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Snow Chaos Drives Search for 4x4s, reports Carmony.co.uk

As snow ground the country to a halt last month, almost 70% of all searches on used car website Carmony.co.uk were for 4x4 vehicles, a more than three-fold increase compared with December.

It was during the worst of the weather throughout the country, from Wednesday 6th to Sunday 10th January, when Carmony.co.uk saw the most dramatic spike in 4x4 searches. As workers battled home through hazardous rush hour driving conditions, statistics reveal a peak in searches on Carmony.co.uk between 7pm and 9pm.

The site experienced the biggest increase in traffic on Saturday 9th January, with 78% of all users searching Carmony.co.uk for a 4x4 vehicle.

“We’ve seen a dramatic rise in consumers looking for a used 4x4 vehicle on Carmony.co.uk,” commented Paul Coleman, Managing Director. “With roads, schools and businesses closed during Britain’s worst snow for 50 years, it seems 4x4s have suddenly become the vehicle of choice for many drivers”.

Notes to Editors

For more information please contact Emma Porter at the Carmony.co.uk press office on 01865 343100 or email emma.porter@thejigroup.com.

About Carmony.co.uk

Carmony was developed after research indicated that car finding sites had been built with too much emphasis on the car sellers, and not enough on the car buyers. A large percentage of the UK population is happy to state they know little or nothing about cars, but continue to drive and buy cars.

Carmony bridges this ‘knowledge’ gap, by matching vehicles to individuals based on their lifestyles, for example what they need space for, the number of passengers they need to carry, how green they want to be and how fast they want to drive.

The website has the functionality to provide side-by-side comparisons on different vehicles, giving users key information on vehicle running costs and green score ratings.



Carmony matches you to your perfect car from the comfort of your own home, allowing you to avoid pounding the pavements and visiting numerous dealers to find a car that suits your needs. Carmony searches the dealers stock for you, suggesting a range of vehicles to match your specific needs, all without you having to leave the comfort of home. So whether you are looking to scale down your current car for a smaller version, or perhaps thinking of treating yourself to something a bit more luxurious, Carmony will help find the right car for you.