

## Those In Mid Life Crisis Opt For Porsches

*A new study has suggested that Porsches are most likely to be owned by those at the pivotal moment in their life just before they turn 40.*

June 6, 2008 (FPRC) -- Findings from Tesco Personal Finance have suggested that Cayenne, Boxsters and 911 owners are most likely to be those on the verge of a mid-life crisis, while Fiat and Peugeot owners may still feel relatively vivacious while behind the wheel, as the average age of ownership of these brands was said to be 31 and 32 respectively. Meanwhile, for younger drivers looking to effuse an air of experience beyond their years when taking to the road, a Jaguar or Mercedes may prove attractive options as the average age of people owning these vehicles was found to be 47 and 43.

The group also suggests that there are a number of 42-year-old Brits who maintain fancies of a life of espionage and intrigue akin to that of James Bond by purchasing an Aston Martin DB7 at this age. Meanwhile, it would seem a number of 35-year-olds are following in the tyre tracks of a slightly less sophisticated Brit, imitating the three-wheeler dealer Del Boy, by treating themselves to a Robin Reliant.

For those who have had their eye on their dream car in recent months, taking out a personal loan may put them in the driving seat when it comes to finally signing on the line. A low rate loan may also be of assistance for those planning to hand over a set of sparkling keys to a loved one on a special birthday.

While many may perceive the likes of Nissans, Hondas and Toyotas as safe, reliable and otherwise unremarkable cars that are the vehicle of choice for the more reserved older driver, Tesco asserts that in fact the average age of ownership for these makes is in the relatively youthful mid-30s.

"This research has thrown up some surprising results - with cars we think are normally owned by the young having a surprisingly high typical age and vice versa. It seems the image of the driver created by car manufacturing advertising campaigns is not always the reality. Just because you are turning 40 and want to splash out on a Porsche doesn't mean you need to pay as much for your insurance as all other Porsche drivers. Regardless of what age you are and what car you drive - you should shop around to make sure you get the cheapest and most appropriate insurance for you," said Paul Baxter, spokesperson for the group.

Among the other prominent findings in the nationwide study was the suggestion that older generations tend to be those most concerned with reducing their carbon output while getting around. The average age of those driving the Toyota Prius hybrid vehicle was said to be 50.

For those looking to clean up their carbon footprint by buying a more fuel-efficient vehicle, taking out a car loan may prove useful. Meanwhile, applying for a secured loan may be of interest to the growing number of people said by the Co-operative Bank to be looking to improve the environmental credentials of their home. Obtaining such lending could allow homeowners to cover the costs of cavity wall insulation and other green improvements.

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