

MG RV8 price review – May 2017

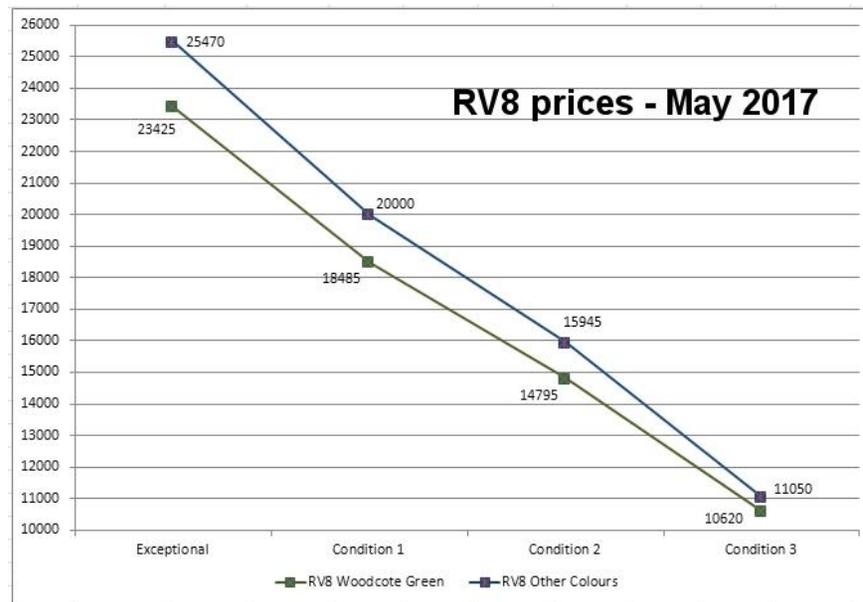
Overview

Whilst there are signs the effects of the “alternative investment” activity in the classic car market have reduced over the 12 months to May 2017, our analysis of our Pricewatch reports indicates **RV8 Condition 1 prices have risen by 8% and 11%**. A key feature is the relatively small supply of cars on offer in the market, particularly good quality examples. So potential buyers have to work hard to keep up with the adverts and auctions and also the various online websites where RV8s are advertised, not least on the V8 website, and then visit cars promptly to view them before they are sold.

Good RV8s sell rapidly – a very low mileage RV8 in Le Mans Green sold in less than three weeks in April 2017 for £23,000 suggesting it was rated as Condition 1 Plus. We have some evidence that typically RV8s are selling at around 7% to 8% off the asking price but of course for individual cars that depends on the negotiations between the buyer and seller. The **price differential between Condition 1 and Condition 2 RV8s is less than with MGBGV8s** as the vastly improved rust protection of the RV8 bodyshells and panels reduces the need for refurbishment. For the next 6 to 12 months there are signs the classic car market covering RV8s will continue to level off for a while although the occasional exceptional car will inevitably continue to generate a great deal of interest for both existing and prospective MGV8 owners.

RV8 price guide update

Colour & year of price review		Exceptional	Condition 1	Condition 2	Condition 3
Woodcote Green	May 2017	£23,425	£18,485	£14,795	£10,620
(mainly reimports)	Rise YonY	-1%	11%	20%	19%
	May 2016	£23,600	£16,650	£12,300	£8,950
	Rise YonY	18%	7%	0%	9%
	2015	£20,000	£15,600	£12,250	£8,200
	Rise YonY		7%	1%	1%
	2014		£14,600	£12,150	£8,100
	Rise YonY		8%	8%	8%
	2010		£13,500	£11,250	£7,500
	Rise 2010/17		37%	32%	42%
		Exceptional	Condition 1	Condition 2	Condition 3
Other Colours	May 2017	£25,470	£20,000	£15,945	£11,050
(both UK spec and Japan spec)	Rise YonY	-9%	8%	4%	0%
	May 2016	£28,050	£18,500	£15,300	£11,050
	Rise YonY	12%	4%	0%	7%
	2015	£25,000	£17,750	£15,300	£10,300
	Rise YonY		6%	4%	5%
	2014		£16,750	£14,700	£9,800
	Rise YonY		10%	9%	9%
	2010		£15,250	£13,500	£9,000
	Rise 2010/17		31%	18%	23%
		Exceptional	Condition 1	Condition 2	Condition 3
Premium for Other Colours		£2,225	£1,515	£1,150	£430
		10%	8%	8%	4%



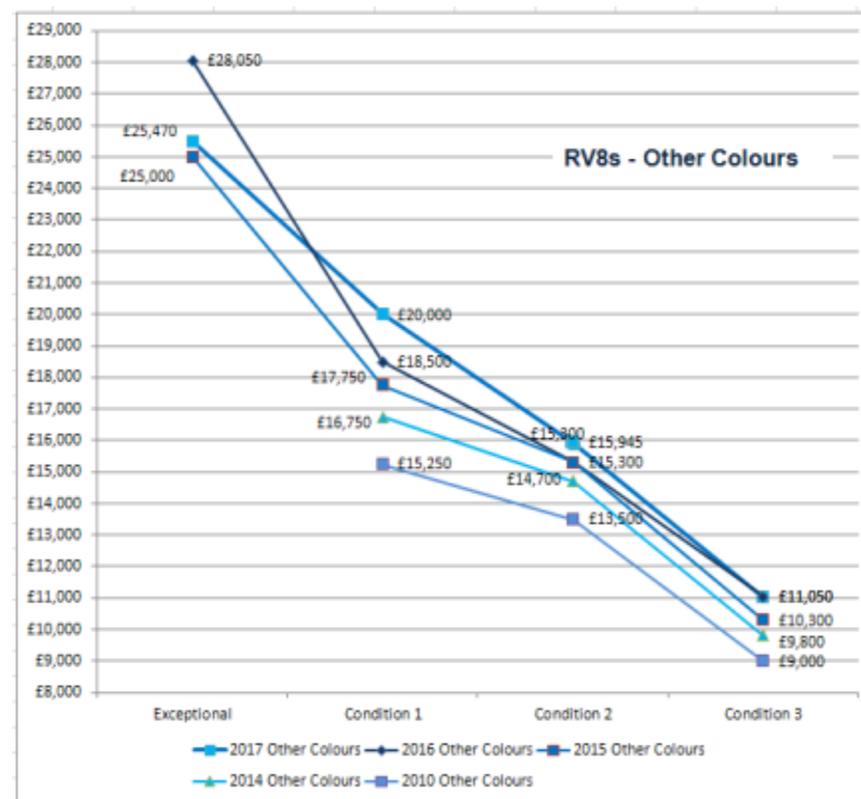
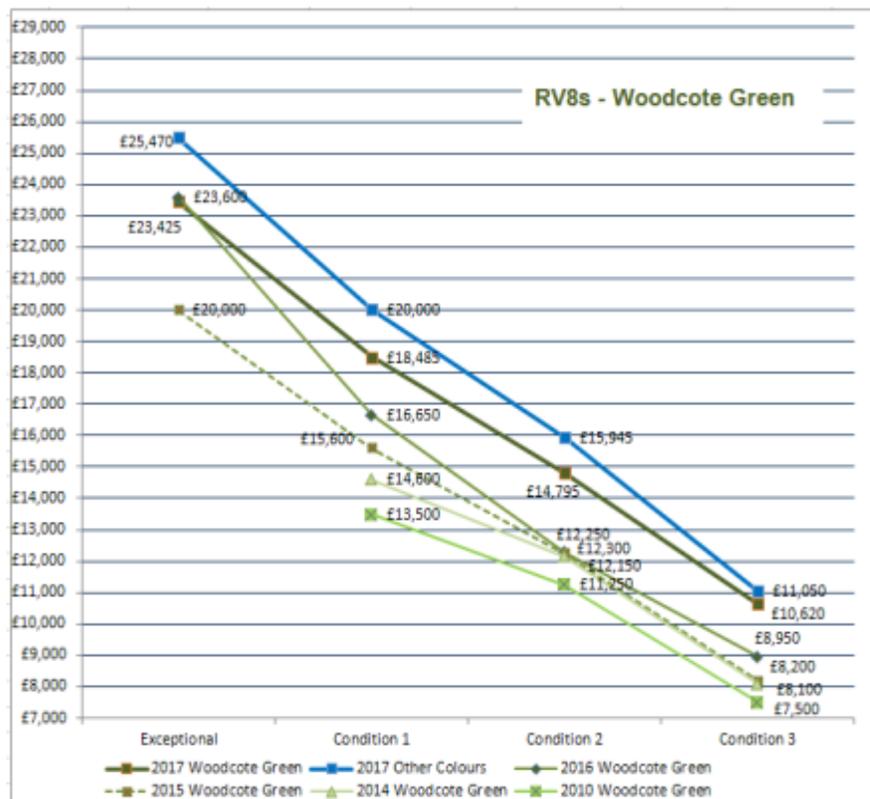
MG RV8 market review

A key feature of the RV8 market in 2015/16 was the number of high priced “Exceptional” cars on offer – five from February 2016 when an early production RV8 in Le Mans Green with only 14,500 miles appeared at “offers over £35,000” barely 12 months after it had been sold at an [H&H auction](#) at Buxton in February 2015 for £21,736 (hammer price and buyer’s premium), an astonishing uplift of 61%! At that time there were signs that price expectations of sellers, and particularly “high end” traders with impressive showrooms, had risen as a consequence of the pricing of those exceptional cars and we saw some good Condition 1 cars priced as though they are nearly “Exceptional” examples. Over the period to our Price Guide update in May 2017 that **heated “Exceptional” segment of the RV8 market appears to have cooled.**

Low and moderate mileage **Condition 1 Woodcote Green** reimports have attracted considerable interest and our analysis suggests prices have risen by around 11% over the last 12 months. **At around £18,485 a Condition 1 RV8 in Woodcote Green is still remarkable value** and it seems buyers have seen that and contributed to the continued demand in the market.

The **price differential between RV8s in Woodcote Green and those rarer cars in “Other Colours”** continues and for Condition 1 and 2 it is £1,515 to £1,150 but interestingly slightly less than in our last update in 2016. There are signs that body colour factor is reducing. The **slightly stronger growth in Woodcote Green demand** seen in 2016 has continued price growth. The price differential was always odd as reimported Japan spec cars had a higher specification with aircon as standard, but the popular explanation was that as 79% of RV8 production was in Woodcote Green, the several hundred cars in

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“Other Colours” were rarer, particularly a UK spec example, and consequently more sought after.

A particular **feature with RV8s, particularly reimports from Japan, is many have low mileages to date**, often only 25,000 to 40,000 miles, which for a car nearly 25 years old is unusual. So the expectation of RV8 buyers is for a low mileage and although pricing is driven by the condition of the car, it seems pricing also follows mileage to some extent with low mileage examples attracting a premium.

The **combination of increased sales activity and the high pricing of “Exceptional” RV8s in 2015/16 fired up interest in the model with classic car enthusiasts**, and it seems that has continued into 2017. Surely the combination of the luxury of the leather and Elm burr trim, the vastly improved rust protection of the bodyshell, the natural attraction of a soft top MG with a retro MGB appearance and the smooth V8 power enhanced with modern fuel injection and engine management systems makes the RV8 a very attractive classic sports car. In our market review in May 2016 we felt a “surge in demand for Condition 1 and 2 models seemed likely over the next year” and so it has proved.

The RV8 was originally designed and marketed by MG Rover as a **luxury sports car that appealed to the mature enthusiast who recalled fondly the MGBs of their youth**. It seems that profile of buyer is still there in the marketplace and is still likely to be attracted to an RV8.

For the money the RV8 is a particularly attractive classic car with its specification, comfort and V8 powered performance and one surely to see continued price growth as a wider range of classic car enthusiasts become aware of the model and its exceptional value.