

## Huge rise in Volkswagen campervan finance as almost half of Brits prepare to drive to summer staycations

- **The number of Volkswagen California campervans financed by Volkswagen Financial Services (VWFS) soars as holidaymakers commit to domestic road trips**
- **New research from VWFS shows that almost half of Brits (47%) say they are likely to drive to a UK holiday destination this summer**
  - **More than a quarter of people (27%) surveyed said they expect to drive to an overseas holiday destination instead of using another transport method**
- **Two thirds of Brits (65%) rely on a sat nav when driving to a new location, VWFS study found**
- **Comfortable seats were reported to be the most commonly selected important feature for people going on a road trip (40%), followed by a sat nav (17%) and air conditioning (14%)**

British holidaymakers are gearing up for a summer of staycations, according to new data out today from one of the UK's leading automotive finance companies.

And it's not just California dreaming: the number of Volkswagen California campervans financed by VWFS has increased by 621% from Q1 2020 to Q1 2021.

The Volkswagen campervan is a rolling symbol for independence and freedom and both the California and Grand California models were recently awarded five stars in the Motorhome and Campervan Design Awards Buyers Guide for 2021 by The Caravan & Motorhome Club.

The research shows that, with overseas travel having been restricted for several months, British holidaymakers are committing to domestic road trips this year.

According to the VWFS data, almost half of Brits (47%) say they are likely to drive to a UK holiday destination this summer, while more than a quarter of people (27%) surveyed said they expect to drive to an overseas holiday destination later this year instead of using another transport method.

People under the age of 45 are significantly more likely to drive to their chosen holiday spots, both domestically and abroad. The VWFS data insights team found that 60% of under 45s are content to drive to a staycation this summer, versus just 38% of over 45s, whilst people under the age of 45 are also twice as likely (43%) to drive to an overseas holiday destination as those over the age of 45 (17%).

Overseas holidays are currently banned, but a traffic light system of rules is due to be introduced with countries classed as green, amber or red. The next stage of England's lockdown easing is expected on 17<sup>th</sup> May.

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Additionally, the VWFS research shows that we are a nation of sat nav lovers, with two thirds of Brits (65%) saying they're reliant on technology when driving to a new location.

Millennials are most likely to need the help of a sat nav, with 75% of 18 to 34 year olds agreeing that they are reliant on one when driving to a new destination. Meanwhile, just 44% of over 75s say they rely on a sat nav.

Comfortable seats were the most important feature for people during a road trip (40%), followed by a sat nav (17%) air conditioning (14%), a big boot (11%) and a good media system (5%).

**Mike Todd, CEO at VWFS**, said: *"I think it's fair to say that over the years many of us have taken our British beauty spots for granted, but with overseas holidays having been off the cards for several months, our study highlights a clear shift in people's decision-making. Demand for Volkswagen's campervans is soaring, and it's clear road trips are definitely back in vogue in 2021. There are many wonderful places to explore on these shores, from the beaches of Cornwall to the mountains in the Lake District, and our vehicles are central to unlocking these adventures – especially as two thirds of us need a sat nav to drive to a new location."*

### **How can VWFS help finance your summer staycation?**

For all your big adventures this summer, check out the Volkswagen Grand California motorhome, which can be your beach house, ski chalet and return ticket, all in one. Featuring plenty of space to take home comforts on the road, the Grand California fits beds for two adults and two children, a separate wet room and comfy living space into a safe, efficient package.

Volkswagen Commercial Vehicles has a four-year care package offer for the Grand California, which includes four services, four years' warranty and roadside assistance. Find out more here: <https://www.volkswagen-vans.co.uk/en/buy-a-van/offers/grand-california-offers.html>

Alternatively, take a look at the new Volkswagen Caddy California campervan, which is open for order from late-May. For more details, visit <https://www.volkswagen-vans.co.uk/en/new-vehicles/caddy.html>

For more short-term or spontaneous road trips, with VWFS Rent-a-Car you can choose from our range of ŠKODA and Volkswagen cars to rent for a day, weekend or longer. All our cars are less than eight months old, meaning that you will be driving around in the latest models and the mileage will be low.

Find out more here: <https://www.vwfsrentacar.co.uk/>

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### **Note to editors**

The data for this study was collected between 2<sup>nd</sup> April 2021 and 6<sup>th</sup> April 2021 and comprises responses from 2005 respondents.

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**Information for editors:**

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