



## UK's Most Popular Cars Of 2019

Research was carried out by Auto Trader in December 2019, using a sample of 2,000 UK car drivers and search data based on full page ads viewed on the Auto Trader website and app between January and November 2019.

## UK's Most Popular New Cars

As the UK's largest digital automotive marketplace, we are the place where millions of motorists have started their journey towards buying a new car.



---

**This report reveals the most popular new cars of the last year, listing which makes and models are attracting the interest of buyers.**

---

We also reveal the nation's favourite features and what is influencing our new car purchasing decisions.

Source: Data on makes and models based on the number of full page ads viewed on the Auto Trader website and app between 1st January and 30th November 2019. Buyer habits data taken from the findings of a nationally representative survey of 2,000 UK adults carried out in December 2019.





## Most Desirable New Car Brands



Audi carries off the prize for the UK's most desirable new car brand, with nearly 800,000 more full page ad views than its nearest rival, BMW.

From the A1 to its prestige and electric models, Audi has a broad appeal to buyers of all ages and budgets. It was also the most desired make with buyers aged under 34 in our survey, highlighting its position as a brand to which younger drivers aspire.

Make	Total Ad Views
Audi	4,814,795
BMW	4,037,641
Volkswagen	3,419,722
Mercedes-Benz	3,371,803
Ford	3,111,484
Land Rover	2,552,706
Jaguar	1,038,377
Hyundai	997,076
Nissan	925,091
Toyota	920,031

## Most Popular New Car Models

The evergreen Volkswagen Golf is the most popular model of car, leaving regular top sellers the Ford Fiesta and Focus in second and third place respectively.

Make	Model	Total Ad Views
Volkswagen	Golf	1,307,303
Ford	Focus	846,212
Ford	Fiesta	721,306
Land Rover	Range Rover	617,085
Land Rover	Range Rover Sport	591,323
BMW	3 Series	562,623
Mercedes-Benz	A Class	541,700
Land Rover	Range Rover Evoque	525,550
Volkswagen	Polo	463,548
Mercedes-Benz	C Class	460,924



## Most Popular Eco Cars

In the fast-growing market for new hybrid and electric cars, there are a wide range of manufacturers successfully attracting the attention of buyers. The hybrid category is dominated by Toyota, with the Corolla, RAV4 and C-HR taking the top three spots.

However, interest is marginally higher in the electric category, with the top-ranking Audi (again) E-tron gaining 7% more views from buyers than the top placed hybrid.

### Petrol Hybrid

Make	Model	Total Ad Views
Toyota	Corolla	158,406
Toyota	RAV4	141,474
Toyota	C-HR	69,750
Honda	CR-V	54,815
Kia	Niro	51,435
Hyundai	Ioniq	50,652
Toyota	Yaris	48,022
Ford	Mondeo	46,721
Lexus	NX 300h	45,811
Toyota	Camry	44,251



Make	Model	Total Ad Views
Audi	E-Tron	170,048
Jaguar	I-PACE	150,842
Volkswagen	Golf	98,621
Nissan	Leaf	82,818
Renault	Zoe	76,613
Renault	Twizy	50,615
MG	ZS	44,060
BMW	i3	44,049
Nissan	e-NV200	27,077
Hyundai	Kona	26,153

## Electric

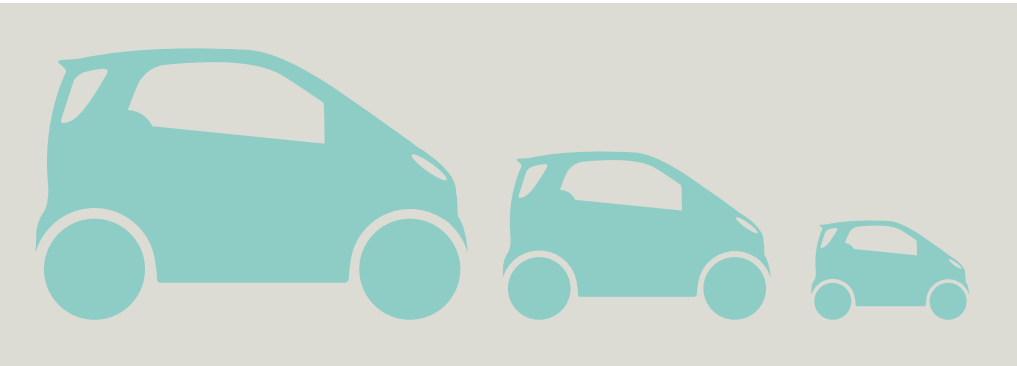


## The Best of the Rest

The most popular cars in other categories are as follows:

### SUV

Make	Model	Total Ad Views
Land Rover	Range Rover	617,085
Land Rover	Range Rover Sport	591,323
Land Rover	Range Rover Evoque	383,552
Volkswagen	T-Roc	344,566
Volkswagen	Tiguan	327,989
Hyundai	Tucson	321,844
Audi	Q7	318,501
Land Rover	Range Rover Velar	313,705
Land Rover	Discovery Sport	292,441
BMW	X5	260,892



### Hatchback

Make	Model	Total Ad Views
Volkswagen	Golf	1,162,013
Ford	Fiesta	720,797
Ford	Focus	692,142
Volkswagen	Polo	463,548
Mercedes-Benz	A Class	430,606
BMW	1 Series	420,248
Honda	Civic	339,744
Audi	A1	335,029
Audi	A7	207,229
Hyundai	i30	207,148





Coupe

Make	Model	Total Ad Views
BMW	8 Series	439,614
Ford	Mustang	399,519
BMW	M4	325,273
Audi	R8	274,535
Mercedes-Benz	C Class	205,084
Mercedes-Benz	CLA Class	181,056
Lotus	Exige	143,715
Audi	RS5	133,909
Aston Martin	Vanquish	117,900
Nissan	GT-R	112,700

Saloon

Make	Model	Total Ad Views
BMW	3 Series	477,122
BMW	M5	360,584
Alfa Romeo	Giulia	310,449
Jaguar	XE	252,764
Audi	A6 Saloon	207,466
Audi	A8	189,288
Mercedes-Benz	Maybach S Class	183,522
Mercedes-Benz	E Class	160,852
BMW	5 Series	151,871
Audi	A4	147,995



Estate

Make	Model	Total Ad Views
Ford	Focus A6	135,493
Audi	Avant	108,798
Volkswagen	Golf	107,997
SEAT	Leon	107,307
SKODA	Octavia	95,904
SKODA	Superb	89,493
Mercedes-Benz	E Class A4	88,782
Audi	Avant	86,846
BMW	3 Series	84,969
Volvo	V60	79,799



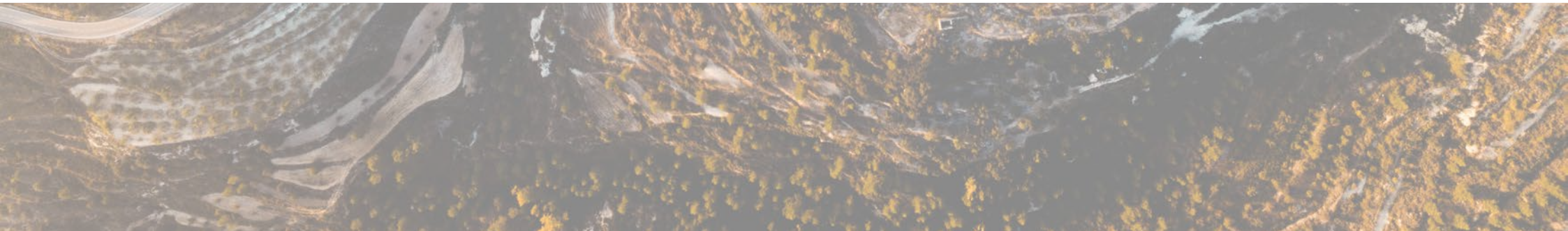
Petrol

Make	Model	Total Ad Views
Volkswagen	Golf	1,011,025
Ford	Fiesta	701,489
Ford	Focus	651,849
Volkswagen	Polo	451,091
Ford	Mustang	449,422
Mercedes-Benz	A Class	405,039
Mercedes-Benz	C Class	369,890
BMW	M5	360,584
BMW	M4	356,551
BMW	1 Series	348,588





Diesel	Make	Model	Total Ad Views
	Land Rover	Range Rover Evoque	432,700
	BMW	3 Series	355,653
	Land Rover	Range Rover	335,956
	Audi	Q7	318,481
	Land Rover	Range Rover Sport	258,530
	Land Rover	Discovery Sport	257,851
	Mercedes-Benz	V Class	256,359
	BMW	8 Series	250,894
	Audi	Q8	250,601
	BMW	X5	242,702



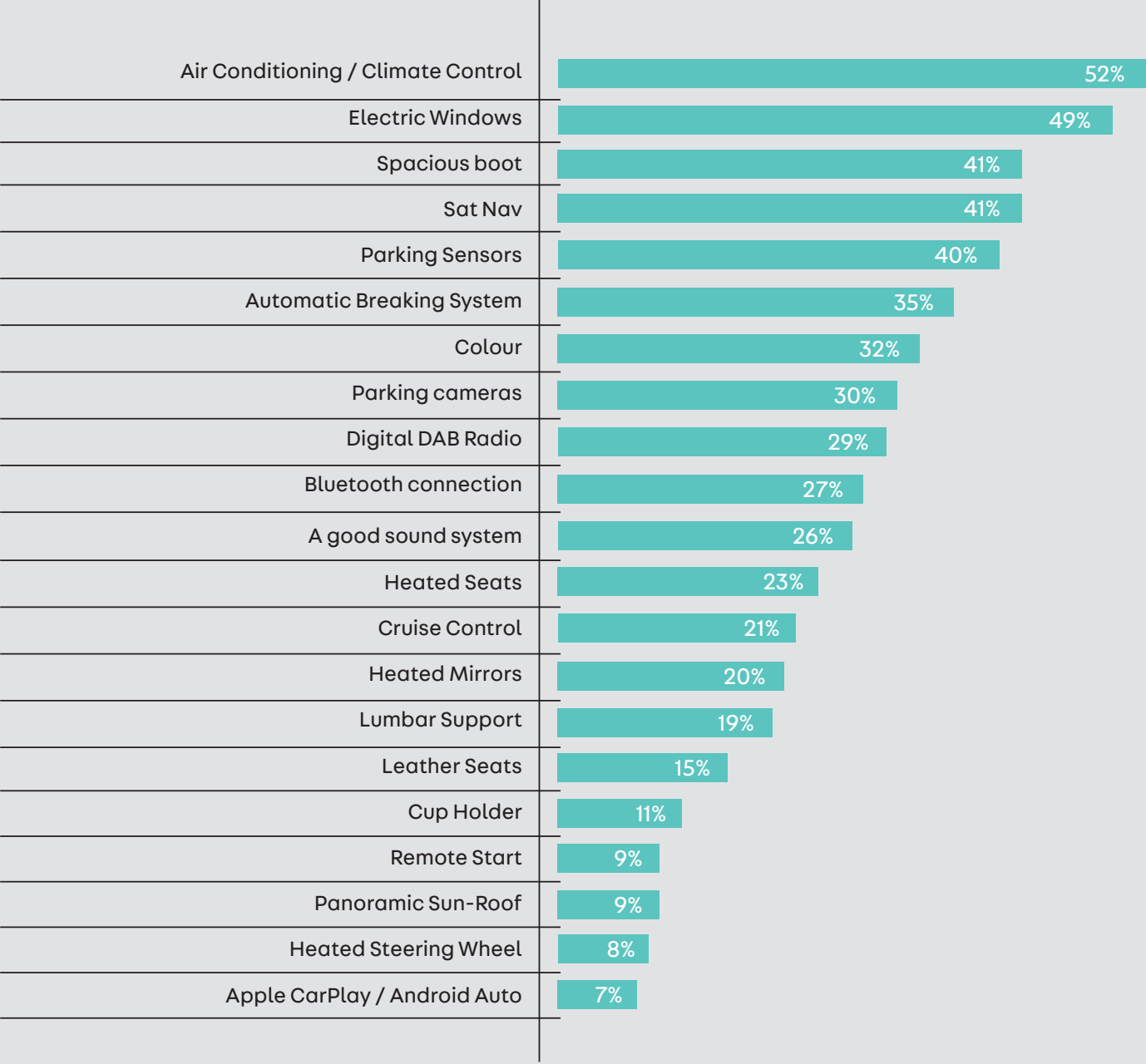
## Most Popular New Car Features

New car buyers are offered a dizzying array of features and add-ons when making their selection, but a comfortable ride with plenty of room remain at the top of the things we desire most – with air conditioning and a spacious boot amongst the most attractive features.

Less desirable are add-ons seen by new car buyers as “nice-to-have”, but not essential, such as Apple CarPlay/Android Auto, a heated steering wheel and panoramic sun-roof.



## % people say the following features are important to them when choosing a new car



## Most Desirable New Car Colours

Classic black is the nation's most desired new car colour, a mark of dignified power and authority according to psychologists. However, close behind is classic blue – Pantone's colour of the year for 2020.

% people's colour preference for their new car:

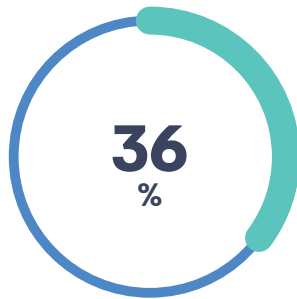


## How Desire Affects Our New Car Purchases

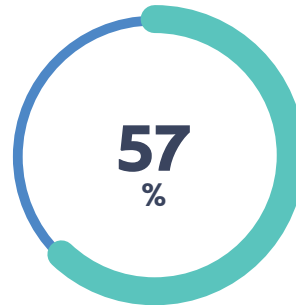
Lusting after a new car is one thing, but to what extent do we let our hearts rule our heads when it comes to making a purchase?

A lot, it transpires. We are more than twice as likely to let our desire steer our final choice of a new car. 36% of people admitted to upgrading during the selection process, ultimately choosing a better car than they had originally intended. This compares to just 16% who downgraded their choice. The factor most likely to tempt us to upgrade is finding a good deal (57% of upgraders) or realising that a higher spec car might actually be cheaper to run than your existing car (47%).

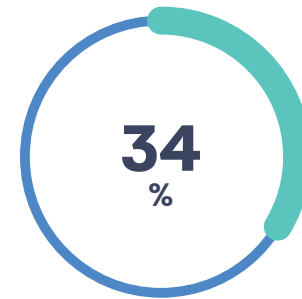
A third of people (34%) upgrading to a more desirable car say they are doing so for environmental reasons - either to a hybrid / electric model or to one with lower emissions. Younger drivers are almost twice as likely to upgrade during their purchase than their older counterparts (52% of drivers under 24, compared to just 28% of those over 65). However, this desire is largely driven by our own personal gratification rather than an urge to impress others. Only 18% of upgraders thought of how others would view them when making their choice.



36% of people admitted to upgrading during the selection process, ultimately choosing a better car than they had originally intended.



57% of people who upgrade do so because they found a great deal.



34% of people upgrading to a more desirable car say they are doing so for environmental reasons - either to a hybrid / electric model or to one with lower emissions.



## Summary

So what does the UK's most popular car look like?

---

**The Nation has spoken. A black Volkswagen Golf kitted out with air con, inbuilt SatNav and complete with parking sensors is this year's ultimate motoring must-have.**

---

For those looking to snap up a great deal on a brand new car this year, check out Auto Trader's [brand new car deals](#) with many listed with pre-haggled prices.

