

FOR IMMEDIATE RELEASE  
19 December 2019

### **LUXURY LENDER REVEALS CAR FINANCING TRENDS OF 2019**

- **Porsche is the top financed marque overall**
- **Ferraris account for 34% of supercar pay-outs**
- **Average value of vehicles financed is £96,000**
- **Lamborghini Aventador LP 770-4 SVJ is the most financed supercar**

As the year draws to a close, JBR Capital – a direct lender specialising in high-end vehicle finance – reveals the main trends in prestige car financing\* from 2019.

Porsche has been the top financed marque overall this year, with Ferrari accounting for 34% of all pay-outs on supercars valued at over £250,000. Meanwhile, the average value of car from all the vehicles financed by JBR Capital has been £96,000.

German, British and Italian manufacturers have proved the most popular in 2019 – and interestingly, 13 years old is the average age of car being financed. In terms of where in the UK the most high-end vehicles have been purchased with bespoke finance solutions, circa 39% of customers are based in London and the South East.

The most frequently financed supercar this year has been the Lamborghini Aventador LP 770-4 SVJ. This limited edition, of which only 63 vehicles were actually produced, marked Lamborghini's founding year of 1963.

Darren Selig, Executive Chairman at JBR Capital, said, "Some limited edition Lamborghinis do have the ability to hold their value well, and continue to be in demand, even in unfavourable financial climates. A prime example of this being the sale of a Lamborghini Veneno for £6.8 million at the Bonhams Bonmont auction, in Switzerland, this September.

"One significant trend we have seen this year is that prestige vehicles such as the Tesla Model S, X and the new Model 3 are starting to gather pace in terms of popularity. We have certainly been getting more enquiries with regards to the financing of electric vehicles – with this trend of course looking set to continue into 2020 and beyond.

"JBR Capital has had a record-breaking year with July our busiest month ever for pay-outs. This October we celebrated reaching another key company milestone, of £500 million in pay-outs since we launched the business five years ago. There is no doubt that vehicle finance is increasingly seen as the savvy way to purchase a supercar, prestige or classic car."

Follow JBR Capital on [Facebook](#), [Instagram](#) or [Twitter](#) for car financing updates.

**- Ends -**

\* All information is according to JBR Capital's own data (1 January – 31 October 2019). Finance examples provided in the accompanying infographic are for illustration purposes.

**Notes to Editors:**

- Celebrating reaching the key milestone of £500 million in pay-outs, the [JBR500](#) virtual garage is based on actual vehicles financed by JBR Capital since 2015
- JBR Capital is adapting its approach to communications to help customers, prospective customers and automotive enthusiasts stay abreast of key information that relates to the fast-moving car industry. JBR will be significantly increasing social media output to report on all the key global automotive events, and producing regular articles that explore the world of the automobile through the lens of the UK's only independent lender dedicated to high-end vehicle finance

**For further information on JBR Capital, or to request high-res imagery, visit [www.jbrcapital.com](http://www.jbrcapital.com) or contact:**

Debbie Beale

+44(0) 7766 088 713 / [debbie.beale@jbrcapital.com](mailto:debbie.beale@jbrcapital.com)