



Key facts

- The average price of new cars fell in April 2011, for the first time since December, by 0.092 per cent, or £25.00 (from £28,184.00 to £28,159.00).
- It is the fourth time prices have dipped during the past 12 months (-0.120 per cent in December; -0.073 per cent in November; and -0.317 per cent in May).
- The average annual price since April 2010 has increased by 4.432 per cent, or £1,194.99 (from £26,964.01 to £28,159.00).
- The underlying pace of inflation in car prices has slowed down over the past 12 months to 4.432. It rose by 5.559 per cent between April 2009 and April 2010.

UK New car prices	May 2011
Annual change	+4.432%
Quarterly change	+0.224%
Monthly change	-0.092%
Average price	£28,159

Period	Average Price £	Monthly Change %	Quarterly Change %	Annual Change %
Apr 2011	28,159.00	-0.092	+0.224	+4.432
Mar	28,184.00	+0.103	+2.528	+6.221
Feb	28,155.00	+0.210	+2.290	+3.820
Jan	28,096.00	+2.208	+2.011	+4.375
Dec	27,489.00	-0.120	+0.610	+3.614
Nov	27,522.00	-0.073	+1.138	+4.086
Oct	27,542.00	+0.804	+1.668	+4.313
Sept	27,322.41	+0.404	+1.490	+4.651
Aug	27,212.41	+0.451	+1.242	+4.715
Jul	27,090.24	+0.627	+0.468	+4.718
Jun	26,921.35	+0.159	+1.462	+4.231
May	26,878.61	-0.317	-0.883	+4.302
Apr 2010	26,964.01	+1.623	+0.170	+5.559

**What is the DrivenData New Car Price Index?**

The Index covers all models from all car manufacturers. Using DrivenData, the average (median) UK new car price is calculated and car price movements, on a like-for-like basis, are analysed over time.

Comment**John Blauth, editor-in-chief of DrivenData**

The tiny drop of 0.092 per cent in the average price of a new car in the UK verges on the statistically insignificant. Yet it might, just might, be a sign that the rampant inflation in new car prices over the past 12 months has slowed and may be returning to normal levels. Economic movements are always slow and stately – the age of austerity was never going to work like a light switch – and the financial implications of less credit and cash on individuals and companies could well be the factor that has led to this slight drop. Car manufacturers face the same increased costs as all businesses do and they have to price according to what the market can stand and not what their business plans and budgets demand.

Editors' Notes

DrivenData Ltd is a specialist company with over 20 years' experience of working with automotive data.

- Our new car and new van databases include more than 7,000 vehicles and 600,000 pieces of information about every new vehicle on sale in the UK.
- The databases are available for sale as vehicle comparators and as raw data. Both are available as content for third-party web use.
- CarandVanNews.co.uk is DrivenData's dedicated motor industry news site.