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Toyota Still in Demand, reports Carmony.co.uk

Used car website Carmony.co.uk has reported an increase of almost 10% on searches for Toyota vehicles in February, despite the manufacturer issuing two recalls during January. Although searches dipped by 25% during the week of the first announcement, they rose steadily through February, with almost 40,000 consumers using the site to find a Toyota.

“This is clear evidence that Carmony users remain confident in the Toyota name. Demand for used Toyota vehicles has increased in February despite a difficult start to the month for the brand,” commented Paul Coleman, Marketing Director at Carmony.co.uk.

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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.

Press Release

