autobizInsights



Aymeric RAYMOND

Data Project Manager



Can the same vehicle be worth more in another European market?

European used car markets do not all evolve at the same pace. As highlighted in our latest insight, demand, stock turnover and depreciation vary significantly from one country to another, particularly for electric vehicles.

These differences directly impact B2B values: the same vehicle, with identical specifications, age and mileage, can have very different valuations depending on the country.

How can we measure these differences and identify the markets offering the greatest valuation potential?

NOVEMBER 2026

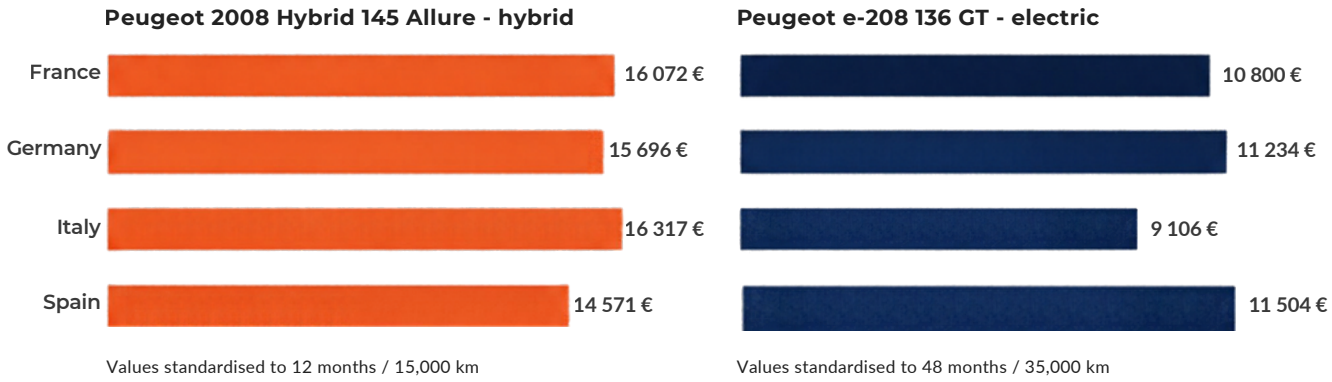
ISSUE 30

Why the same vehicle is not worth the same across Europe

Take the Peugeot 2008 as an example. At the same age and mileage, the B2B value of its hybrid version varies by 12% between Italy and Spain, representing a difference of approximately €1,750. For a four-year-old Peugeot e-208 reaching the end of its contract, the gap widens to 26% (€2,400), and the ranking reverses: Spain comes out on top, while Italy ranks last.

This is not an isolated case. An autobiz study covering 24 comparable vehicle versions across four European countries (France, Germany, Italy and Spain), between January and April 2026, reveals a median valuation gap of 12% between the highest- and lowest-valued markets for the same vehicle version.

B2B value of the same vehicle according to the country



Source: autobiz - values B2B Standard, sales jan.-apr. 2026, without VAT.

These differences reflect the specific characteristics of each market: supply and demand dynamics, stock levels, local preferences for certain models and powertrains, as well as seasonality and pricing strategies.

The maturity of the electric vehicle market also plays a role, although its impact is not always straightforward: limited supply can support values, while hesitant demand can put downward pressure on them.

No single market consistently delivers higher valuations than the others. The potential depends as much on the vehicle itself as on the country in which it is valued.

There is no single ranking of European markets

To analyse these differences, it is essential to compare vehicles using a consistent methodology across countries. By combining historical B2B performance with current market indicators — stock levels, sales, stock turnover and vehicle attractiveness — autobiz's new B2B valuation methodology provides a consistent view of European markets, with a level of granularity extending down to individual vehicle versions.

This approach reveals significant differences depending on the powertrain.

An autobiz analysis of B2B values by powertrain across four European markets highlights the following:

Electric: Valuation differences are particularly pronounced, with an index of 93 in Italy compared with 107 in Spain.

Hybrid: Valuations are more consistent, ranging from 97 in Spain to 102 in Germany.

Petrol: Germany stands out with an index of 110, compared with 96 to 99 in the other three countries.

Diesel: France records the highest index (107), ahead of Germany (101) and Italy (93).

Market rankings vary by powertrain

	France	Germany	Italy	Spain
Electric	100	n.a.	93	107
Hybrid	100	102	100	97
Petrol	99	110	97	96
Diesel	107	101	93	n.a.

Average B2B value index by powertrain (base 100 = country average), calculated at vehicle version level across 23 comparable versions. N/A: fewer than 2 versions.

Source: autobiz - values B2B Standard, sales jan-apr. 2026. Values without VAT, standardised 12 months / 15 000 km.

Market rankings therefore change depending on the powertrain. A country offering favourable valuations for electric vehicles does not necessarily do so for petrol, diesel or hybrid models.

However, these overall trends should be interpreted with caution. Even within the same powertrain category, differences can be significant from one model or version to another.

This is why meaningful comparisons cannot rely solely on national averages. They require sufficient granularity to reflect the characteristics and potential of each vehicle.

Valuation differences reveal new opportunities

These gaps are more than just statistical differences. They provide valuable insights into how each market values vehicles.

For OEMs, leasing companies, fleet operators and dealer groups, a European perspective on B2B values helps identify the models and versions with greater valuation potential in certain markets.

Conversely, it may confirm that a vehicle's home market remains the one offering the highest valuation.
However, these opportunities cannot be identified solely at country or powertrain level. They require analysis at model and version level, as two comparable vehicles may show very different valuation gaps depending on their local attractiveness.

These market positions are not fixed either. Changes in demand, stock levels and buyer preferences can gradually shift the ranking of markets.

Having consistent B2B valuation benchmarks across Europe therefore makes it possible to track these developments, identify valuation gaps and better understand which markets offer the greatest potential for each vehicle.

Conclusion

A vehicle's B2B value is closely linked to the market in which it is assessed. With a median gap of 12% between countries for comparable vehicle versions in our study, these differences represent a significant consideration for automotive professionals.

A consistent, granular European analysis makes it possible to look beyond national averages and identify the markets where each vehicle has the greatest valuation potential.

Turning this potential into actual performance is the next step, naturally opening the discussion to international remarketing strategies and cross-border opportunities.



Learn more

Aymeric RAYMOND

Data Project Manager

corporate.autobiz.com