

Study Reveals Most-Loved Car Brands Across Europe and US

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Hi Caroline,

With used-car sales in the first half of 2021 [up by 11%](#), a new report by [Confused.com](#) can reveal which car brand's motorists have stayed loyal to over the last 60 years.

<https://www.confused.com/car-insurance/average-cars-around-the-world>

Looking at over 500,000 cars up for sale during 2021 in both Europe and the US, the car insurance experts have found the car brands that have stood the test of time, with German manufacturer **Volkswagen** topping the list.

Analysing cars that were all built between 1930 and 1990 to determine which brands have proven popular for 60 years or more, the results show iconic German brand, **Volkswagen** is the all-time favourite, with a total of 66,487 cars sold.

According to [Trend Motors](#), the reliability of the Volkswagen brand coupled with their emblematic and practical silhouettes create a patriotic following.

The results also indicate that three out of the top five most-loved brands hail from Germany. With **Mercedes Benz** in second place, and **BMW** is fourth. The Mercedes automobile was first founded in 1926, the name a combination of Mercedes Jellinek and Karl Benz. One of the highest performing large luxury brands on the road today.

Research shows American carmaker **Ford** and Italian-owned **Fiat** are the only other two car manufacturers in the top five league table.

Alex Kindred, car insurance expert from [Confused.com](#), explains why motor brand loyalty or holding onto a car for too long could be hurting the planet and our pocket.

“Climate concerns are a top reason to consider reducing the length of time you keep hold of the same car. As emission-free electric vehicles become more popular and affordable and as drivers become more conscious of their carbon footprint, we will see more motorists making the switch from petrol pump to the electric plug.

“As cars age, their emissions grow considerably which could also lead you to higher prices for things like Vehicle Tax, fees for entering Ultra Low Emission Zones (ULEZ) and even charges on your MOT - to ensure your car continues to meet the minimum standards.

“Many newer cars qualify for free Vehicle Tax based on their lower emissions, yet for gas-guzzling cars, the price per year can reach up to £2,245 after the first year of ownership.

“Owning an older car may seem cheaper at the point of sale, but owning a used car or staying loyal to your brand can often cost you more, further down the line. Motorists who stick with the same

manufacturer year after year could be worse off as the natural value depreciation could leave them out of pocket. But there are some other ways that loyal motorists could lose out.

“Motorists with an allegiance to a particular make usually spend less time searching for a new car, visit fewer dealers and spend less time comparing prices. For example, if you are a Nissan driver, as soon as you drive onto the forecourt in your current Nissan, you are signalling brand loyalty to the salesperson which could mean you have less bargaining power to negotiate the price down.

“It would be wise to keep the make and model of your current car secret from the salesperson until negotiations are complete. If you give the impression that you will compare prices and visit other dealerships, you may end up with a better deal.”

The report also reveals further findings including:

- **The average age of cars across the world**
- **Which country owns the most cars across the globe**
- **The countries home to the youngest drivers**
- **Car CO2 emissions emitted every year**

Access the report here: <https://www.confused.com/car-insurance/average-cars-around-the-world>

Supporting infographics can be downloaded here:

https://drive.google.com/drive/folders/1skKk2MuRJznc0C_3w6YKTVdPDpe5l6wV?usp=sharing