

About Autotrader Price Labels

How to use Auto Trader price labels

Auto Trader have compared the seller's asking price for this car with their own valuation, and given it a label. This tells you how the price of this car compares to the market price of other cars with similar qualities, including make, model, age and mileage.

Auto Trader's price labels are here to help you make an informed decision when buying your next car.

What price labels are there?

You might see any of these labels on our car adverts:

	Higher price More expensive than most other similar cars, but there may be some additional benefits
	Fair price Only slightly more expensive than most other similar cars on the market
	Good price Priced very closely to other similar cars on the market
	Great price Slightly cheaper than most other similar cars on the market
	Lower price Priced much lower than other similar cars on the market

How does Auto Trader work it out?

Auto Trader uses data from millions of vehicles to work out a car's current market price. This data includes things like:

- ✓ Make
- ✓ Model
- ✓ Age
- ✓ Fuel Type
- ✓ Optional extras and features

There are other things that are not included in how Auto Trader work out their price labels, but these might affect the seller's price:

- The car's condition
- The car's colour
- Supply and demand in the local area
- Special modifications (like tinted windows)
- Extra services (like warranties and finance deals)
- The number of previous owners
- The car's service history

Spotted a car with no price label?

Not every car will have a price label, but there are lots of reasons why this might be. These reasons include if the car is:

- Brand new or nearly new
- A rare or classic car
- Being sold by a private seller
- Priced below £1,500 or above £70,000
- Over 15 years old
- Has been written off in the past (Category C/D/S/N)
- Has been imported from another country