



Media release: September 3, 2008

Forget Ferraris, dads want classic cars this Father's Day

Survey also finds some fathers have gone green in their car taste

Most dads want a classic car this Father's Day rather than an exotic supercar such as a Ferrari or Maserati according to a survey by carsguide.com.au.

The automotive website's editor, Karla Pincott, said 27 percent of fathers surveyed nominated a "collectible classic" as their car of choice, followed by exotic super cars at 25 percent.

American muscle cars came in at third place, with just 11 percent of dads opting for the "red, white and blue", while, in a green twist, Holden HSV and Ford FPV faced stiff competition from the "enviro-friendly hi-tech" category.

"It seems Australia's dads have become more environmentally friendly, with Australia's most traditional rivals, Holden and Ford facing a new rival in environmentally-friendly, high tech cars," Ms Pincott said.

"While classic collectibles and exotic European super cars topped the list by substantial margins and the great American muscle car remains considerably more sought after than the eco-friendly Toyota Prius, Holden HSVs, Ford FPVs and eco cars were even at roughly 6 percent each.

"However - just to settle any scores between Holden and Ford diehards - HSV had a very slight edge on FPV."

Ms Pincott said the "green vote" was underscored by the tiny 2.7 percent of voters who nominated "off-road chariots" as their Father's Day presents of choice.

In response to a light hearted question about grubby kids, the survey also found that 74 percent of dads wouldn't let their kids eat ice cream in their new cars.

"While dads would no doubt be immensely grateful towards their children for buying them a Ferrari, eating ice cream in the car was still considered off limits!" Ms Pincott said.

carsguide.com.au polled more than 250 dads last week, asking what kind of car they would most like to receive as a present next Sunday.

The survey also found the least preferred Father's Day gifts to be "gimmicky toy" (26 per cent) and cufflinks (23 per cent) with tie and socks'n'jocks tying for third place at 12 per cent each.

ends

For more information, please contact:

Luke Dean
senior public relations executive
News Digital Media
T: 0414 535 433

E: luke.dean@newsdigitalmedia.com.au

About carsguide.com.au:

carsguide.com.au is News Digital Media's national digital automotive brand featuring comprehensive news and reviews from Australia's leading motoring experts. Additionally, carsguide.com.au provides road tests, motoring tools and a marketplace for online classifieds. In addition to being available via the iPhone, carsguide.com.au is also available on other mobile phones via carsguide.mobi – the business' off-deck mobile offering.