

Elephant.co.uk reveals the factors affecting car value

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As well as a poor service history, lack of MOT and high mileage, motorists may be surprised to learn everyday spills and stains, dog smells and cigarette burns could affect the value of their car.

New research by car insurance (<http://www.elephant.co.uk/>) specialist, elephant.co.uk has revealed small steps such as taking time to thoroughly mop up spills, putting a blanket down for pets and making small repairs to the interior will help ensure motorists get maximum value when they come to sell their car.

elephant.co.uk talked to its network of approved repair garages to ask what they consider to be the things that can affect the value of a car. Smaller, less obvious faults like stained or ripped upholstery, cigarette burns and dog smells appeared in the list as well as more obvious factors such as lack of MOT, poor service history, high mileage, unrepaired damage to the body and seats and poor paintwork.

Managing director of elephant.co.uk, Brian Martin said: "It's certainly common knowledge that a poor service history or lack of MOT will affect the amount you can ask for your vehicle when you come to sell it but our research has shown how smaller details matter too.

"I would certainly advise motorists not to cut any corners when it comes to the looking after their cars. Even simple things like protecting your seats from pets or cleaning up spills can make a difference to the market value of your car."

elephant.co.uk also asked the garages in their approved networks how they thought motorists could maximise the value of their car. Keeping the vehicle interior clean and fresh, keeping the fuel tank full, having two sets of keys for the car and even having a full set of mats and mud flaps will all add value to a vehicle, as will a low number of previous owners and the car being taxed for a full year.

Brian Martin continued: "When selling a home, most of us would make sure it was clean, tidy and in as good condition as possible, and the same goes if you're selling your car. Whether that's privately or part exchange, take a look at our lists and see if there's anything you can do to maximise the price you get."

About elephant.co.uk:

elephant.co.uk is a trading name of EUI Limited and is part of the Admiral Group plc. elephant.co.uk was launched in August 2000.

elephant.co.uk specialises in providing car insurance online. elephant.co.uk targets 17-35 year-olds living in cities, who traditionally pay higher premiums for car insurance. elephant.co.uk is proud to support Tusk throughout 2011.

elephant.co.uk writes its motor insurance business to a consortium of insurers, these being:

- a. Admiral Insurance Company Ltd
- b. Admiral Insurance (Gibraltar) Limited

c. Great Lakes Reinsurance (UK) plc

elephant.co.uk's salesline is 0800 118 1644 - open from 8am to 11pm on weekdays, from 9 am to 8pm on Saturdays, and on a Sunday between 10am and 8pm.

PR Contact:

Natalie Grimshare

Elephant.co.uk

Capital Tower

Greyfriars Road

Cardiff

CF10 3AZ

029 2043 4333

www.elephant.co.uk