Two More Steps Forward For Motors.co.uk, Following Its Partnership With Firstcar And Car Magazine

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Innovation-led car search network, Motors.co.uk, has extended its network again. Just months after launching its high profile partnership with Confused.com, which has seen the growing car classifieds site power the search function for the money saving website's portal at Carfused.com, Motors.co.uk has now joined with both the FirstCar and CAR Magazine websites.

Motors.co.uk started working with FirstCar and CAR Magazine in May 2015. A key reason for Motors.co.uk working with FirstCar is to provide young drivers with a choice of cars within insurance groups 1-7 to suit their new driver status. The primary benefit for Motors.co.uk's dealer customers is the increased exposure to new drivers and first time car buyers (and their parents), potentially creating a loyal customer for years to come.

CAR Magazine's website is the third most visited automotive recreation site in the UK[i] and is an ideal host for Motors.co.uk's search tool which allows car lovers to choose the exact specification that suits their needs. The search integration is one of a series of innovations designed to increase visibility for Motors.co.uk dealers, boost overall stock volumes and create new ways for advertisers to target car buying audiences.

Andy Coulthurst, managing director of Motors.co.uk, comments: "These exclusive new partnerships are a fantastic added benefit for our dealers. We are massively excited to once again invest for the benefit of our dealers. The new partnerships coincide with a record level across the Motors.co.uk Network and our strong TV spend across Q3, our existing dealers will benefit from this increased exposure at zero additional cost."

Charlie Calton-Watson, Digital Director for Bauer Specialist, said: "It's a fantastic development to be able to offer the dedicated readers of our site the ability to purchase the vehicles they've been reading about. The search platform provides a far smarter way to search and is perfect for motoring fans who want to get their news, reviews and shop all in the same place."

James Evans, publisher at FirstCar, added: "We are pleased to announce the new car sales search function in association with Motors.co.uk. We think our readers will massively benefit from the new search tool – pairing new car buyers with the ideal car to match their needs. This includes targeting insurance groups to the buyers' needs to ensure both the sale price and ongoing costs are affordable."

FirstCar and CAR Magazine join Motors.co.uk's existing network which includes: Confused.com, Sun Motors, Sunday Times Driving, Parkers, HonestJohn, Carsite Network, Autovillage, Desperate Seller, Drive24, Carvillage and more than 300 regional newspapers and classified sites.

Ends.

For more information please contact Aimee Postle or Charlotte Webster at Prova PR.
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Notes to editors:

About Motors.co.uk

- Motors.co.uk is owned by Manheim and operates the UK's second largest car search response network for motor dealers
- The Manheim UK Group is part of Cox Automotive, the world's largest provider of automotive services to fleets, motor dealers, vehicle manufacturers and traders across cars, motorcycles, plant and commercial vehicles
- Motors.co.uk has over 3.9 million* monthly unique visitors and advertises more than 300,000 used cars for sale *ComScore May 2015
- It also powers the used car search for websites including: Carfused.com, Carmony, Honest John, Parkers.co.uk, Desperate Seller, Carsite Network, Sun Motors and The Sunday Times Driving
- For further information, please visit www.motors.co.uk or contact pr@motors.co.uk

[i] Hitwise, December 2014

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