

Pushy Salespeople Top Survey Of Car-buying Annoyances

Friday 11 September, 2015

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London, 11 September, 2015. carwow (www.carwow.co.uk) – the site for Britain's new-car buyers – has found that 66% of new-car buyers are put off buying from a dealer by a pushy salesperson. The survey also found that pushy salespeople would put off 77% of women and 60% of men.

Of more than one thousand respondents, 33% – the second largest group – said that dealers not having the car they want available to test-drive caused them to look elsewhere when buying a new model. Following shortly behind, with 31% of people, is dealers refusing to offer a discount on a new model.

Having salespeople that don't know enough about the cars they're selling is an annoyance for 30% of buyers, but it's of far more importance to women than men. Only 26% of men said they're put off by unknowledgeable salespeople, compared with 36% of women.

Not being served quickly enough and having to haggle fall at the bottom of the list, with 27% and 19% of people respectively, but again there's some disparity between the sexes. Just 23% of men are put off by long waiting times in a dealership, but that figure is 33% for women.

By using carwow, you pick exactly the car you want online and then the best-rated dealers in Britain compete for your custom. Dealers are monitored for their response times and customer reviews, so you'll always get the best possible customer service – and on average carwow users save £3,600 on their car.

James Hind, CEO of carwow, said: "More than ever before consumers are looking for the quickest and most stress-free way of buying things, and many still feel a bit let down by the car-buying experience. We're seeing more and more people using carwow when they buy their new car, and the reasons we're hearing from our users all centre around the fact that our service allows them to sidestep many of the gripes marked out in this survey. The dealers using our site are constantly monitored for their performance, so the ones that don't impress won't have the opportunity to make offers to our users.

"What we also see through our users is that there's also a much more relaxed relationship between salespeople and buyers. Before heading down to the showroom to complete their purchase or test drive the car, a price has already been agreed so there's none of that tension you might normally have."

To experience carwow, simply visit www.carwow.co.uk and find out how stress-free buying your next new car can be.

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Notes to Editors:

carwow

There's a rapidly growing movement of people in Britain who are choosing a new way to buy their next car. It's where the best-rated dealers in Britain compete over buyers.

It's a way where awkward haggling is a thing of the past – you simply choose exactly the car you want online, then we find as many as five of the best offers from top-rated local and national dealers. You can compare offers by price, location and customer reviews. Your personal information stays private so you deal directly with the dealer on your terms, confident you already have their best offer up front.

It's great news for dealers, too. This revolution in car buying introduces them to more potential customers, helping increase sales, reduce costs and improve stock turnover. It's a better experience for everyone.

Quick facts

1,000,000+ monthly visitors

£350,000,000+ cars bought through carwow

£45,000,000 saved by our consumers

9.8/10 Trustpilot rating

For further information:

James Andrew – Director

t: +44(0) 207 287 9610

m: +44 (0) 7718 897 803

e: james@influenceassociates.com

Luke Madden – Manager

t: +44 (0) 207 287 9610

m: +44 (0) 7771 514 245

e: luke@influenceassociates.com

Company Contact:

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