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RAC launches drivetime radio campaign for RAC Cars

The RAC is investing in a new drivetime radio advertising campaign to raise awareness of the RAC Cars website, and to drive traffic to its UK network of approved and franchise dealers.

The new radio ads will launch this Thursday (17th October) in prime drivetime spots on Global radio's network of stations including Heart, Capital, talkSPORT, LBC and Real. The 30-second ads will target potential car buyers ahead of the weekend with an emphasis on male audiences and sports fans. They will highlight the unique features of RAC Cars which offers buyers quality cars from selected dealers only, a car history check, multi-point vehicle inspection, a minimum of one month warranty and six months' free RAC Roadside breakdown cover.

RAC Cars gives buyers access to the UK's top used car dealers from the comfort of their home. The website currently features over 90,000 vehicles from over 1,000 dealers including main dealer franchises, RAC's own network of Approved Dealers and carefully selected independents. The site does not feature private sales, traders or non-approved independents.

RAC Cars launched in May in response to calls from RAC members for greater reassurance when looking to buy a used car. In a survey of over 1,000 motorists* the RAC found that three out of four people fear being ripped off on the forecourt and sold a 'lemon'.

The top consumer concerns in the RAC Cars survey were:

- 73% fear being sold a 'lemon' – a dodgy vehicle with pre-existing problems

- 41% say they are concerned about buying a vehicle without a warranty
- 37% worry that the car they have bought may be 'clocked' **

Instead used car buyers most want to have:

1. A full service history – 30%
2. A full MoT and service to reassure them – 28%
3. A warranty in case something goes wrong – 23%

RAC Cars chairman Rupert Keane said: “Our drivetime radio campaign will target potential customers in their driving seats with the message that RAC Cars will help take the uncertainty out of buying a used vehicle because of the quality of dealers we represent and the package we wrap around the car.

“The RAC is a brand motorists trust for great advice and great service. We have carefully selected the UK’s top used car dealers to offer customers the very best choice of used vehicles backed up with the guarantee that we only feature quality cars which come with a warranty and free RAC breakdown cover for six months. Naturally all cars come with a history check and are prepared to high standards.”

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* Research carried out by One Poll with 1,000 UK drivers on 26 April 2013

** Clocking is a term referring to the illegal practice of reducing the number of miles on a vehicle’s odometer

Contacts



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