

Rise of the 'cardrobe' - nation creates auto-storage as space hits premium

- Good weather leads to extra junk in trunks for one in five drivers
 - Men more likely to hide purchases from partner in their car
 - Driving gloves set to make a comeback

Research from car insurance company 1ST CENTRAL reveals that with space at a premium in the UK, drivers are giving their clothes the boot, with nearly half of drivers (47%) using their car as a travelling wardrobe – the 'Cardrobe'.

The survey revealed that the good weather has led to an abundance of abandoned clothing being dumped in trunks as one in five (19%) say they have extra layers left in the car thanks to the rising temperature. Less surprisingly, sports kit is still a natural fit for the car boot, with an estimated £1 billion worth of football boots sitting on driveways across the UK.

'Cardrobes' also allow sneaky storage with 1.8 million drivers using their cars to hide new or expensive purchases from their partners. The research showed that men are nearly twice as likely to hide a purchase from their partner as women. Some lovelorn drivers (682,000) even admit keeping an item of clothing that once belonged to their ex as they can't bear to throw it out altogether.

The research also revealed some of the more unusual items people can't drive without, and it appears driving gloves are making a comeback. It seems younger drivers are aspiring to ride like Rihanna and Lady Gaga as a fifth of 18-24 year olds (20%) have a pair in their cars. Other odd items listed as 'Cardrobe' contents include rubber gloves, gas masks, tutus, feather boas and bowler hats.

Andy James, UK CEO at 1ST CENTRAL said: "With people struggling for space in their homes it's no wonder the nation is turning their cars into a travelling wardrobe. If you add it up, some of the kit we keep in our cars not only builds up in weight eating into our fuel consumption, but can equate to a hefty price tag too. Expensive football boots, sports kit and designer sunglasses aren't necessarily covered in your car insurance, so drivers do need to keep this in mind when giving their things the boot.

"Whilst insurers will cover motorists for damage to clothes left in their cars or in the worst case scenario items that are stolen, we'd advise that drivers keep their irreplaceable items in their homes as the safest place for them."

- ENDS-

Notes to editors

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Survey of 2000 UK drivers conducted by One Poll on behalf of 1st CENTRAL between 29th May and 1st June 2015.

Figures based on 2011 Census data as to the number of cars and vans in the UK

Number of cars/vans in UK	46,421,181.00
Percentage of people keeping football boots in cars	6%
Number of cars with football boots kept in them	7,427,388.96
*Average cost of a pair of football boots	£136.00
Average cost of football boots kept in UK cars	£1,010,124,898.56

*[Average price of a pair of football boots taken from the average of the top ten in 2014](#)

Number of cars/vans in UK	45,789,078.00
Percentage of people hiding new/expensive purchases from a partner	4%
Number of cars with purchases hidden from partners in them	1,831,563.12

Number of cars/vans in UK	45,789,078.00
Percentage of people keeping clothing belonging to an ex	1.49%
Number of cars with purchases hidden from partners in them	682,257

About 1ST CENTRAL

1ST CENTRAL is an online car insurer founded by Ken Acott, Pat Tilley, Peter Creed and Mike Leonard. 1ST CENTRAL Insurance has enjoyed incredible growth since its launch in 2008, saving more than one million UK policyholders money on their car insurance and servicing more than £0.5bn of premium in its first five years of trading. 1ST CENTRAL provides employment for 600 staff and has been awarded Employer of the Year two years in a row at the 2014 and 2015 Gatwick Diamond Business awards. 1ST CENTRAL has also recently been awarded Counter Fraud Initiative of the Year - Personal Lines and Young Fraud Investigator of the Year at the Insurance Fraud Awards 2014. In February 2015 1ST CENTRAL was awarded the 5 Star Rating from the independent financial research company Defaqto.

1ST CENTRAL is a trading name used by the First Central Group (Group) companies. 1ST CENTRAL is now firmly established as a top 10 provider in the UK motor aggregator market and is ready to move into its next phase of

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sustained growth and expansion. 1ST CENTRAL is a proud sponsor of Brake, working with the charity to promote road safety awareness across the UK.