



MOTORS

This full-colour section appears every Sunday within the national newspaper. The motors section features news, trends and advice about the industry. Every week there is a specific Road Test feature where our editor details the features of a particular car. Along with this there is the Road Choice editorial answering motor-related questions.

MOTORING FACTS

- 75 per cent of Independent readers are worried about pollution and congestion caused by cars. (Highest of quality market, Index 143)
- Independent readers agree with the statement “I like innovative cars” (Highest of Quality Market, Index 156)
- Independent readers top the quality market in using their car to drive to work (Index 113).
- 14 per cent of Independent readers are influenced by the manufacturers reputation when buying a car (Index 217).
- 61 per cent of readers agree with the statement “I try to keep up with developments in technology”.
- 46,000 readers like innovative cars.
- 60 per cent of readers agree that cars should be equipped with all possible safety features.

Source: TGI GB 2009 Q4 (July 2008 - June 2009)

Car values

- £0 - £6,999k 30 per cent of readers
- £7,000 - £14,999 36 per cent of readers

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