

The seven ages of man and motor

Life Stage	Driver Style	Car Accessories	Likely to drive a...	Likely to idolise...
1. Young Cruisers (Aged 18 – 24)	<ul style="list-style-type: none"> • 28 % of this age group like to cruise with the windows down and the stereo up • They are fanatical about their car (17%) • 12% like to drive fast and push their car to the limits • 7% describe themselves as a boy racer show off 	<ul style="list-style-type: none"> • Hands free mobile kit (44%) • High end stereo system (38%) • Empty fast food wrappers (33%) • Ipod car kit (16 per cent) • Newly removed L-plates (6%) 	SuperMinis and Hatchbacks eg Renault Clio, Fiat Punto, Citroen Saxo	Wayne Rooney – car collection includes a Ford SportKa plus a Chrysler 300C and a £50k BMW M3
2. Pride and Joy Riders (Aged 25-34)	<ul style="list-style-type: none"> • 46% like to just sit back and enjoy the drive • 13% like to cruise with the windows down and the stereo up • 8% are fanatical about their car 	<ul style="list-style-type: none"> • Alloy wheels (45%) • High end stereo system (38%) • Leather interior (27%) • Extra spoiler (11%) • Sat-Nav (21%) • Sports kit (10%) • Blue under lights (5%) 	Roadsters, coupes and performance cars eg Mazda RX8, Vauxhall Vectra, Golf GTI, Audi TT	Jamiroquai's Jay Kay - car collection includes a purple Lamborghini Diablo SE 30 and a Ferrari F40 or Will Young , who drives a vintage Porsche
3. Tot Gear (Aged 25-34)	<ul style="list-style-type: none"> • 36% are relaxed drivers despite 'baby on board' • 59% say a car is just a means of getting from A to B 	<ul style="list-style-type: none"> • Toys & nursery rhyme CDs (23%) • Child seat (34%) • Baby buggy or pram (20%) 	Safe and practical estate cars or MPVs eg Volvo V70, Vauxhall Zafira, Renault Scenic, Toyota Verso	Jamie Oliver – driver of a top model Range Rover
4. Daddy Cabs (Aged 35-44)	<ul style="list-style-type: none"> • Most responsible drivers – 45% dislike taking risks • Most likely to be found ferrying the kids around (21%) 	<ul style="list-style-type: none"> • Gadgets to keep the kids entertained – in-car TV / DVD player (17%) • Hands free mobile kit (36%) • Kids' school stuff (14%) 	Family-friendly saloon car eg Ford Mondeo, VW Passat	Gordon Ramsay – owns a Range Rover for family driving but also drives a Ferrari F430
5. Easy-Does- It Riders (Aged 45-54)	<ul style="list-style-type: none"> • Most likely to describe themselves as a cautious, nervous driver (10%) • 44% don't take risks at the wheel • Most likely to treat a car purely as a means of getting from A to B (71%) 	<ul style="list-style-type: none"> • Tin of travel sweets (16%) • Leather interior (19%) 	Safe and practical hatchback Eg Ford Focus, Honda Civic, Volkswagen Polo, Toyota Corolla	Jon Snow – drives a Volvo estate
6. Last Chance Saloons (Aged 55-64)	<ul style="list-style-type: none"> • Relaxed drivers whose choice of car reflects how they like to sit back and enjoy the ride (36%) • 29% of this age group have 'reclaimed' their car now the kids have grown up 	<ul style="list-style-type: none"> • Leather interior (23%) • Walnut dashboard (17%) 	Executive saloon eg BMW 5 series, Mercedes-Benz E-class, Jaguar S-type	Jeremy Clarkson , Ford GT40 owner or Noel Edmonds , driver of an Aston Martin DB9
7. SloMo-toring Swingers (Aged 65+)	<ul style="list-style-type: none"> • Taking it easy now they're retired (53%) • Practical and relaxed drivers, most likely to say they like to sit back and enjoy the drive with no rush (51%) • Do most of their driving at weekends (5%) 	<ul style="list-style-type: none"> • Practical accessories for day trips eg road atlas (65%) and travel rug (23%) • Chamois leather & car wax (45%) • Golf clubs (15%) • Driving gloves (7%) 	Downsized to smaller car – but with enough space for the golf clubs eg Toyota Yaris, Seat Ibiza, Citroen C3	Bentley driver, Terry Wogan