

**PRESS RELEASE**  
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### **INTEGRATED TECHNOLOGY TOP OF CAR BUYERS' WISH LIST**

- On-board satnav most popular 'extra' with car buyers
- Bluetooth connectivity and parking cameras high on tech wish list
- Survey demonstrates tech extras increasingly sought after by car buyers

Integrated technology is becoming increasingly important for UK car buyers when selecting a new vehicle according to a survey of the UK's largest motor finance brokers carried out by Paragon Car Finance.

Asked to select the most popular 'extras' for car buyers based on finance applications processed over the last 12 months, motor finance brokers opted overwhelmingly for integrated technology extras compared with more traditional features.

On-board satellite navigation systems came top, selected by more than three quarters of brokers (76%) as one of the most popular extras chosen by buyers. Bluetooth connectivity enabling handsfree telephone contact came second, highlighted by 67% of brokers. Parking cameras also scored highly, mentioned by almost half of survey respondents (48%).

In contrast, more traditional physical extras like leather seats, metallic paint finish and LED running lights, were selected by only 35%, 22% and 4% of respondents respectively.

Julian Rance, Head of Paragon Car Finance, said: "These survey results highlight the increasing utility and value that car buyers place on integrated technology features. Once the exclusive preserve of the premium car market, the most popular features are already being incorporated into mass market vehicles and the message is clear for dealers looking to satisfy discerning buyers in 2016 – technology has the edge."

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## NOTES TO EDITORS

**About the Paragon Car Finance Headlight Survey:** The Paragon Car Finance Headlight Survey is a quarterly survey of the UK's top 30 vehicle finance brokers operating across the UK. Situated at the centre of the UK car market, motor finance brokers link lenders to car dealers, specialist vehicle retailers and car buyers to source vehicle finance for the full spectrum of consumers and businesses across the UK. Active in the market each and every day, brokers are uniquely placed to comment on both the demand for and the supply of finance.

**About Paragon Car Finance:** Paragon Car Finance is part of Paragon Bank PLC, a British bank with a specialist lending focus. Launched in February 2014, Paragon Bank applies its specialist lending expertise to offer competitive finance packages for customers in a range of carefully selected UK finance markets.

Established in 1985, The Paragon Group of Companies is best-known as the UK's leading specialist buy-to-let lender and consumer finance Group. A FTSE 250 company, the Group has over £11 billion of assets under management and has helped one and half million customers with their finances.

Paragon Group was an active lender in the car finance market between 1998 and 2008, originating in excess of £900 million of business via 2,100 dealers and funding over 100,000 cars.

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