NEW MYCARCOST APP TO HELP BUYERS SAVE MONEY

Wednesday 3 September, 2014

- **Enables motorists to accurately gauge vehicle running costs**
- **Free app is powered by What Car?'s vast databank**

A new app for car owners and buyers, MyCarCost, allows motorists to predict the future running costs of new and used cars more accurately than ever.

The free app, developed by What Car?, helps users determine the true cost of motoring – a notoriously difficult question to answer.

By helping users determine the real costs associated with car ownership – including the purchase price of a car, the rate of depreciation, fuel costs, insurance, servicing & maintenance costs and VED road tax costs – MyCarCost is the ultimate guide to the cost of owning any car up to five years old.

The MyCarCost app is as simple as it is effective, allowing users to get accurate data for a car in seconds. Users can simply input a registration plate, the annual mileage they expect to drive per year and the length of time they want costs calculated for, and the full results are then derived from What Car?'s renowned databank of car information.

If the user does not have the car's registration plate to hand, or wants to browse ownership costs for any other type of car, a simple, easy-to-use drop-down menu provides make, model and edition options.

"We are always striving to help drivers buy the right car and save on the cost of motoring – MyCarCost can help every car buyer see how much a car will cost quickly, easily and more accurately than ever," said Chris Lowe, What Car?'s publisher.

"We expect it to be an invaluable research tool for car buyers, whether browsing for their next car and trying to get an accurate estimate of what it will cost them, or actually stood on a forecourt trying to make a quick buying decision."

Established more than 40 years ago, What Car? is the UK's biggest and best car buyer's guide, renowned for its trusted car buying, and owning expertise.

MyCarCost is available to download now via the iTunes store by visiting: /itunes.apple.com, or search for MyCarCost in the App Store.

ENDS

For further media information please contact Performance Communications:
Andy Bothwell
Tel: 0208 541 3434
Mob: 07825 703505
Email: andyb@performancecomms.com

Richard Tanner
Tel: 0208 541 3434
Mob: 07876 762345
Email: richard@performancecomms.com

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

Media:

Related Sectors:

Motoring :: Personal Finance ::

Related Keywords:

MYCARCOST APP ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Additional Assets:

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