

Press Release

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CAP PARTNERS WITH VOLVO CAR UK TO LAUNCH UNIQUE CAR COMPARISON TOOL

A unique car comparison tool has been developed by CAP exclusively for Volvo Car UK and its customers.

Called Volvo Compare, it is available via Volvo's own website, www.volvocars.co.uk/compare. It offers a simple method of comparing the features and prices of the Volvo car range with all other makes and models in the market.

Volvo is the only manufacturer to offer such a comprehensive comparison tool and chose CAP to develop and power the comparator thanks to its unrivalled range of market data and web service capabilities.

Aimed at private motorists, company car drivers and fleet managers, Volvo Compare offers full transparency to customers by revealing every significant cost and feature aspect of up to four vehicles displayed on-screen together.

Volvo Compare is unique in its marketplace by also offering a vehicle registration mark look-up facility so that any vehicle already on the road can be included in the comparisons.

Covering the needs of every type of customer, a combination of 16 cost and feature attributes are compared to help their decision making process. For example company car drivers can compare Benefit In Kind tax costs, fleet car buyers can check differences in service, maintenance and repair costs and private motorists can look up fuel consumption information and Vehicle Excise Duty rates.

For users unsure of what cars to compare, a time-saving 'auto suggest' facility also offers intelligently chosen 'like for like' cars for comparison. These are based on common comparisons made by other potential buyers.

Volvo Compare is also one of very few tools of its kind to email the user a full document containing their comparison data, to refer to offline and at any time.

As well as providing a free and convenient car comparison service for visitors to www.volvocars.co.uk/compare, Volvo dealers will also use Volvo Compare in the showroom environment to guide customers to the cars that best match their needs.

Volvo Compare is expected to generate significant additional traffic to the Volvo website and provide a compelling reason to investigate the Volvo car range leading to greater customer engagement with all the services offered by the manufacturer and its dealer network.

CAP CEO Ian Rendle said: "Volvo Compare is the perfect example of how CAP data and web services can be used innovatively to showcase a manufacturer's offering and unlock the potential for real business advantage. We are delighted to be partnering with a manufacturer who is confident to transparently provide such a wealth of valuable information to the consumer and we look forward to continuing to develop this unique and powerful tool with Volvo in the months and years ahead."

Selwyn Cooper, VCUK National Corporate Operations Manager, commented: "Volvo Compare is a unique tool for both private and company car drivers. Its up-to-date market leading data will prove priceless for private buyers, fleet decision makers, and even fleet drivers - ultimately helping them make an informed decision on the vehicle or vehicles that will most benefit them and their company."

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Descriptions and facts in this press material relate to Volvo Car UK's car range. Described features might be optional. All information is correct at time of going to press and may be altered without prior notification.

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