Carwow Users Spend Savings On Car Upgrades, Holidays And Home Improvement – And Even Another Car!

Tuesday 9 June, 2015

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- **Buyers using carwow save around £3,250 on average, and spend their savings on upgrading their car, holidays and home improvements**
- **Five per cent of buyers even saved enough money to buy a separate car**
- **carwow lets users build a car to their exact specifications and then dealers nationwide give their best price, with no haggling**

London, 9 June, 2015. carwow – the UK's largest new-car buying platform – saves its users £3,250 on average, and now the site can reveal exactly what its users spend their savings on.

When presented with their saving, 33 per cent of carwow customers decided to spend the money on upgrading the car they were planning to buy. That means adding extra options or even a more powerful engine.

Amazingly, five per cent of carwow users found their saving to be so impressive that they admitted to buying the car that they had initially planned to buy along with another car completely.

The second largest group of customers – at 31 per cent – found that the savings were significant enough that they could take a well-deserved break, telling carwow that the funds paid for a holiday.

Meanwhile, 11 per cent of users decided to spend their surprising savings on home improvements, while a frugal seven per cent put the money away for a rainy day.

carwow manages to secure its users such impressive savings because of the way the site works, which is unique in the UK. Users build a car to their exact specifications on carwow and then compare offers on that car from dealers nationwide. Customers can then go on to buy directly from the dealer of their choice.

James Hind, founder of carwow, said: "It's great to see our customers really making the most of the savings they make from using carwow. And what we love to see above all else is that many are spending their money on extras for their car – or in some cases on another car completely. We believe carwow is good for consumers and good for the automotive industry, and these numbers prove it."

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Notes to Editors:

carwow

carwow is the UK's largest new-car buying platform, transforming the traditional 'shop around and haggle' process into a slick online service that gives customers complete control and absolute peace of mind.

Buyers can build a car to their exact specifications on carwow, and compare offers on that car from approved dealers, without hassling phone calls or e-mails. They can then go on to buy directly from the dealer of their choice, and since carwow only accepts the best franchised dealers, quick responses and a friendly service are guaranteed.

carwow has driven more than £250m in sales, with users saving an average of £3,250 and totalling more than £30m. carwow's data shows that those customer savings are often spent on a more expensive model or optional extras.

Established by James Hind, together with co-founders Alexandra Margolis and David Santoro, carwow works for consumers by giving them price confidence and for dealers by creating incremental sales as a result.

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