

yesinsurance.co.uk report black set to replace silver as most popular car colour



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Press Release Summary: New figures from the Society of Motor Manufacturers and Traders supports yesinsurance research conducted at the end of last year, predicting black would replace silver as the most popular car colour

Press Release Body: The latest figures from the **Society of Motor Manufacturers and Traders (SMMT)** indicate that **yesinsurance** research conducted at the end of last year, which predicted that black would replace silver as the most popular car colour, is beginning to come true.

The research, which was undertaken among 4,000 UK motorists by [insurance](#) provider **yesinsurance.co.uk**, reveals that 30% of those surveyed said that they would choose black as their preferred colour if they were to purchase a car tomorrow. Silver came in second place (27%) and blue in third (17%). Red was chosen by 13% of respondents, grey by 3% and white by 2%. The remaining 8% would choose other unspecified colours.

The latest **SMMT** figures for sales of new cars in 2006 show that black has now moved from third to second place in the order of ranking, with 22% of motorists choosing this colour for their car last year – up

from 20% in 2005. Silver decreased in popularity, being chosen by 29% of drivers, compared with 31% in 2005.

"The research measured the preferences of motorists who may not be in a position to buy a car today, but who may be in the market for one within the next few years," said **Paul Purdy** of yesinsurance.co.uk.

"The way things are moving, we would predict that black may overtake silver as the most popular colour for new cars within the next three years," he said.

The move may lead to changes in the values of used cars.

"With demand increasing and supply constrained by the number of black vehicles currently on the road, this may lead to increasing prices for black used cars," said **Paul Purdy**.

However, the change in preferences also has implications for road safety.

"Research studies have indicated that black can be a more dangerous colour for vehicles, because they are less easy to see at night," said **Paul Purdy**.

"In this respect, silver could be a safer option."

yesinsurance.co.uk specialises in providing [car insurance](#) for vehicles of any colour that are five or more years old.

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Editors notes:

- The research was undertaken on behalf of **yesinsurance.co.uk** by research company onepoll.com.
- **yesinsurance.co.uk** is a trading name of **yesinsurance Services Limited**, which is authorised and regulated by the **Financial Services Authority**
- Insurance policies provided online by **yesinsurance** are designed to provide competitive car insurance deals for drivers with cars or vans that are over 5 years old, which account for around 60% of all cars currently on the road, as well as [home insurance](#) and [van insurance](#) policies.

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