

What Car? launches What Car? Vans to bring expert reviews, tips and advice to the UK's four million van drivers

Submitted by: Performance Communications

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- All-new What Car? Vans website launched by What Car? to help the UK's four million van drivers make the right choice on their next vehicle
- What Car? is the UK's leading consumer champion and new car buying platform, and will offer industry-leading expertise and advice to van drivers
- Motoring expert Edd China to present What Car? Vans video reviews
- What Car? Vans launched in partnership with Volkswagen Commercial Vehicles
- To find the latest What Car? Vans reviews, visit: www.whatcar.com/class/vans

What Car? will bring its industry-leading new vehicle reviews, consumer advice and buying tips to the UK's four million light commercial vehicle and pick-up drivers with the launch of its new What Car? Vans website.

From launch, What Car? Vans will feature up to 40 reviews of the latest van models, as well as 12 tips and advice stories, creating a one-stop-shop for all van drivers and buyers. Motoring presenter, TV personality and van aficionado Edd China, will also head What Car? Vans' video reviews, with the first being set live today as part of the launch.

The UK's van sector has grown from just over two million vehicles in 1994 to more than four million vans on the road last year – with owners and drivers surging as a result of the boom in online retail, a rise in self-employment and the 'gig-economy'. Today, vans are relied upon by one-in-10 British workers, from builders and plumbers to delivery drivers, and contribute £56 billion to the economy a year, making up 11% of the UK's Gross Domestic Product*.

Steve Huntingford, editor of What Car?, said: "While the UK's new car registrations have dipped, van registrations keep providing positive news for manufacturers. What Car? is already known for its car reviewing expertise and consumer advice, and as sales surged so we had more van and pick-up buyers asking us to apply those same levels of insight to help them. We're delighted to be able to do so, and excited for the future of this new section of our website."

What Car? Vans is being launched in partnership with Volkswagen Commercial Vehicles.

Sarah Cox, Head of Marketing at Volkswagen Commercial Vehicles, said: "Everything we do at Volkswagen Commercial Vehicles is aligned to our 'Working With You' brand promise, and this new platform is the perfect place for van buyers to find sound advice and compare vehicles. Owners of SMEs work hard and face numerous challenges, but choosing their next van shouldn't be difficult. By working in partnership with What Car? Vans we're aiming to make the process a little easier."

To find out more, visit: www.whatcar.com/class/vans

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*SMMT: Light Commercial Vehicles, Delivering for the UK Economy, 2019

<https://www.smmmt.co.uk/wp-content/uploads/sites/2/SMMT-Light-Commercial-Vehicles-Delivering-for-the-UK-economy.pdf>

About What Car?

What Car? has established itself over more than 40 years as the UK's leading and most trusted car buying brand. Today, it has a market-leading website and magazine, plus successful video and social channels.

In recent years What Car? has enjoyed major investment in its digital infrastructure to develop a new ecommerce platform, allowing users to act on the trusted advice What Car? offers.

This heritage is now being rolled out across the What Car? Van channel, launched today with in-depth reviews, consumer advice and buying tips for the UK's four million light commercial vehicle and pick-up drivers.

For further media information please contact Performance Communications:

Natasha Perry or Sam Wilkinson at Performance Communications on 0208 541 3434.

natasha@performancecomms.com

sam@performancecomms.com