



**DBMC Brand Consultants appointed by
Haymarket Automotive to define and embed a new brand positioning**

27 August 2019, Hampshire: DBMC Brand Consultants announces its appointment by Haymarket Automotive, a division of the Haymarket Media Group, to define and embed a new brand positioning for What Car?, the foremost destination for new car buyers looking for impartial reviews and advice since 1973.

In 2018 What Car?'s proposition evolved from helping buyers to make an informed decision on the right car for them and how much they should be paying for it - to now connecting them with reputable dealers ready to sell via its New Car Buying platform. With this evolution, it was felt this was a suitable time to recalibrate on what the brand stood for to both internal and external audiences and ensure that What Car? remains at the forefront of the car buying journey for the *next 45 years*.

Rachael Prasher, Managing Director for Haymarket Automotive said: "The new car market is at an inflection point - with new technology and retail models, coupled with changing buyer behaviour and audiences - we want to ensure that What Car? continues to evolve and remains a modern and relevant brand to all our audiences for the future. This is our opportunity to think about the core principles that unite the brand, rally behind them and bring consistency in everything we do."

"One of the key reasons we appointed DBMC was because they demonstrated to us their robust, collaborative processes to not only define an authentic brand positioning, but also to help us to embed it in our DNA, galvanising the business behind a common purpose. They are a small, passionate, and cost effective team."

Pierre Dadd, founder of DBMC Brand Consultants said: "Working with Haymarket and What Car? is one of those projects that everyone aspires to. To take a brand with a 'national treasure' status and play an instrumental role in defining how it will be perceived in the future has been nothing short of a genuine pleasure."

MEDIA ENQUIRIES

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ABOUT

DBMC Brand Consultants

Built on the foundations of seventeen years client-side experience at blue-chip organisations such as LEGO, Disney, Auto Trader, and the BBC - DBMC Brand Consultants partner with clients to build long-term competitive advantage by harnessing the unique potential in their brand - ensuring they feel different, and mean more to all audiences.

www.dbmc-consultants.com

What Car?

What Car?, the UK's leading and most trusted car buying brand, has the magazine, a market-leading website and several established brand extensions. It has helped Britain's car buyers to make purchasing decisions for more than 40 years and its tests are widely regarded as the most trusted source of new car advice.

Whatcar.com is the UK's leading car buying website, offering trusted reviews and data on every new car. A winner of numerous awards and accolades, whatcar.com is recognised as one of the UK's leading consumer websites and attracts 1.7m unique users every month and over 13m monthly page impressions. The brand has seen major investment in its digital infrastructure as it develops a [new ecommerce platform](#), allowing users to act on the trusted advice What Car? offers.

With a print circulation of 55,459, combined with its mobile and social reach, What Car? has more than 5.5 million monthly points of contact with its audience on the move, at work, at home and at the crucial point of sale. It is the top performing monthly on the UK newsstand in the motoring category.