GENERATIONAL+

Generational data reveals EVs sell over a week faster with battery health certification

New insights demonstrate that vehicles with a Generational battery health certificate sold 7.3 days faster on average than those without, as consumer demand for transparent battery information continues to rise.

20th October 2025, London, UK – As the British Vehicle Rental and Leasing Association (BVRLA) marks the start of Used EV Week, Generational – the UK-based innovator in electric vehicle battery health certification – today reveals new data demonstrating the significant impact that battery health transparency is having on the used EV market.

Benchmarked against the latest available industry sales data across the period, Generational's new analysis reveals that over the past six months, used EVs accompanied by its battery health certificate sold 7.3 days faster on average than those without – taking 43.1 days to sell, compared with 50.4 days for uncertified vehicles.

The findings underscore a growing appetite among consumers for clear, accurate and reliable information on the health of EV batteries – insight that is fast becoming a decisive factor in purchase decisions and driving market demand.

By providing verified information on a vehicle's battery condition, its real-world range and remaining warranty, Generational's state-of-health certificates are empowering buyers with the confidence to act quickly, driving healthier growth across the pre-owned EV market.

Battery health information also addresses one of the most cited concerns among would-be EV buyers: uncertainty over the condition and longevity of the vehicle's most valuable component. As the used EV sector matures, the availability of transparent, easy-to-understand data on battery health is proving to be as crucial as mileage has been to ICE vehicles – a shift that is already accelerating transactions and unlocking greater value for both retailers and customers.

The news comes as Generational releases its Impact Calculator for retailers – analysing the number of EVs in stock, gross margin per unit, average days to sell, daily stock ownership cost, and accounting for poor-quality vehicles. Using these inputs, the calculator gives retailers the ability to assess the additional gross margin – and savings from reduced vehicle holding cost and reduced risk – that could be gained annually with the power of battery health testing.

Oliver Phillpott, CEO of Generational, said: "This latest data shows just how powerful clear battery health information is in driving buyer confidence and speeding up sales. In the electric era, customers want to know far more than just age and mileage – they want to understand how the battery is performing, what range they can expect in the real world and how much warranty remains.

"Our mission is to deliver that clarity. With transparent, trusted battery health data in hand, buyers can make quicker, more confident decisions, and dealers can sell vehicles faster and more profitably. It's a win-win – and a key part of building a healthy, sustainable market for used EVs."

Generational's proprietary battery health testing technology is designed from the ground up for simplicity and accuracy. Requiring minimal training and guided by an intuitive mobile app, the compact device connects directly to an EV's OBD port to securely analyse battery data and produce a clear, digestible state-of-health certificate – empowering dealers, remarketers and buyers alike.

The business' Impact Calculator can be accessed on the Generational website here.

About Generational

Generational is a UK-based innovator in electric-vehicle battery-health testing solutions. The business provides simple, intuitive electric-vehicle battery-health checks and state-of-health (SoH) certification services to car dealers and remarketers.

Generational was founded by a team of automotive software engineers and data scientists with deep expertise in EV technology, from Red Bull Racing, Imperial College London, and the University of Cambridge.

Its ultimate mission is to facilitate a thriving market for used EVs – helping businesses sell vehicles faster and more profitably, maximise residual value, and build a robust business-case for investing in the pre-owned EV market.

Further information on Generational's solutions can be found on its website here.

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