

Tesco Compare Proudly Presents: Economy v Excess

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Top speed, acceleration rate, miles per gallon, new price – these are the first things that come to mind when buying a new car. There are so many manufacturers, models and makes on the market that even when people know what they want in a car, it can be very difficult to find the right vehicle. This search has just become a whole lot easier, as Tesco Compare is releasing a new car comparison infographic (<http://www.tescocompare.com/infographics/economy-excess.shtml>) that matches up over 60 of the most popular cars in terms of price, speed, performance and cost per mile.

A vehicle that really stands out from the infographic is the hybrid sports car Tesla Roadster because it is affordable and scores very high on the performance axis. The road car that has the highest performance according to this infographic is the Bugatti Veyron SS. However, this car also scores extremely high when it comes to new price and price per mile.

“Our mission is to help people find what they are looking for,” says Vikki Macleod, Director of Tesco Compare. “You can use our site to compare car insurance (<http://www.tescocompare.com/car-insurance.shtml>) policies from a great variety of providers. One of the things prospective car owners can do to keep car insurance costs down is choose a car with a less powerful engine. ‘Economy v Excess’ makes it easier to pick out those cars that are more wallet-friendly.”

In the graph, performance has been plotted on the horizontal axis. The metric used to measure performance is top speed divided by acceleration time from nought to 60 mph. The higher the outcome of this calculation, the better the performance of the car. Cost per mile has been plotted vertically. To establish what the price per mile is, Tesco Compare have divided average fuel and/or energy costs by how many miles the car can drive per gallon or charge. For example, the chart shows that the cost per mile in a Nissan LEAF is less than 5 pence. The size and colour of the bubble express the new price and type of car.

Who are Tesco Compare?

Launched in 2007, Tesco Compare are Tesco's independent price comparison website that helps customers search and compare the market for Insurance products, Money products and Utilities. Customers can compare quotes and deals by features that are important to them, not just on price.

Summing up, Vikki Macleod said: "We are continually looking at ways to create engaging and valuable content for our customers. We really hope this pound for pound car comparison infographic helps our customers to understand how various cars compare against each other."

Want to see if you could find a deal on your insurance, money and utilities? Visit www.tescocompare.com

*Sources: theaa.com, respective car manufacturers and associated dealers.

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Notes to editors:

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