

Luxury car searches up, according to Carsguide website

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THERE'S been an increase in website searches for luxury cars, but more than half of Aussies reckon they'll never own their dream vehicle.

[Carsguide](#) says there has been an 88 per cent increase in searches for new luxury cars in the past six months.

There was also a 29 per cent rise in searches for used luxury cars, [website](#) general manager, Gloria Poulakis, says.

"We are seeing a strong recovery in the luxury car market following the downturn throughout November and December 2008," Ms Poulakis said in a statement today.

But the spike in searches comes as a survey by research company Core Data shows 54 per cent of Australians believe it's unlikely or impossible that they will own their dream car.

The survey, carried out last month with more than 6200 respondents, rated BMW as the most popular luxury car brand in Australia with 14 per cent of people, followed by Mercedes Benz (10 per cent) and Aston Martin (eight per cent).