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## **WHY THE CAR YOU DRIVE IS WRITTEN IN THE STARS**

When it comes to buying cars, forget whether you like the style, features, colour or the status it affords, your choice may already be written in the stars. New research by Black Horse Motor Finance suggests that your choice of car is just as likely to be influenced by your star sign, with Geminis snapping up Fords, Pisceans having a penchant for Peugeots and Leos loving to let their hair down in a BMW.

Phil Stones, managing director, Black Horse Motor Finance, says: "As a major provider of finance to the UK's car buying public, we take a great interest in the decisions they make and the factors that influence them. We were amazed when, as well as the usual factors, such as age, sex and region, we began to see a clear link between the car somebody was buying and their star sign!"

Black Horse has compiled the **Car Buyers' Guide to the Zodiac**, based on the car buying decisions made by over 70,000 customers, which highlights the motoring likes and dislikes of the Zodiac.

### **Capricorn**

Sensible, stubborn and good with money. Hardly surprising then that they are the star sign most likely to buy **Volvos**. They are also attracted to **Mazda**, another sensible choice for those seeking reliability and value for money.

### **Aquarius**

Independent, lively, inventive and original. Aquarians like to stand out from the crowd – not least when buying a car. Of all the star signs they are amongst the least likely to buy a **Ford**. Instead they satisfy their quirkiness by being one of the most likely to buy a **Mini**.

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## WHY THE CAR YOU DRIVE IS WRITTEN IN THE STARS/...2

### **Pisces**

Pisceans are dreamers – idealistic, romantic, poetic and sensitive – and the most likely sign of the Zodiac to be seen in a car showroom purchasing a **Peugeot**. Perhaps it's the whiff of French romance that appeals.

### **Aries**

Fiery, passionate and impetuous. But when it comes to cars, they are the star sign most likely to be making a quick decision on a **Renault**.

### **Taurus**

Famed for their love of comfort and the finer things in life. Taureans are warm practical people and so join Virgoans in appreciating the qualities of **VW** more than their Zodiacal peers.

### **Gemini**

Geminis are known for their dual personalities, versatility and their inconsistency. This carries through to their choices in cars. **Fords** are the top purchase across the Zodiac, and Geminis lead all the signs in snapping them up. They also buy the most **Land Rovers** and top the table for **Audi** purchases.

### **Cancer**

Protective and nurturing, but very entrepreneurial and resourceful too. These two sides are well reflected in their choice of cars. Cancerians are the greatest purchasers of **Mercedes-Benz** and **Jaguar** – both of which demonstrate the rewards of their endeavours coupled with their need to protect.

### **Leo**

Flamboyant, extrovert and very proud. Leos are the main purchaser of a car whose emblem resembles their own birth sign, **Vauxhall**. They also love to show their more flamboyant side in a **BMW**. .../more

## **WHY THE CAR YOU DRIVE IS WRITTEN IN THE STARS/...3**

### **Virgo**

Hyper-critical, fastidious and neat. They join Taurus in being the star signs most likely to buy a **VW**. This is the make that passes their critical eye and opens up their wallets. The range on offer really matches their expectations of comfort and style.

### **Libra**

Fair minded, diplomatic and willing to seek compromise. With an easy going charm it is plain to see why they purchase more **Citroens** than any other star sign.

### **Scorpio**

Intense, passionate and jealous, Scorpio is the sign with a sting in its tail. But when it comes to buying cars, it's more a case of a twist in the tale. It would be fair to expect this sign to buy cars that reflect their intense nature, but in fact they are really into **Fords**, coming only second to Gemini in their passion for buying them.

### **Sagittarius**

Sagittarians enjoy freedom and spontaneity. Their nature can lead them to be seen as fickle and this is borne out by their car buying habits. Sagittarians are the only star sign that really doesn't have a favourite make, spreading their affections equally across all the major manufacturers.

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### **Notes to editors:**

Black Horse Motor Finance is part of the Asset Finance Division of Lloyds TSB. Black Horse has been a specialist in car finance for over 50 years, currently having almost one million customers and £6 billion of lending on its books. Black Horse accounts for nearly 20 per cent of the motor finance market.

Black Horse motor finance is only offered through approved motor dealers.

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