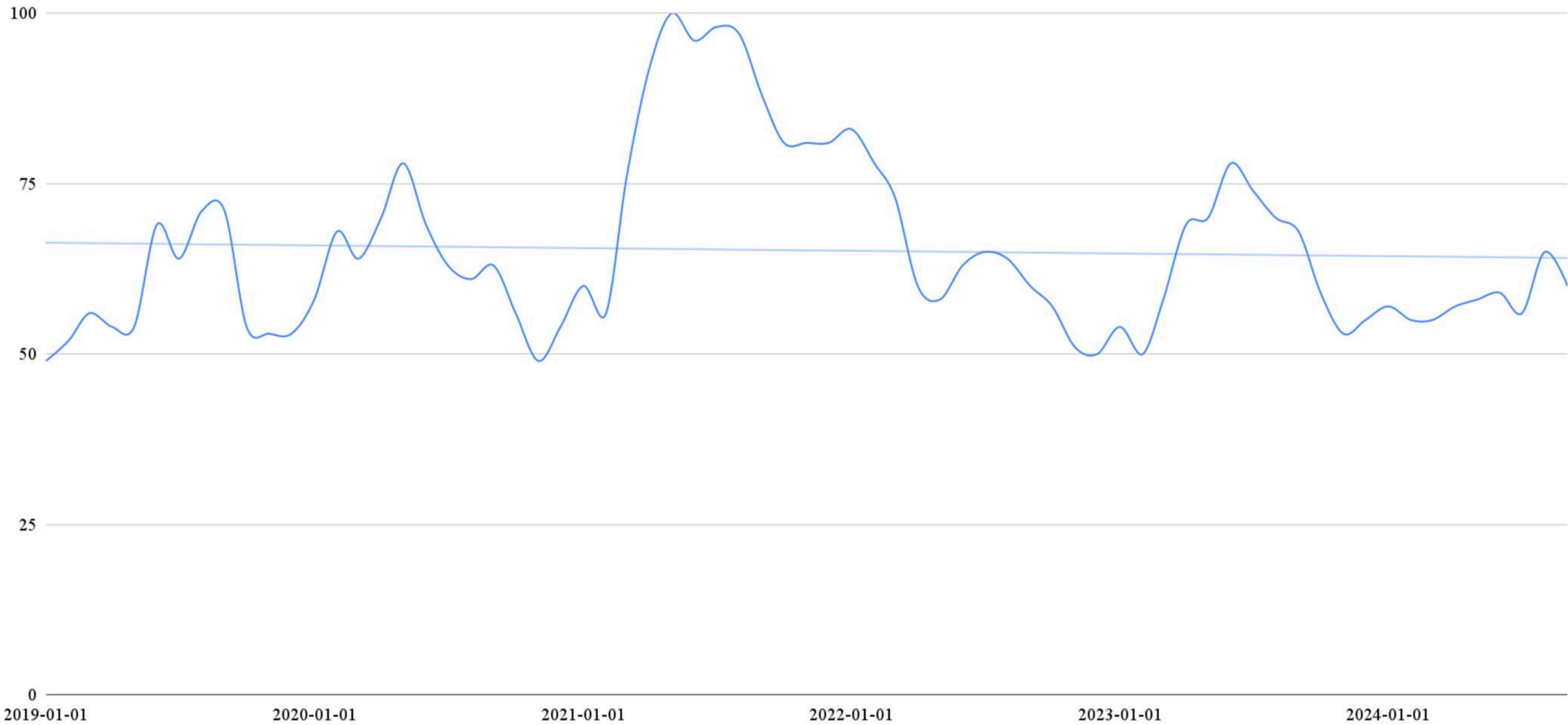
## UK Search Volume on Google for the Topic 'Classic Car'





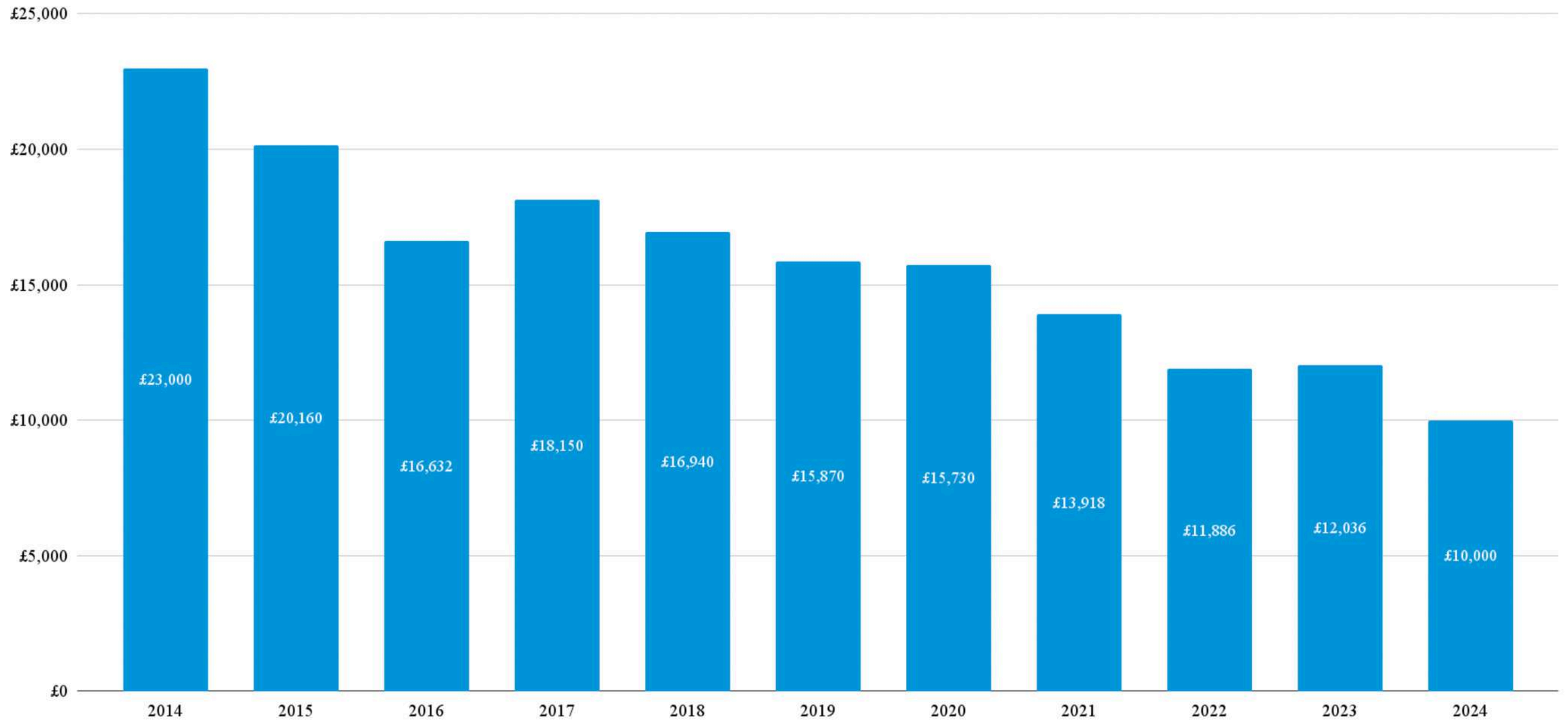


## Worldwide Search Volume on Google for the Topic 'Classic Car'



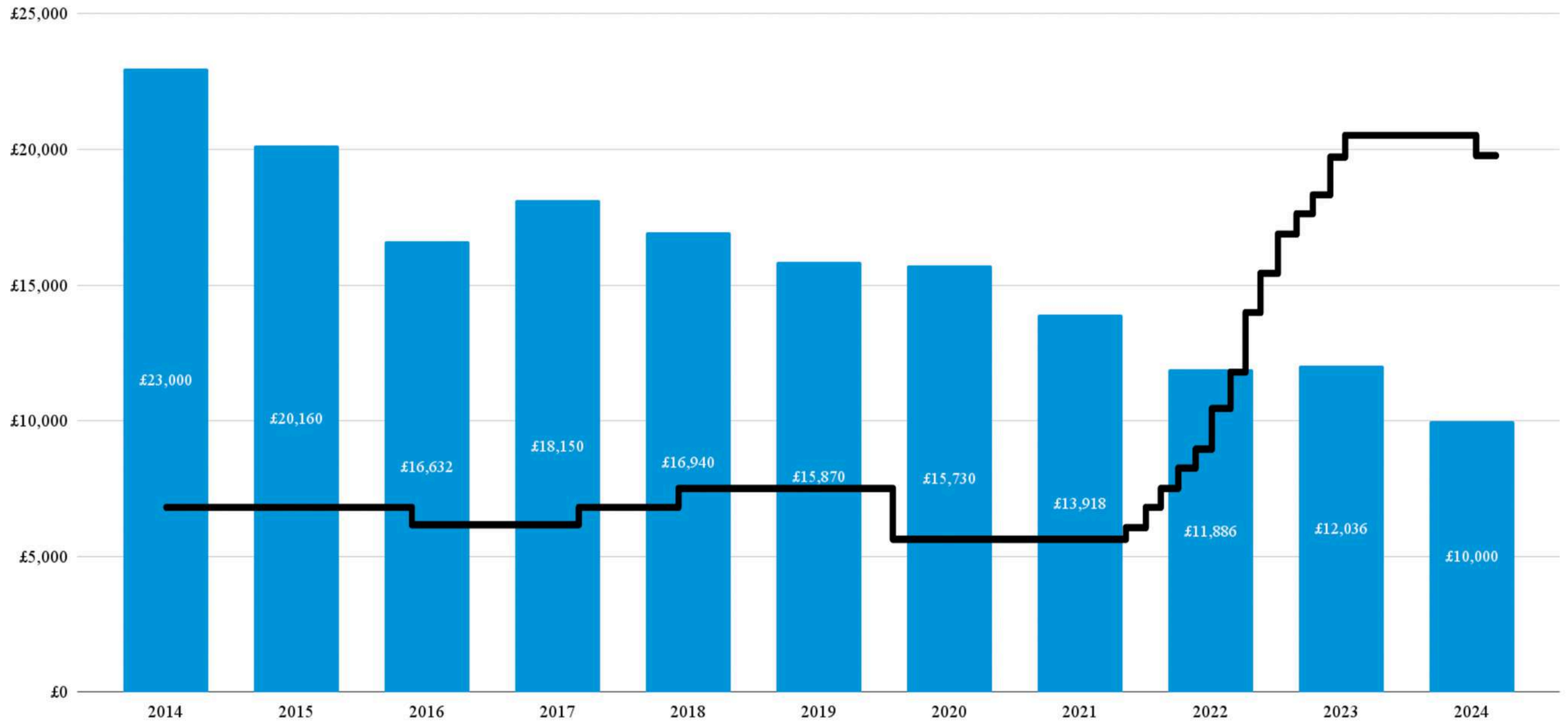


## Median Price by Year - Historic Vehicles - United Kingdom



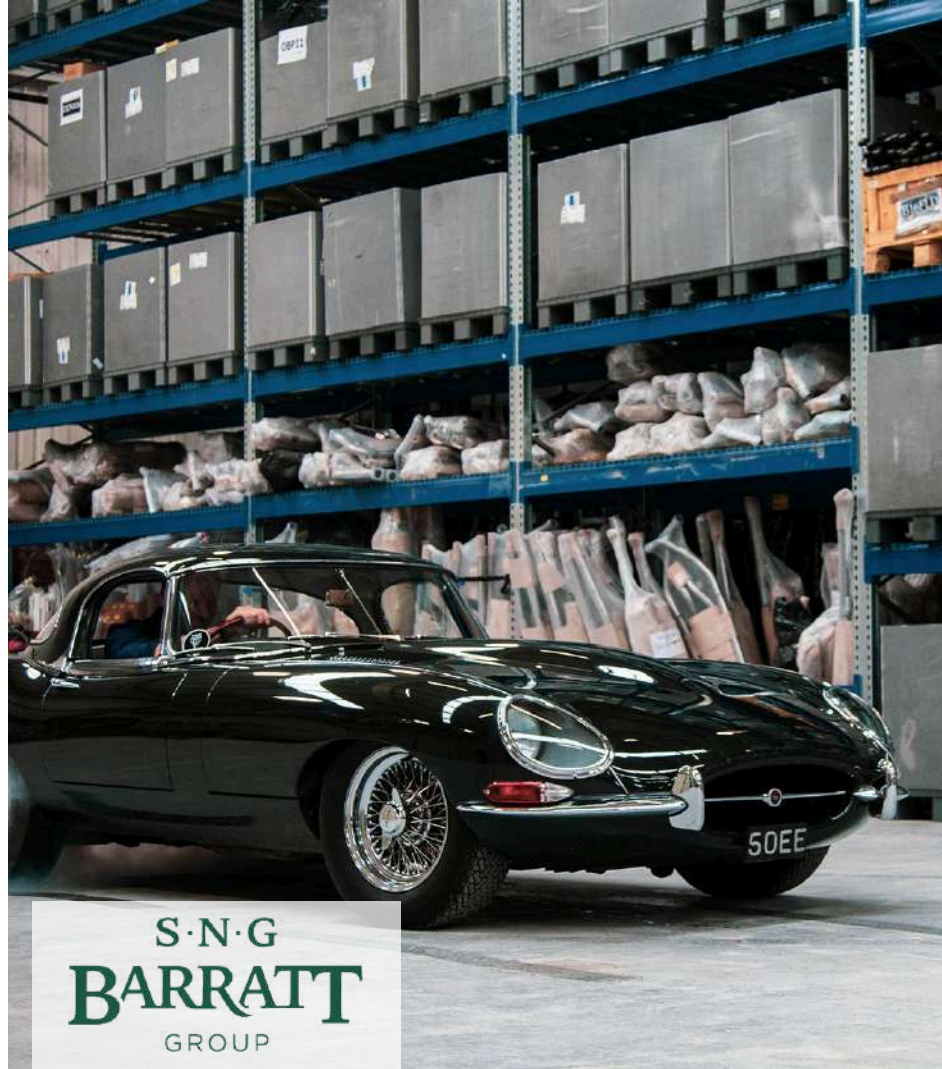


## Median Price by Year - Historic Vehicles - United Kingdom vs Interest Rates





  
SOLIHULL'S



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**BARRATT**  
GROUP

**TODAY'S SPONSORS**



  
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MOTOR  
HERITAGE



**GUN HILL STUDIOS**



  
**Powerlite**

