# IT'S THREE IN A ROW FOR THE GALAXY AS FORD DOMINATES UK'S FASTEST SELLING CARS

**Tuesday 6 December, 2016**

**Related Sectors:**

Motoring ::

**Scan Me:**

- Ford Galaxy clocks up its third month as the UK's fastest selling car in November
- Cars carrying the Blue Oval badge dominate the nation's regions too
- Ford Fiesta appears 24 times in ten of the regions' top ten quickest selling cars

The Ford Galaxy has clocked a remarkable three months in a row as the UK's fastest selling car in November.

The 2012 Ford people carrier features diesel power and automatic transmission and took just 19 days from landing on the forecourt to finding a customer in what is generally a quieter month for used car sales. The Ford Galaxy was the nation's number one seller in October (it took an average of 11 days to sell) and in September (12 days).

It's the first time a model has racked up three consecutive months as the nation's number one car that is the quickest to secure a buyer from appearing in the showroom. Fords have also proved in demand with buyers across the nation's different regions proving to be the fastest selling make of car in six of them.

The Ford Fiesta in particular was being snapped up and ranked first in the South West and took the top three spots in Wales. The small hatchback has been the UK's best-selling new car since 2008 and it is proving to be a big hit with owners looking for a pre-owned example.

The SMMT reported record used car sales in Q3 with over 2.1 million second-hand cars changing hands, a rise of 7.9% over the same quarter in 2015. Of the top 10 models in Q3 the Ford Fiesta was the number one model in terms of sales (90,979), clocking nearly a third more than the next most popular pre-owned model, the Ford Focus (63,172). Of the top 10 biggest selling make models in Q3 2016, nine figure in the UK's and regions top ten fastest selling cars in November.

Karolina Edwards-Smajda Retailer and Consumer Products Director said: "The Ford Fiesta has performed very strongly in November's fastest selling cars and it's the UK's number one best-selling new and used car in 2016. Understanding which versions are in demand in your local area, however, means a retailer using their expert knowledge and data to ensure they are holding the right stock. In demand cars that are priced to the market sell quickly and mean more profit per sale. Another benefit of an effectively run forecourt is it generates a higher stock turn in a year to make even more profit for the retailer. Dealerships using i-Control benefited from an average of 29 days to sell compared to a market average of 66 days in November and placed them at an advantage over their rivals."

| Rank* | Description | Average Days to Sell | Average Price Position | Average Retail Price |
|---|---|---|---|---|
| 1 | 2012 Ford Galaxy MPV Diesel Automatic | 19 | 99.20% | £6,081 |
| 2 | 2014 Kia Sportage SUV Petrol Manual | 20 | 99.19% | £13,541 |
| 3 | 2014 Fiat 500L Hatchback Diesel Automatic | 20 | 98.01% | £8,786 |
| 4 | 2015 Nissan Micra Hatchback Petrol Automatic | 21 | 100.63% | £8,039 |
| 5 | 2010 Peugeot 3008 Hatchback Diesel Automatic | 22 | 99.77% | £5,938 |
| 6 | 2015 MINI Hatch Cooper Hatchback Diesel Manual | 23 | 98.61% | £13,267 |
| 7 | 2014 Nissan Qashqai Hatchback Diesel Automatic | 23 | 98.93% | £17,442 |
| 8 | 2013 Vauxhall Astra | 23 | 96.05% | £7,494 |

| | | | | |
|---|---|---|---|---|
| | Estate Petrol Manual | | | |
| 9 | 2015 Citroen C1 Hatchback Petrol Semi-Automatic | 23 | 97.98% | £8,214 |
| 10 | 2015 Peugeot 308 Hatchback Diesel Automatic | 23 | 98.94% | £13,242 |

**ENDS**

For all trade media enquiries, please contact:

Kieren Puffett
PR Director, JJ Marketing
Email: kieren.puffett@jjmarketing.co.uk
Mobile: 07753 830870, Telephone: 01865 343100

**NOTES:**

*Please note that ranking for fastest selling is based on days to sell *and* the vehicle count with those cars enjoying the fewest days to sell *and* the highest vehicle count being ranked highest.

**Regional Fastest Sellers**

| Region | Make/Model | Days to sell |
|---|---|---|
| East of England | 2015 Fiat 500 Hatchback Petrol Manual | 22 |
| East Midlands | 2013 Fiat 500 Hatchback Petrol Manual | 26 |
| London | 2012 Ford Galaxy MPV Diesel Automatic | 8 |
| North East | 2013 Ford Focus Hatchback Diesel Manual | 25 |
| North West | 2013 Mercedes-Benz C Class Saloon Diesel Automatic | 20 |
| Northern Ireland | 2015 Ford Focus Hatchback Petrol Manual | 22 |
| Scotland | 2015 Vauxhall Mokka Hatchback Petrol Manual | 18 |
| South | 2015 Land Rover Discovery SUV Diesel Automatic | 24 |
| South East | 2013 Ford Kuga SUV Diesel Automatic | 22 |
| South West | 2014 Ford Fiesta Hatchback Petrol Manual | 36 |
| Wales | 2014 Ford Fiesta Hatchback Petrol Manual | 32 |
| West Midlands | 2014 Nissan Juke Hatchback Petrol Manual | 24 |
| Yorkshire | 2013 Renault Clio Hatchback Petrol Manual | 20 |

**About i-Control**

Users of i-Control took an average time to sell of xx days versus a market average of xx days in November 2016. This means those dealerships using our data insights tool now outperform the market by over xx%.

i-Control tracks live market movements, recommends what stock to buy, where to find it, how much to pay for it, and how much to sell it for taking into account regional differences in desirability – and is proven to improve stock turn, as we've seen, by xx%.

Using a combination of daily guide prices from over 4,500 dealer websites, the 500,000+ ads on autotrader.co.uk and price data from all major auctions, fleet & lease companies and manufacturers, i-Control provides accurate valuations ensuring retailers' stock is competitively priced from day one.

**About Auto Trader**

Auto Trader Group plc is the UK and Ireland's largest digital automotive marketplace. Auto Trader sits at the heart of the UK's vehicle buying process and its primary activity is to help vehicle retailers compete effectively on the marketplace in order to sell more vehicles, faster. Auto Trader listed on the London Stock Exchange in March 2015 and is now a member of the FTSE 250 Index.

The marketplace brings together the largest and most engaged consumer audience. Auto Trader has over 90% prompted brand awareness and attracted 59 million monthly cross platform visits in March 2016, with circa 70% of visits coming through mobile devices. More than 80% of all time spent on automotive classified sites is spent on Auto Trader.

The marketplace also has the largest pool of vehicle sellers (listing more than 420,000 cars each day). Over 80% of UK automotive retailers advertise on autotrader.co.uk and around 80% of all used cars sold through the motor trade appear on the site.

For more information, please visit http://about-us.autotrader.co.uk

## Company Contact:

_

**Pressat Wire**

E. support[@]pressat.co.uk

View Online

**Newsroom:** Visit our Newsroom for all the latest stories:
**https://www.wire.pressat.co.uk**