

BMW DRIVES OUR DESIRE TO GO TOPLESS

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As the weather picks ups, hundreds of thousands of motorists turn their attention to Auto Trader and the lure of top down motoring. Searches for convertible cars on the UK's largest digital automotive marketplace have soared. And the top ten searches in the last four weeks have been dominated by gorgeous German models.

BMW reigned supreme in the top-down, top ten. Five models took their place in the list, with the BMW 3 Series commanding number one spot. Auto Trader hosted more than half a million searches for the 3 Series Convertible, more than three times as many as the Mercedes-Benz E Class in second spot. In all, it was exclusively German models that featured in the top ten, with Porsche and Audi filling the rest of the places.

"The UK is the second largest market for convertibles in Europe, ironically behind Germany," commented Nick King Auto Trader's Market Research Director. "But sales of convertible cars here account for more than in Spain, France and Italy combined. When the sun comes out, we can't wait to share in the good weather – and it seems that more of us than ever see rather beautiful Germans as the way to do this out on the road."

Top Ten Convertible Searches on Auto Trader in last four weeks

	Make	Model	Used Car Search Count
1	BMW	3 SERIES	558,487
2	MERCEDES-BENZ	E CLASS	153,958
3	AUDI	A5	128,130
4	BMW	1 SERIES	111,239
5	BMW	6 SERIES	102,187
6	BMW	M3	95,146
7	AUDI	TT	94,669
8	PORSCHE	911	92,950
9	MERCEDES-BENZ	CLK	83,653
10	BMW	Z4	55,641
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