

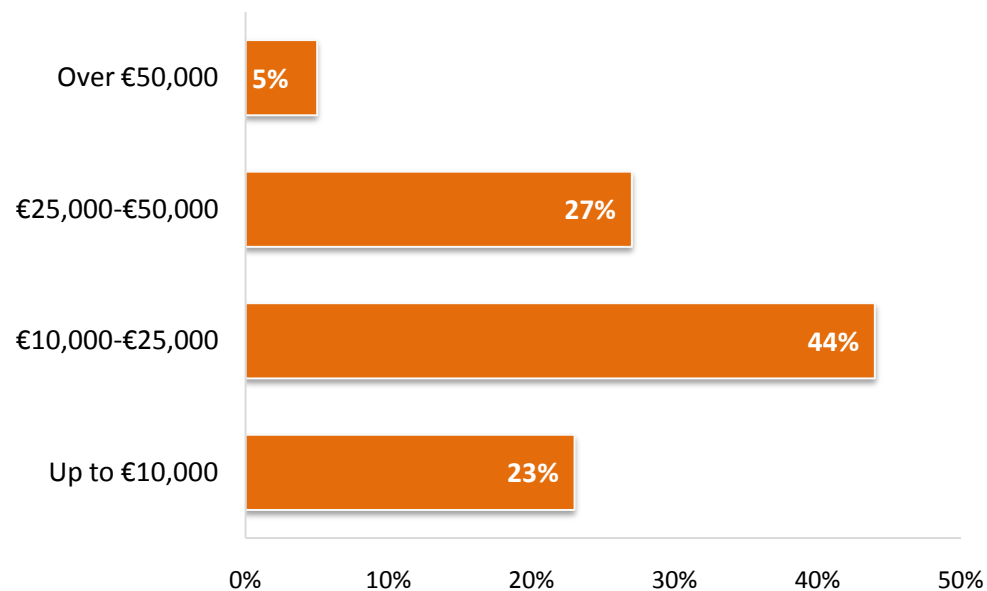
# Our readers and their cars

**56%** own a car. **20%** own two or more cars.

**45%** will buy a new car in the next two years.

**38%** drive a German brand car.

Budget for readers buying a new car in the next two years:



**48%** have annual household income over €50,000.

**42%** have children.

**46%** have a smartphone (iPhone, Blackberry etc).

Values which readers consider to be “very important” when they purchase a car:

