

WHAT CAR? LAUNCHES NEW CAR BUYING SERVICE

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- What Car? service will show buyers the best deals on the cars they want, as well as What Car?'s acclaimed Target Price for each car
- Website designed to take the hassle out of haggling with salesmen
- Users can browse offers and sort finance packages without ever leaving home

The UK's biggest car buying brand, What Car?, has launched its own online car buying service at whatcar.com/buy.

What Car?'s new car buyer marketplace is designed to help purchasers save time, money and the hassle of haggling with dealers by locating deals on the car the customer wants from dealers local to them.

Alongside every deal offered by a franchised showroom, users are also shown What Car?'s Target Price – the most its team of mystery shoppers says should be paid for any model – further reassuring the consumer that they are paying the best possible price for their car.

Users can search for new cars by make, category or price range and are then shown a live range of prices offered by a UK-wide network of 500 franchised dealerships, with the most conveniently located showrooms given top billing.

Because dealers commit to their deals when they upload to the site, customers won't have to negotiate and can browse as many offers as they wish and arrange a finance package that suits them before committing to a purchase.

What Car? editor Steve Huntingford said: "Consumers are increasingly turning to the web to purchase all manner of products and cars are no exception. Fewer and fewer people want the stress of having to haggle with a salesman in order to feel like they are getting a good deal and our new service takes all of that hassle away.

"Cars are now starting to be sold more online, but there are very few websites where you can browse as many deals as you want, find a monthly finance repayment that works for your budget and feel totally comfortable with what you're buying before committing.

"Once you find a deal you want to progress with, the team at our car buying marketplace will pass you on to the showroom to complete your purchase."

More dealers and offers are constantly being added to the whatcar.com/buysite, increasing the number of options available to consumers. The range of cars available on the site already includes the What Car? Car of the Year winners for the past 10 years. This year's COTY winner will be announced at the annual awards ceremony next Wednesday (11 January).

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E. support@pressat.co.uk

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