

Car Review - UK - February 2018

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“After a period of growth the UK car market has begun to enter a period of stability. New sales are in decline while the used market has stagnated. Yet within the market change continues. Owners are increasingly looking for a more bespoke vehicle with a growing percentage also looking for a car to match their lifestyle.”

– **Neil Mason, Head of Retail Research**

This report looks at the following areas:

- 2017 sees new car market volumes decline as used sector stalls
- SUVs/4x4 cars are set to continue to grow their share of the market
- Digital as a communication channel shouldn't be overlooked

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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2017 sees new car market volumes decline as used sector stalls

The facts

The implications

SUVs/4x4 cars are set to continue to grow their share of the market

The facts

The implications

Digital as a communication channel shouldn't be overlooked

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Car ownership stands at 70%

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- Most non-car owners don't drive
- Small and medium-sized vehicles are most popular with car owners
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Digital dominates as a source of information

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