

Immediate Release
www.drivethedeal.com news

Motorists place price and practicality before environment

Car Broker reports busiest January for years

Britain's biggest and best known car broker www.drivethedeal.com has revealed this week that consumers place price and practicality above great green credentials.

Richard Sanders, Managing Director www.drivethedeal.com said "There has been a surge in demand for new cars, particularly premium cars, this year despite the economic climate. We had our busiest ever Q4 in 2009 and this January has been much busier than last. It is the deals that customers want, along with the practicality, they don't appear to be that concerned about how green a car is. We have taken huge numbers of orders for Volvo XC90s – the large 4X4 with discounts of around 30%. Our next most popular 4x4 is the Landrover Freelander with a discount of over £4,000 from list prices".

The average discounted purchase price that customers pay for their car when ordering via www.drivethedeal.com has increased by over £2,000 from £17,909 in November to £19,917 in December, factored by increased numbers of consumers purchasing premium brands with high specifications. It appears that the economy is rebounding strongly but people still want to save money by using an internet car broker to find them the lowest price.

Top deals currently quoted by www.drivethedeal.com include the 30% discount off a Volvo XC90, £7,229 discount of a Ford S-Max, 33% off a Ford Focus 1.6 TDCi and £4,095 off a Landrover Freelander. The brand new model Ford Fiesta can now be bought with discounts of around 24% and www.drivethedeal.com has seen a significant increase in demand at these discounts.

The premium Volvo XC90 2.4 D5 Executive 5dr Geartronic with a manufacturer list price of £42,445 is quoted online for just £30,637 saving a massive £11,711.

The average discount obtained by www.drivethedeal.com customers is 20% off manufacturers list prices.

www.drivethedeal.com finds UK main dealers willing to offer its customers the best deal in order to attract extra customer orders. www.drivethedeal.com puts customers in touch with those dealers to buy their car. This can generate savings of up to 40% off a brand new car.

www.drivethedeal.com - TOP 10 QUOTED DEALS

Model	Drivethedeal Quote	Saving on Retail Price	% Saving
Volvo XC90 2.4 D5 Active 5dr	£21,967	£8,931	30%
Ford S-Max 2.0 TDCI Titanium 5dr*	£18,594	£7,229	28%
Ford Focus 1.6 TDCi Zetec 5dr [110]*	£13,564	£6,607	33%
Landrover Freelander 2.2 Td4 e GS 5dr	£20,876	£4,095	16.5%
Ford Fiesta 1.4 Zetec 5dr*	£10,930	£3,412	24%
Skoda Octavia 2.0T FSI vRS 5dr Hatchback	£15,570	£3,356	18.5%
Honda CRV 2.0i VTEC ES 5dr	£18,883	£3,166	15%
Peugeot 5008 1.6 HDI 110 Active 5dr	£16,081	£2,709	15%
Audi A3 Sportback 2.0 TDI [140] Black Edition 5dr	£20,530	£2,504	11%
VW Golf 1.6 TDi 105 SE 5dr	£16,773	£2,012	11%

*These quotes are dependant upon taking out some finance with the manufacturer's finance company. Details available on www.drivethedeal.com. Terms and conditions apply.

www.drivethedeal.com was the first internet car broker in the UK and currently brokers more new car deals online than any other company. It uses its volume of business to negotiate the largest possible discounts with UK main dealers and then passes them on to retail buyers who want to buy one car.

All vehicles are UK main dealer supplied and come complete with road tax and full manufacturer warranty, consumers can either collect their car from the UK main dealer to experience the full handover process or arrange for free delivery to their home. The consumer pays the UK main dealer direct, and the car is registered directly to them.

Buying a car using www.drivethedeal.com is a very easy process. The website provides a quote for any new car free of charge and then they will pass a customer's order over to a UK main dealer. All communication thereafter will be between the supplying UK main dealer and the customer direct, with payment being made by the customer direct to the UK main dealer.