



# Luxury pulling power

**D**OES your car make you sexier? It seems a lot of people think so. According to a new survey, 35 per cent of those who drive a prestige or luxury car think it makes them more appealing to the opposite sex.

A further 7 per cent of survey respondents said they chose the colour of their car because they thought it would be more attractive to the opposite sex.

The survey of more than 3000 people was conducted by online luxury directory and magazine [duttondirect.com](http://duttondirect.com).

“While men know the image of a successful man and his flashy car has always been alluring to some women (38 per cent), our survey also revealed that 27 per cent of women believe their prestige car makes them more appealing to men, so it seems as though some women who are enjoying success might also be enjoying more attention,” says CEO of [duttondirect.com](http://duttondirect.com) James Dutton.

“We know Generation Y is increasingly finding the image of prestige and money more and more attractive – our survey found 30 per cent of 19 to 24-year-olds drive a prestige car and 46 per cent of them think it makes them more appealing to the opposite sex.

“These days we are bombarded with the extravagance and high-flying life of the rich and famous, so it’s not surprising that people would think their cars make them more attractive.”

For the most part, surveys have found that women tend to buy cars that are affordable, practical and safe, but also have a that ‘certain dash of design flair’, as evidenced by such models as the Eclipse and Toyota Motor’s RAV4 sport utility vehicle.

Men, on the other hand, appear to love luxurious, high-performance cars.

The average horsepower of a car listed in a survey showed the five most popular vehicles had cars chosen by men at 367hp and women at 172.



... people do think a prestige car makes them more attractive, according to a new survey.