

Press Release  
**Monday 18<sup>th</sup> April 2005**

## No sexy cars please, we're British...

- **75%** of men under 24 chose their new car for Sense *NOT* Sex VS only **53%** of women under 24
- **66%** of all those polled would choose a new car for Sense over Sex
- **81%** of consumers have a dream car
- **BUT 33%** of us admit we will never be able to afford it

**Prosell**, the sales and service performance improvement specialist, today announced findings from independent research in the automotive sector, polling consumers across the UK.

The research found that a new generation of considered and practical drivers place reliability above impressing others. While the majority of men polled still dream of their ideal car – reality has set in for most with regard to achieving it. In addition, it was clear that most Britons would still buy from a dealership despite an excessive dislike for car salesmen, though the research revealed surprising priorities for buyers.

### **'Noughties not so Naughty' – Sense beats Sex when choosing a car**

The research found that when buying a car **75%** of men under 24 chose 'Sense' (practicality, safety, reliability or value) over 'Sex' (speed, style, fun or impressing others), compared to just **53%** of women. Overall, **66%** of all those polled would buy a car for this reason. Although, women by and large would choose Sense over Sex (**65%**), interestingly **57%** of admitted that they have found someone more attractive because of the car they drive, compared to only **37%** of men, and in the under 24 bracket, **82%** of women confessed to finding someone more attractive because of the car they drive..

### **Boys will be Boys**

Despite sense winning over sex now, it doesn't stop **100%** of men under 34 having a dream car, and **44%** of them being confident they will buy it in the 'next five years'. But while **85%** of all men polled had a dream car, realistically **41%** of men admit they will 'never' buy it. Interestingly, more older women aspire to a dream car than their younger counterparts. In the 35 – 50 bracket, **91%** have a dream car compared to only **66%** in the 25 – 34 age range.

**Simon Morden, Chairman of Prosell**, commented: "This research reflects a growing reality for the Automotive Industry in the UK. Younger people, especially young men, are influenced by the media and public opinion, but soon realise that they cannot afford the aspirational cars that they are targeted with. So, while buyers might still dream, retailers need to wake up to their actual priorities."

## **The Dealer factor**

Perhaps unsurprisingly, the research found that **86%** of all respondents would still buy from a dealership rather than from the Internet or overseas, but more of a shock is that **67%** of people put 'After Sales Service' in their top two reasons for buying a new car (the other being 'Fear of buying a dud') over loyalty, habit, expertise of salesmen or wanting a new model first. However, car salesmen strike out when compared to some other industries, only Estate Agents are considered less annoying by **57%** of the population – hardly an endorsement.

**Simon Morden** continued: "Dealers are clearly the preferred supplier of new cars, but customers don't seem to have improved their opinions of car salesmen much, perhaps it is a case of 'better the devil you know'. If companies really want to gain an edge in this industry, they need to listen to what customers want, and take advantage of customers' buying desires, preparing their staff to address real customer issues.

"The research clearly shows that people are buying cars for practical reasons, which suggests that it is time to reassess aspirational marketing and the order that customers are shown cars, marrying a closer consideration of customer's priorities with buying signals. Customers are turned on by after sales service and safety far more than flashy extras, which staff often aren't prioritising.

"A fundamental method of addressing these deficiencies is through better training of staff – through coaching. Coaching frees staff to think for themselves, treating each customer as a unique case and establishing what the customer really wants. Coaching embeds change on an ongoing level and really makes a long-term difference to the bottom-line – I've seen it. This research highlights the fundamental need for change in the Automotive Industry and I think we are seeing evidence of the lack of success in some areas of the UK at the moment."

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About Prosell: [www.prosell.com](http://www.prosell.com)

Prosell is a leading training and development company which focuses on delivering measurable performance improvement for blue-chip organisations. Founded in 1985 and with offices in London and Sydney, Prosell works closely with customer-facing sales and service teams primarily within call centres, help-desks and retail outlets, helping them to achieve organisational brand, service and sales objectives.

Prosell uses a broad range of practices across a varied mix of projects within highly competitive market sectors. Each programme is always tailored to an organisation's objectives helping to facilitate employee attitudinal change, introduce fresh working practices and measurably improve bottom-line performance.

Prosell's client-base includes:- Dell, Post Office Ltd, Yell, EDS, Hackney Borough Council, Telewest Broadband, Sotheby's, npower, Hertz, Ford, WPP, McDonalds and Lafarge.

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