



Media Release

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Aussies dream for that luxury car

BMW, Mercedes Benz and Aston Martin the most popular

Australia's largest automotive brand, www.carsguide.com.au today reported an 88% increase in searches for new Luxury cars over the past six months (from January 2009 to June 2009).

There was also a 29% increase in searches carried out on used Luxury Cars for the same period.

This increase comes as a survey conducted by research company, Core Data revealed owning a luxury car remains a dream for most Australians with 94% of respondents saying they do not own their dream car yet.

Of this, a combined 54% thought it was unlikely or impossible to buy their dream car and 28% thought that buying their dream car was possible.

The research carried out in June 2009 of more than 6,200 respondents across Australia also found:

- BMW was the most popular luxury car brand in Australia (14%), followed by Mercedes Benz (10%) and Aston Martin (8%).
- BMW was more strongly preferred by females (17%) than males (11%) while Aston Martin was slightly more likely to be the boys' favourite (10%) than the girls (6%). There was little difference by gender in preference for Mercedes Benz.
- While NT respondents were more likely than other states to already own their dream car (17%), there were few differences between states in how likely those who did not thought they were to attain theirs.

General Manager for Carsguide.com.au, Gloria Poulakis said, "The dream of a luxury car is alive and well in Australia. We are seeing a strong recovery in the luxury car market following the downturn throughout November and December 2008."

"At Carsguide.com.au, we empower consumers to make an informed decision about their next purchase with the ability to search and compare thousands of cars in seconds. And help many turn their dream into reality," Ms Poulakis said.

Carsguide.com.au classifies the following, which retail for more than \$80,000 as luxury cars: Austin Martin, Bentley, BMW, Ferrari, Jaguar, Lamborghini, Lexus, Lotus, Masterati, Mercedes Benz, Porsche and Rolls Royce.

About www.Carsguide.com.au:

Carsguide.com.au is Australia's largest automotive brand, with the backing of more than 120 metropolitan, suburban and regional News Limited newspapers. Carsguide.com.au is the best place to find your [next car](#) with reputable dealers, private sellers and classified ads around the country. Carsguide.com.au is the best site for relevant information that guides users through the decision making process of [buying](#), [selling](#) and maintaining a car. Editorial content is sourced from our national network of print and online expert motoring journalists. Carsguide.com.au delivers readers with a fantastic mix of [breaking news](#) on the motoring industry, [car reviews](#), advice on cars to buy and advice on the steps to take when buying a car. Carsguide.com.au also offers readers with practical tools to make informed decisions, such as, [car valuation tools](#), [petrol price finders](#) and [finance calculators](#).

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