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## **THREE IN FOUR BRITS WOULD RATHER DRIVE THAN GET PUBLIC TRANSPORT AS CAR SHOWROOMS REOPEN**

- **Over three quarters of people in Britain (76%) say Covid-19 has increased the likelihood that they will travel in their own vehicle rather than on public transport, new VWFS UK research can reveal**
- **Six in ten (60%) people agree that private vehicles have risen in importance due to Covid-19**
- **Private vehicles have become most valuable for young people during lockdown, with 73% of 18- to 34-year-olds agreeing that their car or van has become more important due to Covid-19**
- **As a result, 83% of the population say off-street parking is now a priority when home-hunting**

Cars have become more important to British people's lives due to Covid-19, according to new data out today from one of the UK's leading automotive finance companies.

New research from Volkswagen Financial Services UK (VWFS) shows that 76% of people in Britain are more likely to travel in their own vehicle as opposed to getting public transport due to Covid-19.

The latest VWFS study, released in the same week that car showrooms reopened in England and Wales, also revealed that 78% of women are likely to choose a private vehicle over public transport, compared to 73% of men.

Regionally, it's people in the Midlands who feel most strongly about private travel, with 81% of people likely to choose driving their own vehicle over public transport due to Covid-19, followed by the North of England (78%) and Scotland (78%).

The VWFS data insights team also found that British people now place increased importance on the role private vehicles play in our everyday lives in light of Covid-19.

According to our research, 60% of people agree that private vehicles have risen in importance due to Covid-19.

At a regional level, this sentiment is again strongest for people in the Midlands, with 65% of respondents saying they agree that their car or van has become more important over the past 12 months. The North of England (61%) and Scotland (60%) are the other regions where people feel most strongly on this issue.

Generationally, the importance of having a private vehicle in lockdown has increased the most for young people.

The VWFS study found that 73% of people aged between 18 and 34 agree that their vehicle has become more important to their lifestyle due to Covid-19, followed by the next youngest group – people aged between 35 and 54 (60%).

And because private vehicles have grown in importance over the past 12 months, our research also found that 83% of Brits feel off-street parking is now a priority when home-hunting.

Off-street parking is particularly important for female home-hunters, with 86% of women agreeing that it is a priority.

People with new cars also felt strongly about this issue, with 86% of this group agreeing that off-street parking is a priority when looking for a new home.

Mike Todd, CEO at VWFS, said: *“Over the past 12 months, many of us have had to adapt our lifestyles to suit a changing landscape and I think our research clearly highlights a shift in the way people choose to travel. Private vehicles have grown in importance for a significant amount of the population, and our study shows that the vast majority of people would now rather drive their own vehicle than travel on public transport. This has created a completely new set of needs for motorists and the automotive industry needs to be agile enough to react to these issues. That’s why at VWFS we’re constantly creating better ways to solve the current problems of our customers, so whether you need a car in 30 days, a particular finance package or wish to rent a car instead, our innovative products can cater for a variety of needs.”*

#### **Need a car within 30 days? Try VWFS DRIVE**

VWFS DRIVE is the service that provides access to a range of competitively priced stock vehicles online across the Volkswagen Group brands, including Volkswagen, Audi, SEAT, ŠKODA and Volkswagen Commercial Vehicles, thanks to a quick and easy online process. All the cars are leased from available stock meaning no waiting around for factory lead times.

Buyers can choose their preferred choice of new car or van from the extensive range by going online and visiting [drive.vwfs.co.uk](https://drive.vwfs.co.uk). Once they’ve chosen their vehicle, they can obtain a personalised quote. The order is then placed and the owner can select a local franchised Volkswagen Group retailer from which to collect their new vehicle – all within 30 days.

#### **ENDS**

#### **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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THE KEY TO MOBILITY

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