

Immediate Release

www.drivethedeal.com news

Car Broker grows through recession

25% of UK's retail car buyers visit site

Internet plays increasingly important role in car sales

Britain's first established internet car broker www.drivethedeal.com has revealed that record numbers of people are enquiring about ordering their new car online. The number of quotes requested on the website has greatly increased even as the number of retail registrations in the UK has fallen throughout the recession. Consumers know that an experienced car broker can find the dealer willing to offer the best deal.

www.drivethedeal.com statistics show that 25% of all retail new car buyers are visiting their website for the best discounted deals. (see attached chart). The average discount obtained by www.drivethedeal.com customers is 20% off manufacturers list prices.

Credited with placing the first new car order in the UK via the internet back in 1998, Richard Sanders has seen incredible surges in the number of people using the internet to save money. "When people walk into a showroom, they don't know what discount to ask for, because they don't know what the dealer pays for the car. Manufacturers publish a retail price list, which, as we know is often 20% more than the customer actually needs to pay. In 20 seconds a buyer can find out on www.drivethedeal.com what discount they are likely to be able to get, and we can place their order with a dealer if required."

Richard Sanders continues "There has been a surge in demand for new cars, particularly premium cars this quarter despite the economic climate. We had our busiest ever Q4 in 2009 and this first quarter 2010 has been much busier than last year. It is the deals that customers want, along with the practicality, they don't appear to be that concerned about how green a car is. We have placed huge numbers of orders for Volvo XC90s – the large 4X4 with discounts of over £10,000 off list prices. We have also placed very large numbers of orders for Ford Fiestas at around 24% off manufacturer list prices".

The average discounted purchase price that customers pay for their car when ordering via www.drivethedeal.com has increased by over £2,000 from £17,909 in November to £19,917 in December, factored by increased numbers of consumers purchasing premium brands with high specifications. It appears that the economy is rebounding strongly but people still want to save money by using an internet car broker to find them the lowest quote.

Top deals currently quoted by www.drivethedeal.com include the £10,410 discount off a Volvo XC90, 38% discount off a Ford Focus, 26.5% off a Ford Fiesta and 20% off a Skoda Octavia. The brand new model Ford Fiesta can now be bought with discounts of around 24%-26% and www.drivethedeal.com has seen a significant increase in demand at these discounts.

The premium Volvo XC90 2.4 D5 Executive 5dr Geartronic with a manufacturer list price of £42,780 is quoted online for just £31,068 saving a massive £11,711.

www.drivethedeal.com finds UK main dealers willing to offer its customers the best deal in the UK. www.drivethedeal.com puts customers in touch with those dealers to buy their car. This can generate savings of up to 40% off the list price of a brand new car.

www.drivethedeal.com - TOP 10 QUOTED DEALS

Model	Drivethedeal Quote	Saving on Retail Price	% Saving
Volvo XC90 2.4 D5 SE Geartronic 5dr	£26,370	£10,410	29%
Ford Focus 1.6 TDCi Zetec 5dr [110] *	£12,591	£7,581	38%
Jaguar XF 3.0d V6 Luxury 4dr Auto	£30,396	£4,300	12.5%
Skoda Octavia 2.0T FSI vRS 5dr Hatchback	£15,248	£3,678	20%
Ford Fiesta 1.25 Zetec [82] 5dr *	£10,379	£3,672	26.5%
Audi TT Coupe 2.0T FSI S Line Special Ed 2dr	£25,931	£2,735	10%
Peugeot 5008 1.6 HDI 110 Active 5dr	£16,081	£2,709	15%
Audi A3 Sportback 2.0 TDI [140] Black Edition 5dr	£20,530	£2,504	11%
VW Golf 1.6 TDi 105 SE 5dr	£16,773	£2,012	11%
Peugeot 107 1.0 Urban Lite 3dr	£6,592	£1,902	24.5%

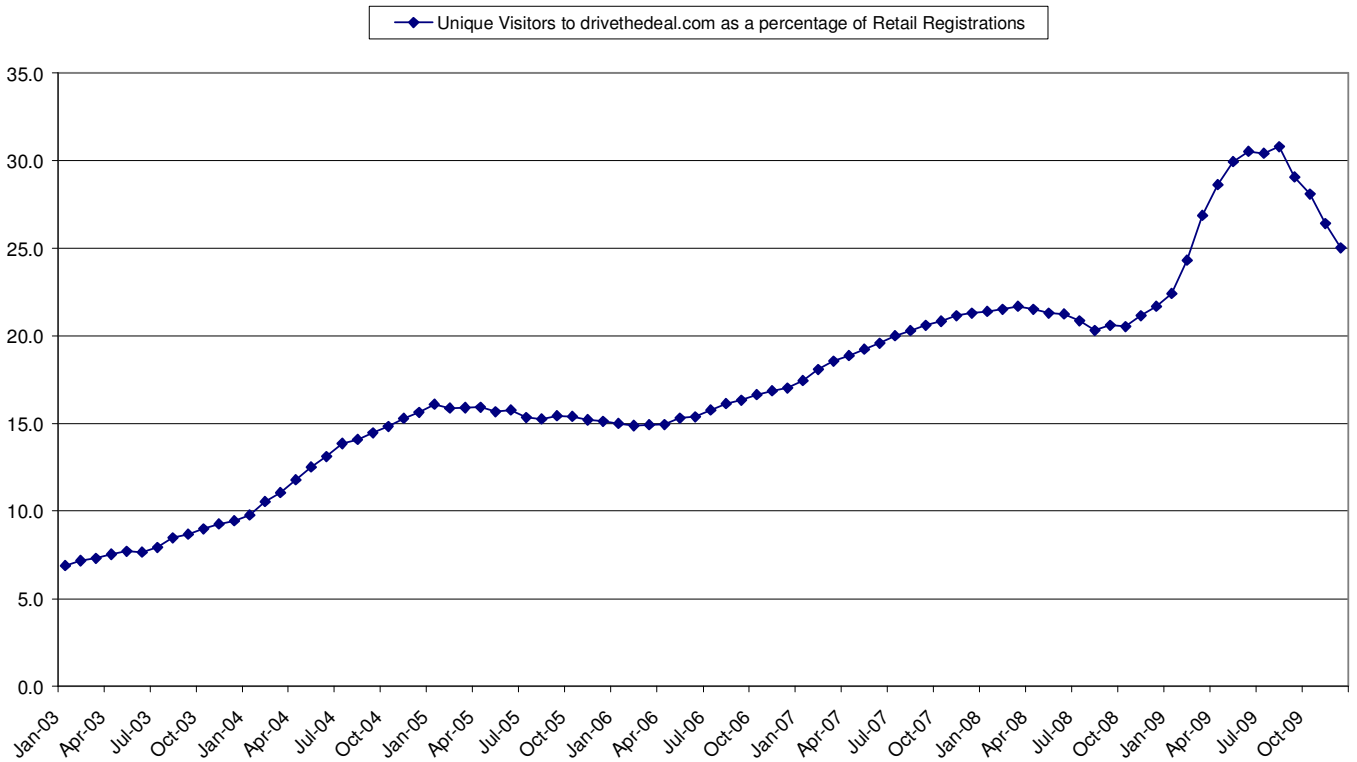
*These quotes are dependant upon taking out some finance with the manufacturer's finance company. Details available on www.drivethedeal.com. Terms and conditions apply.

www.drivethedeal.com was the first internet car broker in the UK and currently brokers more new car deals online than any other company. It uses its volume of business to negotiate the largest possible discounts with UK main dealers and then passes them on to retail buyers who want to buy one car.

All vehicles are UK main dealer supplied and come complete with road tax and full manufacturer warranty, consumers can either collect their car from the UK main dealer to experience the full handover process or arrange for free delivery to their home. The consumer pays the UK main dealer direct, and the car is registered directly to them.

Buying a car using www.drivethedeal.com is a very easy process. The website provides a quote for any new car free of charge and then they will pass a customer's order over to a UK main dealer. All communication thereafter will be between the supplying UK main dealer and the customer direct, with payment being made by the customer direct to the UK main dealer.

Unique Visitors to drivethedeal.com as a percentage of Retail Registrations



Growth of www.drivethedeal.com relative to the market

