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RAC Cars launches free-to-advertise used car market place

RAC is kick-starting a major shake-up of Britain's used car market with the relaunch of [RAC Cars](#), a service that allows car sellers the opportunity to advertise their vehicle online free-of-charge and reach an audience of millions within minutes.

The move is in response to demand from consumers and dealers for an alternative to existing used car websites that charge high advertising rates. Research from the RAC shows that buyers, too, don't want to be stung by purchasing a dud – something the new RAC Cars website has been specifically designed to address.

More than 7.4 million [used cars](#) are sold in the UK every year, with around 2.8 million being sold privately. Whether the motorist is after a cheap and cheerful run-about from a private seller, or a prestige vehicle that's been meticulously looked after by an established dealer, RAC Cars aims to provide the ultimate free search, buy and sell platform, comprehensively covering the private vehicle market, as well as independent and franchise dealers and car supermarkets.

RAC Cars provides easy access to a range of products that can give buyers confidence that their next car won't turn out to be a 'lemon' – from a [Car Passport](#), the UK's most comprehensive vehicle check that is delivered to a user in seconds, to booking a full [vehicle inspection](#) by an experienced RAC engineer.

For private sellers, the site is quick and easy to use and in moments an impactful advert can be created that can be enhanced with photos, price, contact information and additional details.

From 1st May the vehicle listing fee for dealers will also be waived and the RAC is confident the move will boost the number of vehicles on its website to half a million plus making it the biggest free-to-advertise car website in the UK.

Dealers have already welcomed the news which could save a medium-sized dealer with around 100 cars up to £50,000 on advertising costs a year a saving, which the RAC is hoping will be passed on to motorists with lower 'sticker' prices on literally tens of thousands of cars every week.

RAC Cars head of RAC Cars Hannah Darby said: "As the motorist's champion the RAC is committed to reducing the cost of owning and operating a car for its members, and motorists more broadly. Buying a vehicle is the biggest cost for most people, second only to buying a house, so we want to help save them money by offering a truly free-to-sell platform, but it doesn't stop there.

"We love cars, not lemons. For buyers we have built in the tools to help them buy with confidence and avoid being caught out buying a car with a pre-existing problem or a dodgy history – ultimately saving them hundreds if not thousands of pounds in repair bills."

Buyers will have the choice of hundreds of thousands of cars from dealers, car supermarkets and private sellers. They can also access the RAC's own [Approved Dealer](#) network giving total reassurance with a full history check, a thorough preparation to the RAC's 82-Point Approved standard, three months' RAC Warranty and minimum of three months' RAC Breakdown Cover. Buyers can also access a great deal on insurance from the RAC and request an instant quote on an RAC Car Loan.

The site has also received a refresh with the RAC's new 'We Love Cars' marketing campaign. Darby added: "The new 'We Love Cars' campaign has given raccars.co.uk a compelling new look with a 'retro-style' bright orange neon 'We Love Cars' sign and an eye-catching orange sports car on the homepage and the call to action: 'Find your perfect match and sell your car for FREE'.

"RAC Cars promises to be the ultimate platform for everyone buying and selling a used car. More than seven million used vehicles are bought and sold every year and the new free easy to use proposition will revolutionise the market making it fairer and easier for everyone to find their perfect 'four-

wheeled' match.

“After all why would you pay for something that you can get for free elsewhere?”

To celebrate the launch, the business is offering one lucky driver the chance to win £7,500 towards a used car from RAC Cars by simply visiting the RAC Cars Facebook page www.facebook.com/RACCars and telling us what their 'dream car' is in the 'Win your #PerfectMatch' competition.

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