How to make the most of Britain’s best new car deals

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- What Car? reveals how to pay as little as possible for your new car
- Car buyers are encouraged to ‘haggle with confidence’

What Car?, Britain’s biggest car-buying brand, helps buyers get the new car they want at the best price possible. They explain the various buying options out there, and provide the know-how needed to haggle with confidence.

The What Car? Target Price is the most a buyer should expect to pay for a vehicle, based on exhaustive research by the What Car? mystery shoppers. Decent discounts are available on even the most popular new cars; you can save more than 12% on the Ford Fiesta 1.0T Ecoboost, and around 6% on the latest Audi A3 Saloon 2.0 TDI Sport.

Haggle with confidence using What Car?’s top tips

- Be prepared. Research your chosen car model, pricing and any extra options you want before visiting the dealer
- Compare the list price with the What Car? Target Price; also check available broker deals. This will provide you with the confidence to haggle, and to remain firm on the price you want to pay
- Research the best possible finance deals that are offered by manufacturers and third parties
- Time your dealer visit right; sales targets are usually totted up at the end of the month
- If there is a part-exchange vehicle involved, negotiate its price separately to avoid losing out
- Beware of special offers. Ask exactly what is involved and calculate whether it is actually saving you money in the long run.

What Car?’s consumer editor Alex Newby said: ‘Many of us don’t feel all that comfortable about haggling, but once you have researched the best available price for your new car – using the What Car? Target Price or broker prices – you should feel perfectly confident about asking the same from your dealer. If they won’t play ball, buy from somewhere that will.

‘You can take your car to any franchised dealer for warranty work; you’re not even tied to a franchised dealer for servicing, so it makes no difference as to where the car comes from.

‘There are some fantastic discounts available, even on the most popular new cars on sale right now, but if you want them from a dealer, you’ll still need to adopt the right approach to get the price you want. Alternatively, you can let a broker do the work for you.’

A selection of What Car?’s most searched-for and highly rated vehicles

Make	Model	List price	Target Price	% saving
Hyundai	i10 1.2 SE	£9,995	£9,491	5.04
Skoda	Octavia 1.2 TSI 105 SE	£17,660	£15,777	10.66
Ford	Fiesta 1.0T Ecoboost Zetec 5dr	£14,545	£12,770	12.20
Audi	A3 Saloon 2.0 TDI Sport	£24,275	£22,829	5.96
Mercedes	S350 Bluetec L SE Line	£62,905	£61,444	2.32
Citroen	Grand C4 Picasso 1.6 e-HDI 115 Exclusive	£23,255	£20,887	10.18
Volkswagen	Golf Estate 1.6 TDI 105 Bluemotion	£21,885	£20,109	8.12
Nissan	Qashqai 1.5 dci Acenta 2WD	£21,330	£19,268	9.67
Land Rover	Range Rover Sport SDV6 HSE	£61,250	£61,250	0.00
Audi	A3 Cabriolet 1.4 TFSI 150 Sport	£25,790	£25,724	0.26
BMW	435i M Sport Auto	£41,665	£38,932	6.56

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Ford	Fiesta ST-2	£18,250	£17,102	6.29

Please visit whatcar.com for more information on Target Price data and car-buying advice.

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Notes for editors:

New car sales rose by 6.3%* in June, extending the longest ever period of growth for the industry and representing the fastest rate of new car sales in nine years.

*Source: SMMT

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About What Car?

What Car? is Britain's biggest and best car buyer's guide and comprises the flagship magazine, a market-leading website plus several established brand extensions. What Car? has helped Britain's car buyers make important purchasing decisions for more than 40 years, and its tests are widely regarded as the most trusted source when buying a new car.

What Car? is bought by 63,304 readers every month (latest ABC figure, January to December 2013).

Whatcar.com is the UK's leading car-buying website, offering trusted reviews and data on every new car. A winner of numerous awards and accolades, whatcar.com attracted more than three million visitors in January 2014 (desktop and mobile). The website also offers advice on car leasing, new car deals and used cars for sale.

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