

Celebrity Cars On Auto Trader

Auto Trader, the UK's no 1 motoring website and magazine, is also a no 1 destination for celebrity cars!

March 30, 2009 - [PRLog](#) -- Steven Gerrard's Modified Car:

Auto Trader has helped to sell England footballer Steven Gerrard's modified car just days after the Range Rover was highlighted on the website, with news of the vehicle for sale spreading as far as Turkey!

But Gerrard's vehicle isn't the first celebrity car to be advertised on Auto Trader – below is a round-up of some of the A-list cars that have been up for sale on Auto Trader:

Richard Hammond's Top Gear Polo – Feb 09

The Volkswagen Polo BlueMotion driven by Top Gear star Richard Hammond on his epic hyper-mile trek was up for sale on Auto Trader in February 2009. The Polo, which covered 5,500 miles was up for £11,990.

Joe Calzaghe's 205mph BMW M5 for sale – Nov 08

A 205mph derestricted BMW M5 belonging to boxing phenomenon Joe Calzaghe was up for sale on Auto Trader in November 2008. The BMW M5, which had just 2,500 miles on the clock, was for sale through Gwent-based car dealer 1st 4 Cars Wales for £49,995.

Wayne Rooney's Mercedes G55 AMG for sale – Oct 08

A special edition 476bhp Mercedes G55 AMG off-roader which had covered just 14,000 miles and was previously owned by England's midweek scoring sensation Wayne Rooney, was up for sale on Auto Trader in October 2008 with Nottinghamshire-based luxury car dealer Wheelhouse for £59,995.

Rod Stewart's Ferrari F430 for sale – Oct 08

Top-selling musician Rod Stewart was the first owner of a stunning Ferrari F430 Spider for sale on Auto Trader in October 2008. The Ferrari F430 Spider cost more than £145,000 when it was new, but was for sale for £89,995.

Chris Evans' Ferrari 550 for sale – Sept 08

The Ferrari 550 Maranello which Chris Evans filled with roses and gave to Billie Piper as he proposed to her was for sale on Auto Trader in September 2008. The Ferrari 550 Maranello was priced at £44,995.

Cristiano Ronaldo's Bentley Continental for sale – Sept 08

Manchester United star Cristiano Ronaldo's Bentley Continental GTC was for sale on Auto Trader in September 2008 with Bolton-based dealer Oakwood for £99,995. He was the only owner of the 2007 Bentley Continental GTC, which he was regularly photographed in as his daily runaround.

Boxing star Prince Naseem's Porsche for sale – Aug 08

Former world champion boxer "Prince" Naseem Hamed's old Porsche Boxster was for sale on Auto Trader in August 2008. The car was fitted with Prince Naseem's personalised number plate: P2 NAS and was up for sale for just £9,995.

F1 star Eddie Irvine's BMW Z1 for sale – July 08

A rare BMW Z1 previously owned by former Ferrari F1 racing driver Eddie Irvine was for sale on Auto Trader in July 2008. He was the first owner of the rare BMW Z1, and bought the two-seat roadster brand new in 1991. The piece of motoring history was up for sale for just £15,995.

Sir Alan Sugar's Rolls-Royce Phantom for sale – July 08

A Rolls-Royce Phantom previously owned by The Apprentice star Sir Alan Sugar which regularly appeared in the hit BBC show The Apprentice, was for sale on Auto Trader in July 2008 from Cheshire-based Sytner Rolls-Royce for £179,000.

Boxing champ Amir Khan's BMW 6 Series for sale – April 08

A BMW 6 Series Convertible previously owned by undefeated Commonwealth boxing champion Amir Khan was for sale on Auto Trader in April 2008 for £38,995.

<http://www.autotrader.co.uk/EDITORIAL/CARS/FEATURES/BMW/b...>

Matt Thompson, Group Marketing Director at Auto Trader, comments: "Auto Trader features many celebrity cars, previously owned by A-listers from politicians to rock stars and footballers. We've featured cars owned by Sir Alan Sugar, David Beckham, Cristiano Ronaldo, Mike Tyson, Frank Sinatra, Jeremy Clarkson and even the Sultan of Brunei. Often these are specially modified cars that have had many thousands of pounds of extras lavished on them, including uprated stereos, huge wheels and bodykits.

"Despite the doom and gloom in the market, there are still plenty of motorists looking to buy a new or used car and we have already seen record numbers of motorists using www.autotrader.co.uk this year, with over 10.2 million visitors in February 2009. This is great news for private sellers, dealers, manufacturers and celebrities!"

Auto Trader is the world of cars made easy – from new and used cars to insurance and finance, along with advice and solutions to help reduce the cost of motoring.

- Ends -

Notes to Editor:

- Auto Trader is the UK's no 1 motoring website and magazine, with over 10.3 million monthly unique users, who carry out over 106 million searches on new and used vehicles*. Auto Trader also publishes 12 regional magazines across the UK and the Republic of Ireland. The brand is building a competitive position across all effective channels including the online, magazine and mobile. (*Source: Auto Trader Audit, January 2009).
- Auto Trader is owned by Trader Media Group, one of Europe's largest specialist multi-media groups and provider of market leading websites and their associated magazines, including Top Marques, Bike Trader, Truck & Plant Trader, Ad Trader, Motorhome and Caravan Trader, Farmers Trader – all with the largest reach in their sectors, through web visitors and magazine readership.
- Trader Media Group operates in the UK, Ireland, Italy and South Africa. The Group is looking to expand on its winning formula: giving trade customers the opportunity to choose all effective channels to market; building the service and relationship with dealers and manufacturers; and strengthening its portfolio of automotive and specialist classified titles.
- Trader Media Group is jointly owned by Guardian Media Group and Apax Partners

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