

APPENDIX 7.1
 (referred to in paragraphs 7.32 and 7.36)

Percentage discount given on make of car

Percentage discount	Number of sales																
	Vauxhall	Ford	Fiat	Peugeot	Toyota	Nissan	Citröen	Mitsubishi	Mazda	Renault	Rover	Honda	Audi	Volkswagen	Volvo	BMW	Mercedes-Benz
0	4	55	12	16	4	2	44	0	26	29	64	30	42	71	33	158	74
0– 5	9	53	16	53	21	25	31	19	29	140	47	49	117	191	73	234	167
5–10	51	144	36	58	59	52	43	35	50	82	60	73	72	113	19	75	17
10–15	27	96	12	44	65	16	23	6	10	14	13	13	13	2	2	6	1
15–20	5	17	6	9	2	6	4		10	16	8	1	2				2
20–25	18	14	11	20		1	13		3	16	1						
25–30	7	23	5	8			6		1								
30–40	2	21	4	1													
Average	12.3	10.6	10.2	9.3	8.7	7.6	7.3	6.7	6.5	6.2	4.7	4.6	3.9	3.4	2.6	2.5	2.0
Standard deviation	7.5	8.7	8.6	7.5	3.8	4.4	7.7	2.9	5.9	6.2	4.9	3.6	3.3	2.9	2.7	2.5	2.4
Total number of sales	123	423	102	209	151	102	164	60	129	297	193	166	246	377	127	473	261
Percentage given discount	96.7	87.0	88.2	92.3	97.4	98.0	73.2	100.0	79.8	90.2	66.8	81.9	82.9	81.2	74.8	66.6	71.7

Source: Commission calculations based on OFT data.