

Press release

21st April 2010

Ford Voted the Most Trusted Car in Britain

A survey conducted by FindsYouCars.com has revealed that Ford is the nation's most trusted car brand, followed by Vauxhall and Volkswagen.



Top Ten Most Trusted Car Brands¹

1.	Ford
2.	Vauxhall
3.	Volkswagen
4.	BMW
5.	Honda
6.	Audi
7.	Toyota
8.	Citron
9.	Mercedes-Benz
10.	Nissan

The survey shows that the majority of Brits feels safest buying a Ford over any other brand and with the Ford Fiesta named as Europe's best-selling car in March 2010², it's clear that trust is a major driving factor when it comes to buying a car.

Interestingly, Toyota continues to rank highly amongst consumers. It appears in the nation's

'Top Ten' despite recent recalls of millions of its vehicles worldwide, proving that trust and loyalty in the brand remains strong.

The FindsYouCars.com research also reveals that when it comes to buying a used car, Brits don't trust their car dealers. The Arthur Daleys, Swiss Tonis and Frank Butchers of this world have left a lasting impression, portraying them as dishonest, unscrupulous salesmen.



¹ Research conducted by Redshift Research, March 2010. Completed by 2,300 people in the UK

² Data from JATO Dynamics - <http://www.jato.com>



According to the survey, trust in car dealers is at an all time low due to their condescending spiels and 'special deals for cash.' Psychologist Dr. Funke Baffour comments: "As with politicians, car dealers are perceived as having the gift of the gab and manipulating others for their own success. They have earned themselves a long-standing bad reputation for deceiving people into buying their products for their own personal gain."

The launch of first online 'find engine' FindsYouCars.com is spelling the kiss of death for dodgy dealers. It allows consumers who know what car they want, to find the exact car they are looking for quickly and securely, without having to do the legwork themselves. The trade's spivs and charlatans now have nowhere to go, as the site empowers consumers to find and buy cars on their own terms from a network of registered UK suppliers, who have signed a strict code of conduct.

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Notes to editors:

FindsYouCars.Com FAQs:

- **Who are the suppliers?**
FindsYouCars works with a growing number of car dealerships covering every make, model, price and location across the UK. It only works with registered dealers.
- **How much does it cost?**
The service is free to use for buyers.
- **How does it work?**
Buyers simply place a notice on the site outlining what car they are looking for along with any specific requirements (make, model, age, mileage, price) and the find engine does the rest, matching the request with its network of over 5,000 registered UK suppliers who have a suitable car.
- **Why use the FindsYouCars find engine?**
User feedback from FindsYouCars is that they have secured better deals on better cars than they were able to find elsewhere. They also save time as the service allows buyers to be specific about what they're looking for and in turn delivers results that are 100% relevant, tailored and personal. For the car sellers, the service allows them to compete on product, price and service (irrespective of size and revenue) so the buyer is likely to get a better deal.
- **How quickly do suppliers respond?**
The fast moving nature of the new and used car markets means that early contact is guaranteed. If buyers leave a phone number and post a detailed set of vehicle requirements, then typically suppliers will respond within hours.

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- **How many suppliers will respond to a notice?**
FindsYouCars only matches requirements with dealers who have what you are looking for. Typically, a notice will receive around 5 – 10 suitable and relevant responses, giving buyers real choice.
- **How do the car dealers contact the buyers?**
That's up to the buyer - by phone or email. Dealers like to pick up the phone so leaving a number will ensure a speedier response.

FindsYouCars.com

Pioneered by CEO Guy Walker and Chairman Adrian Cox, former UK and European chief executive of Ask Jeeves, FindsYouCars.com is a service that helps car buyers find what they want from suppliers keen to meet their exact requirements. A 'find engine' rather than a search engine, the service delivers 100% relevant, bespoke results, saving time and effort for buyers and sellers alike. FindsYouCars.com is free to consumers, safe, secure and is governed by a code of practice which requires everyone to behave honourably. For more information visit: www.findyoucars.com

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