

CARBUYER CELEBRATES ITS FIFTH BIRTHDAY

Thursday 26 November, 2015

This month, Carbuyer, the UK's fastest-growing car reviews website, is celebrating its fifth birthday with news that traffic has reached an all-time high.

To celebrate, Carbuyer hosted a birthday breakfast in London's Park Lane. The event saw some of the biggest names in the UK motor industry share in this landmark moment.

Between 2012 and 2015, website traffic figures have trebled, a statistic that puts Carbuyer.co.uk in the premier league of automotive websites. Carbuyer's video channel continues to accelerate, too, with more than 150m views generated to date.

Today, Carbuyer has more than 540 car review videos watched by almost 350,000 subscribers – that's equal to the population of Iceland. In the last 12 months, Carbuyer's videos have been watched 47m times – equal to the population of Spain.

But it's not just video where Carbuyer leads the market. Its innovation in creating editorial to answer the questions that real-world buyers ask is at the centre of its mission.

That means in-market car buyers landing on Carbuyer.co.uk are more likely to be searching for 'best family' car or 'best first car' than they are 'best executive car' or 'best sports car'.

That's why Carbuyer attracts a wider and more varied demographic than most other motoring websites. A third of Carbuyer's users are millennials and a similar number are female.

Carbuyer is also about to embark on a period of significant additional investment, expanding its team to generate more of the essential editorial that today's in-market car buyers want.

Carbuyer editor Stuart Milne said: "I'm extremely proud of what Carbuyer has achieved over the last five years. From a standing start, we've achieved huge success and massive reach by being single-minded about the things that really matter to car buyers.

"Back then, we researched more than 6,000 new car buyers. Today, we continue to learn from the 2.3m users that visit Carbuyer every month."

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About Carbuyer.co.uk

Carbuyer.co.uk is not like other motoring advice and review websites.

As our Plain English Crystal Mark proves, our concise, easy to understand buying advice is jargon free - and includes in-depth reviews and entertaining videos. We have backed this up with the very best technical data available – which comes direct from the manufacturers themselves.

Our reviews are the most accurate, in depth and up to date available – all of which will put you on the front foot when it comes time to negotiate the best possible deal when you replace your car.

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