



Exploding costs force people to rethink mobility

A study from AUTODOC shows: Inflation is also leaving its mark on the popular area of (auto)mobility in Germany. The general public has to save more than in previous years. The younger generation and women are particularly affected. However, by making some adjustments, people can avoid having to give up their car. Those who favour DIY car repairs can find suitable spare parts on online platforms such as AUTODOC.

Berlin, 18 October 2022. Current economic developments are forcing many people to cut expenditure in different areas of their lives. The topic of mobility is also coming more into focus since, along with a house, a car is usually one of the biggest purchases people make in their lives. A representative survey of more than 1,350 Germans carried out by AUTODOC, a leading online retailer of automotive parts and accessories in Europe, shows that more than 40% of those surveyed are already cutting back when it comes to mobility.

Large majority of the population has to make savings, some substantial

The question of whether a visit to the garage is still an affordable cost is one that more and more people have to face these days due to the rising cost of living. More than 71% of the study participants feel that current circumstances mean they have to be more frugal with their income. This feeling is shared by three quarters of the women surveyed, but only two thirds of the men. At 75%, the proportion of people aged 18 to 39 who feel this way is also higher than the average. A regional comparison shows that in the north of the country in particular, people feel they have to tighten their belts (77%).

Almost nine out of ten Germans have to find between 100 and 300 worth of savings because of the current situation, and 39% of respondents said they have to save between 100 and 200 euros per month. Four percent have to save more than 500 euros to cover increased costs due to rising prices.

When it comes to mobility, the majority are not willing to accept restrictions

Four out of five study participants are currently cutting back on leisure activities and entertainment (80%). In addition to restrictions in the areas of leisure, holidays (61%) and food (57%), only two out of five respondents also save on mobility. Among car owners, 43% are currently foregoing optimal maintenance of their vehicle.

A look into the future shows that the majority of the general public also sees potential for savings in the area of leisure and entertainment – this applies equally to car owners and non-car owners (70%). On the subject of mobility, only 30% expect further opportunities to save.

Car owners rely on what they have

84% of car owners could currently imagine driving their car longer than originally planned. This trend is also confirmed by the Germany Federal Motor Transport Authority (KBA): At 10.1 years, the average age of cars at the beginning of the year was about two years higher than in 2008 [1]. However, the KBA attributes the fact that fewer and fewer new registrations are being made to supply problems in the car industry. According to this study, that is only partially true. For more than half of the car owners surveyed, the main reasons for driving longer are the increased prices for new and used cars (53%). Surprisingly, 18- to 35-year-olds in particular are learning to love their trusty old car again (59%; 60+: 44%). The poor availability of new and used cars plays a role for 30% of car owners in their decision not to buy a new or used car at the moment. Another reason is predominant among the 60+ generation: 46% refrain from buying a new car because they would rather save the money.

Doing it yourself can help keep costs down

"The results clearly show: people in Germany are having to make savings due to the current situation. This applies to almost all areas of life – including automobility. When a new car has to wait, but your old car is no longer running smoothly, this can become a problem. Instead of going to the garage for repair, it can be worth it to roll up your sleeves and do it yourself. Online platforms such as AUTODOC not only offer the right spare parts, but also provide numerous online tutorials to help with your DIY project. A bit of elbow grease can easily save you money," says Christopher Rust, Product PR Manager at AUTODOC.

About the study

For this study, AUTODOC, together with the market research institute INNOFACT AG, surveyed 1,357 people in Germany between the ages of 18 and 79, 1,111 of whom are car owners. The sample corresponds to the representative distribution in the German population in terms of age and gender. The independent online survey took place in August 2022.

[1] https://www.kba.de/DE/Statistik/Fahrzeuge/Bestand/bestand_node.html (figures from 01/07/22)

About AUTODOC

AUTODOC is a leading online retailer of vehicle parts and accessories in Europe. The company, which was founded only 14 years ago by Alexej Erdle, Max Wegner, and Vitalij Kungel in Berlin, has quickly developed into one of the most exciting internet companies in Europe. In 2021, AUTODOC achieved a turnover of over one billion euros (2020: 842 million euros). AUTODOC has 4.8 million products for 166 car, 23 truck and 154 motorcycle brands in its range. AUTODOC operates in 27 European countries and employs 5,000 people at six locations.

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