

FORDS PROVE FAST IN SEPTEMBER AS THE GALAXY FLIES OFF UK FORECOURTS QUICKEST

Friday 7 October, 2016

- Ford Galaxy is the quickest set of used wheels off the UK's forecourts in September
- Galaxy people carrier is joined in the nation's top ten by Ford Kuga SUV
- Blue oval cars also the fastest selling vehicles in four of the UK's regions

It's the Ford Galaxy that proved to be the fastest selling car in the UK in September.

The 2012 Ford Galaxy with diesel engine and automatic transmission took just 12 days to sell proving that the people carrier with its seven seats, five of which can be folded flat to create a large load space, was in hot demand with buyers in September.

Taking four days longer to sell on average is the 2014 Kia Sportage petrol with manual gearbox, and the model is no stranger to appearing in the top ten fastest selling cars. It was the fastest seller in the UK for two consecutive months in March and April 2016.

Another car that has appeared in the UK's top ten fastest sellers is the Toyota AYGO city car with its fifth appearance in 2016. This 2014 version with petrol engine and automatic gearshift took just 18 days on average from landing in the showroom to being snapped up by a buyer.

Karolina Edwards-Smjada Retailer and Consumer Products Director said: "The nation's fastest selling cars reveal how quickly some used cars have shifted in September, a month known for new car sales. While September has proved a strong month for used Fords, knowing which cars will prove popular is key to identifying future sales opportunities. Retailers utilising data tools are much better set to understand which used cars are in demand in their area and how to maximize the speed of sale. Our research shows that retailers using i-Control benefit from an average days to sell of 26 compared to a market average of 66 days in September. That means a retailer using a data insight tool can sell more cars, more quickly and for more profit."

In what is traditionally a very busy month for dealers with the new 66-registration plate, used cars from Ford were the ones making the quickest exit off the nation's and regions' forecourts.

The Ford Kuga was seventh fastest out of the UK's showrooms while in four of the UK regions it was a Ford model that was quickest to sell. That included East England where there were five models with the Blue Oval badge in the region's top ten fastest selling cars, including the 2015 Ford Kuga Diesel Automatic that ranked first with an average of 27 days to sell.

Ford also came first in London (Galaxy MPV), South West (Fiesta Hatchback) and West Midlands (Ford Ka Hatchback). The ever-popular Ford Fiesta appeared a total of 17 times across the different UK regions' top ten fastest selling cars. The small hatchback is currently the number one best-selling new car in 2016, so its appeal remains very strong with both new and used buyers.

Andy Barratt, Ford of Britain chairman and managing director, said: "Ford's best-ever car and van range contributed to Ford sales for the March and September plate-change months combined exceeding 150,000. Over 69,000 of those were driven away by new 66-plate owners last month, equating to a new Ford sold every 15 seconds.

Andy Barratt continues: "Ford Galaxy remains the UK's top-selling multi-purpose vehicle, after we delivered 1,000 66-plate Galaxys – double the number of its nearest competitor."

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Rank*	Description	Average Days to Sell	Average Price Position	Average Retail Price
1	2012 Ford Galaxy MPV Diesel Automatic	12	97.78%	£8,394
2	2014 Kia Sportage SUV Petrol Manual	16	99.28%	£13,870
3	2014 Toyota AYGO Hatchback Petrol Semi-Automatic	18	98.14%	£6,560

4	2012 Hyundai i30 Hatchback Petrol Manual	19	98.05%	£6,770
5	2013 Renault Captur Hatchback Diesel Manual	20	98.61%	£9,708
6	2013 Fiat 500L Hatchback Diesel Automatic	20	97.08%	£7,994
7	2015 Ford Kuga SUV Petrol Manual	21	99.93%	£18,161
8	2014 Mazda3 Hatchback Petrol Manual	22	100.11%	£12,034
9	2014 Peugeot 2008 SUV Diesel Manual	22	99.13%	£9,503
10	2013 Nissan Qashqai+2 Hatchback Petrol Automatic	22	98.51%	£14,140

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