Firstcar And Creditplus Launch New Partnership To Help Get Young Drivers On The Road

Wednesday 21 October, 2015

FirstCar is delighted to announce that it has agreed a partnership with Creditplus to help young drivers find affordable car finance for their first cars. The partnership will grant readers of FirstCar access to one of the leading car finance providers in the country, with exclusive deals and packages planned for the future.

As the UK's leading magazine for learner drivers, FirstCar provides a wide variety of information and advice to first-time drivers as they prepare for the theory exam, take the practical test, and then find their first car. Committed to getting new drivers ready for life on the road, the partnership with Creditplus will help provide an ethical car finance option for FirstCar readers.

Creditplus is one of the most trusted car finance providers in the UK, having been established for over ten years. With more than 100 lending options across a wide panel of lenders, Creditplus provides an ethical car finance service that does not affect a customer's credit rating – ideal for new drivers looking to buy their first car.

James Evans, FirstCar publisher said: “Most young drivers struggle to buy a modern, safe small car because they don't have the money. This new partnership will enable FirstCar readers to get into a car that otherwise they may not be able to afford. So thanks to FirstCar and Creditplus, new drivers can now buy a small car that's safer, more efficient and hopefully more reliable too”.

Louise Haines, head of partnerships at Creditplus, said “We are delighted to partner with FirstCar to provide young drivers with affordable car finance. Creditplus understands that getting on the road in a nice safer car can be expensive, especially for new young drivers, and so is pleased to be able to provide our market-leading car finance comparison service to FirstCar readers. We are looking forward to helping new drivers get on the road in the car they have always dreamed of.”

The FirstCar website can be accessed at www.firstcar.co.uk, with the Creditplus partner page live atwww.creditplus.co.uk/firstcar

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Notes to editors

FirstCar was started in 2002, when its founder James Evans was still in sixth form. As a new driver he realised there was no go-to place that provided help and advice aimed specifically at young drivers. James set up FirstCar and has grown it into a business that now produces six annuals which sell almost 2.5 million copies between them annually. Clients and partners include the Driver and Vehicle Standards Agency, Road Safety GB along with Road Safety Officers across the country.

Founded in 2004, **Creditplus** has been the innovative driving force in the online car finance market. Based on the South Coast, Creditplus has developed close relationships with leading prime and sub-prime lenders giving their customers access to over 90 different lending options. Ethical lending is a top priority at Creditplus, with a wide range of bespoke tools and guides created to empower consumers with the information they need to make the right choice about their car finance options.

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