

# Hippo.co.za announces car-selling comparison platform

The National Association of Automobile Manufacturers of South Africa (Naamsa) recorded a [14.3% decrease](#) in new vehicle sales in September 2016, compared to the same period last year. New car sales figures have been in decline since the beginning of the year and the trend is likely to continue over the medium-term.



Insurance and financial quote comparison website, Hippo.co.za, says it saw an opportunity to aid car dealerships and consumers by launching their [new car listings](#) comparison platform.

“We have partnered with a number of car dealerships across South Africa in areas such as Gauteng, Durban, Cape Town and Mpumalanga to enable people to compare from a range of new and used vehicles. Our responsive website makes the platform accessible from any internet-enabled device,” says Derek Wilson, Head of Hippo.co.za.

“The new platform provides low-cost marketing, allows car dealerships to load unlimited inventory per branch and the site will feature fewer vehicles than larger online vehicle listing companies, which means dealerships are more likely to get noticed,” says Wilson, “Once consumers have found the car they are looking for, our technology puts them in touch with the dealer directly to purchase or find out more about their vehicle of choice”.

The Effective Measure [E-Commerce Industry Report](#) statistics for 2016 shows 72% of internet users make use of comparison sites and saving time is the number one reason they shop online.

“Our unique position as one of South Africa’s leading online comparison sites enables us to act as a matchmaker between the car buyer and car dealer, saving both parties time and money,” concludes Wilson.