

# Diamond Reveals The Most Popular Hairdresser's Car



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Diamond has revealed that the Mini One is the most popular car among British hairdressers.

The term 'hairdresser's car' has long been used to describe sporty little run-arounds popular with nation's style conscious hair stylists. [Women's car insurance](#) specialist Diamond decided to find out what hairdressers really drive and can reveal that the most popular, and therefore ultimate 'hairdresser's car', is the Mini One.

Diamond looked at data from over 18,000 hairdressers to create a definitive list of the most popular cars amongst Britain's hairdressers\*. The Mini One is three and a half times more likely to be driven by a hairdresser than everyone else. The next most popular for hairdressers are the Vauxhall Tigra and Volkswagen Beetle, which are both more than three times as popular with hairdressers than the rest of the UK. Rounding out the top five are the Ford Ka and Mini Cooper.

Commenting on the findings, Diamond managing director, Elwyn Gedrych said: "It's not surprising that the Mini One is so popular amongst hairdressers, as it's stylish, modern and looks great. In fact, with two Mini models in the top 5, that certainly cements its place as the ultimate 'hairdresser's car'."

Diamond also wanted to see if hairdressers like to show off their perfectly coiffured locks in a convertible car. It found that they're happy to have the wind through their hair as they're 33% more likely than non-hairdressers to drive one.

Notes to Editors:

\* Most popular defined as which cars are more likely to be driven by a hairdresser than a non-hairdresser.

**About Diamond:**

Diamond launched in 1997, when it was clear that there was a place for a woman only car insurance specialist, and has led the way for similar companies to follow. Diamond has been able to offer women cheaper car insurance for 14 years because on the whole women's car insurance claims, cost less than men's. It understands what women motorists want from their insurance, and meets their needs by offering great service and a great price. Diamond do not refuse to give insurance quotes to men and are more than happy to provide a quote if requested.

Diamond is a trading name of EUI Limited, and is part of the Admiral Group. Diamond writes its motor insurance business to a consortium of insurers, these being Admiral Insurance Company Limited, Admiral Insurance (Gibraltar) Limited and Great Lakes Reinsurance (UK) plc.

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