

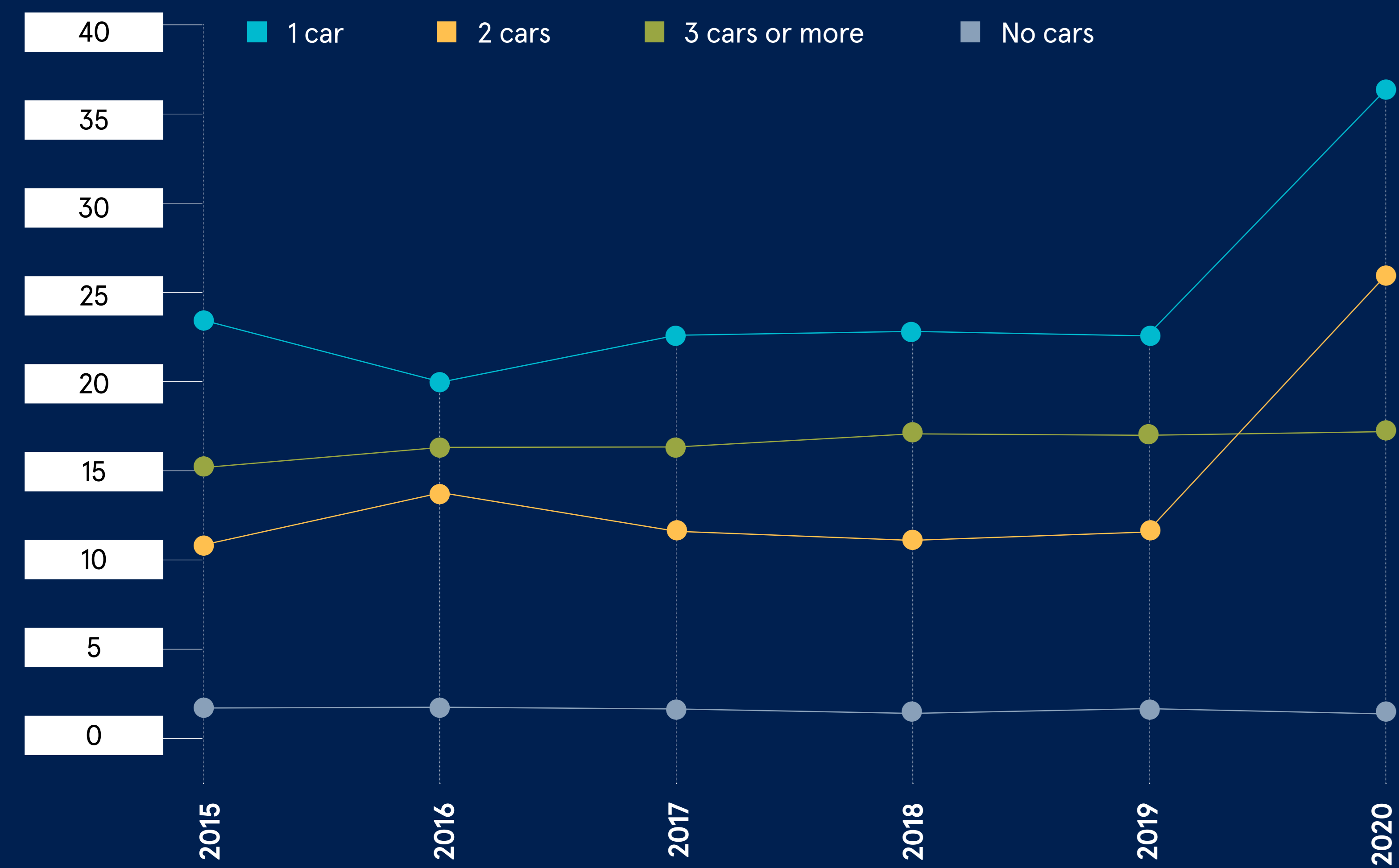
KING OF THE ROAD: THE CAR REIGNS SUPREME

Despite the ongoing campaign for sustainability and a plethora of public transport options, from hydrogen-powered buses to e-scooters, we Brits still love our cars. So, as car ownership increases and driving continues to be our favourite way to get to work, what options are there for the automobile lover who wants to be a little greener?

CAR OWNERSHIP CONTINUES TO RISE

Kantar Media, 2021

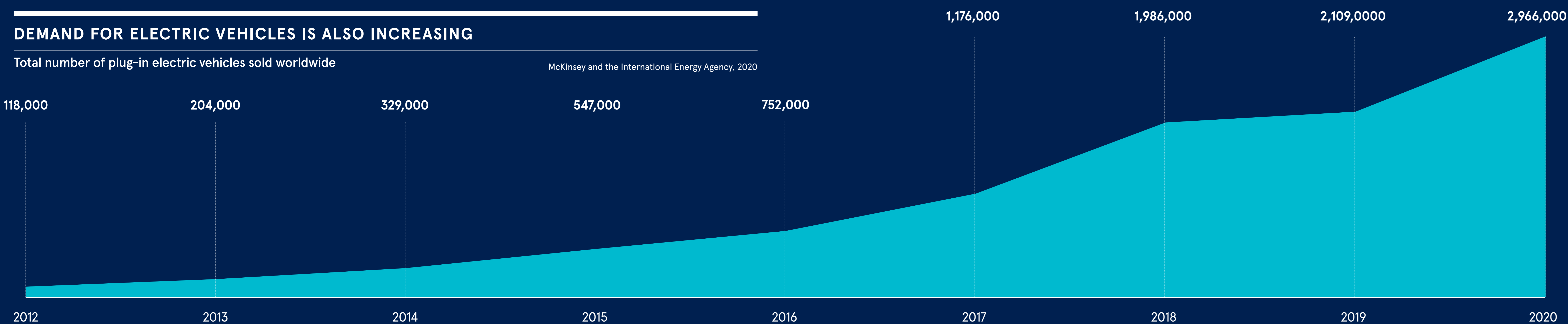
Number of British households that own the following number of cars (millions)



DEMAND FOR ELECTRIC VEHICLES IS ALSO INCREASING

Total number of plug-in electric vehicles sold worldwide

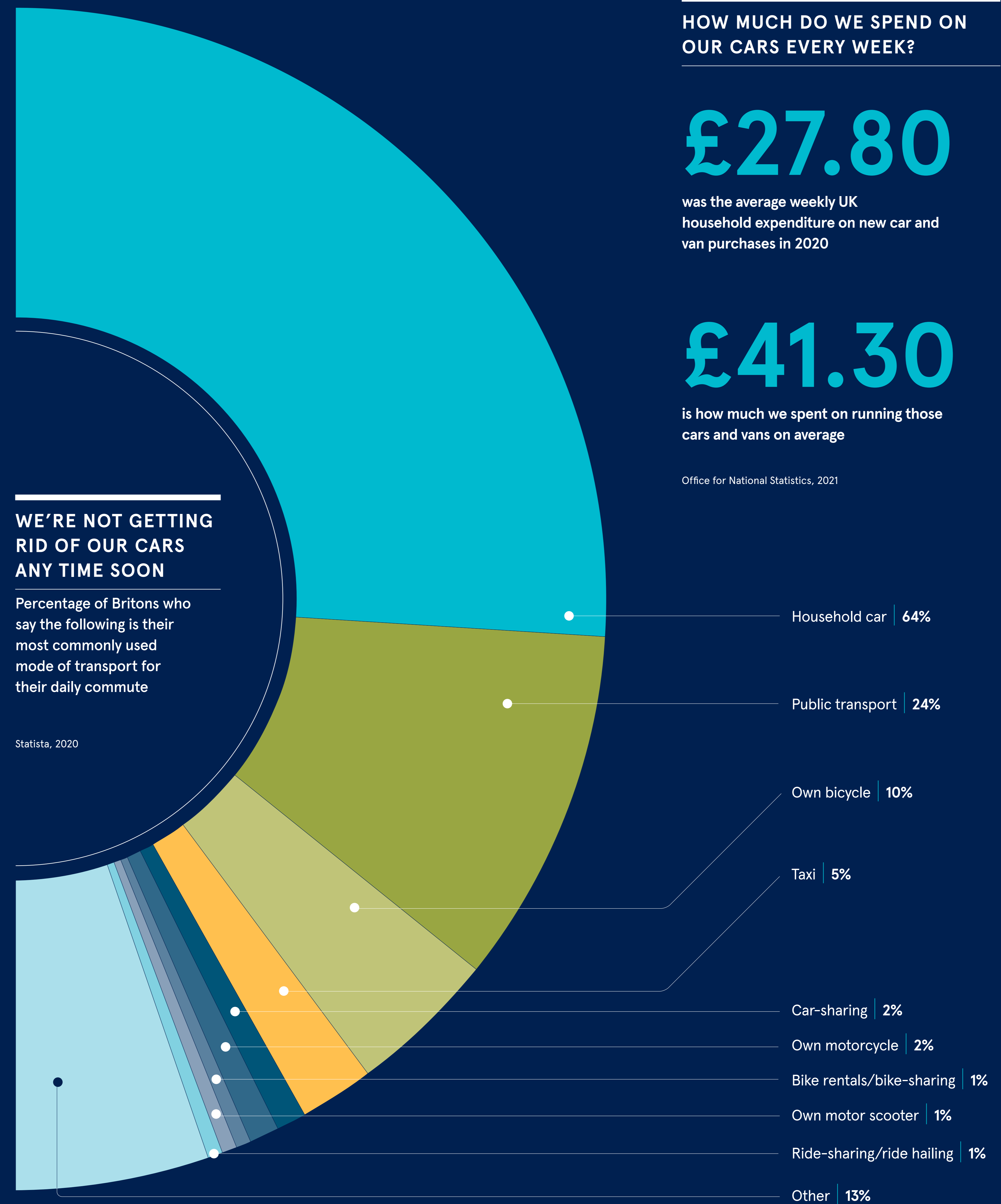
McKinsey and the International Energy Agency, 2020



WE'RE NOT GETTING RID OF OUR CARS ANY TIME SOON

Percentage of Britons who say the following is their most commonly used mode of transport for their daily commute

Statista, 2020



HOW MUCH DO WE SPEND ON OUR CARS EVERY WEEK?

£27.80

was the average weekly UK household expenditure on new car and van purchases in 2020

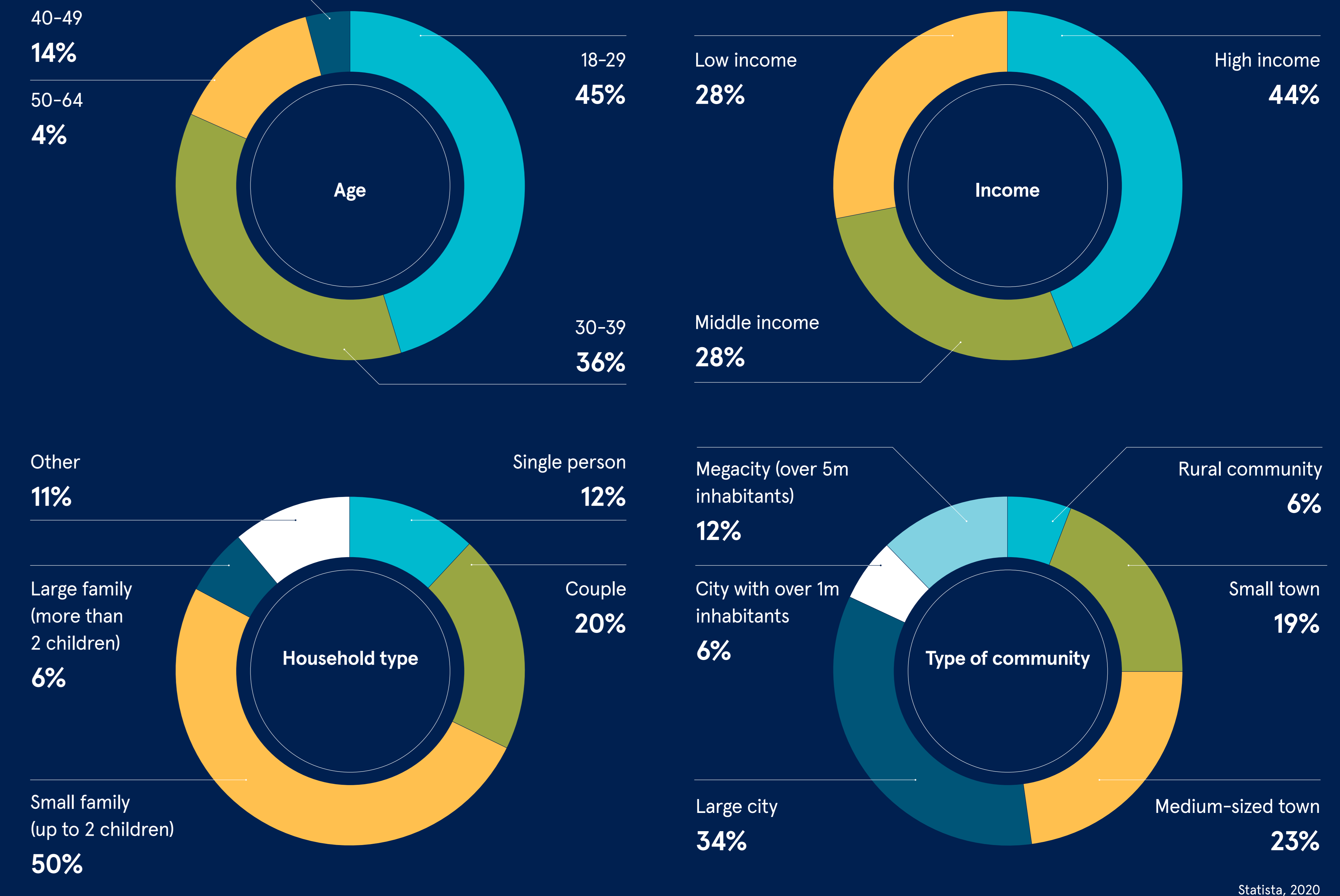
£41.30

is how much we spent on running those cars and vans on average

Office for National Statistics, 2021

WHO ARE THE TOP CAR-SHARERS?

Wealthy young urban families seem to be driving the car-sharing trend (percentages may not add up to 100 owing to rounding)



£760m

revenue earned by the UK car rentals market in 2020

£1.7bn

forecast revenue by 2025

HOW THE PANDEMIC HAS AFFECTED CAR-SHARING

Percentage of people worldwide who have used car-sharing at least weekly in 2020

