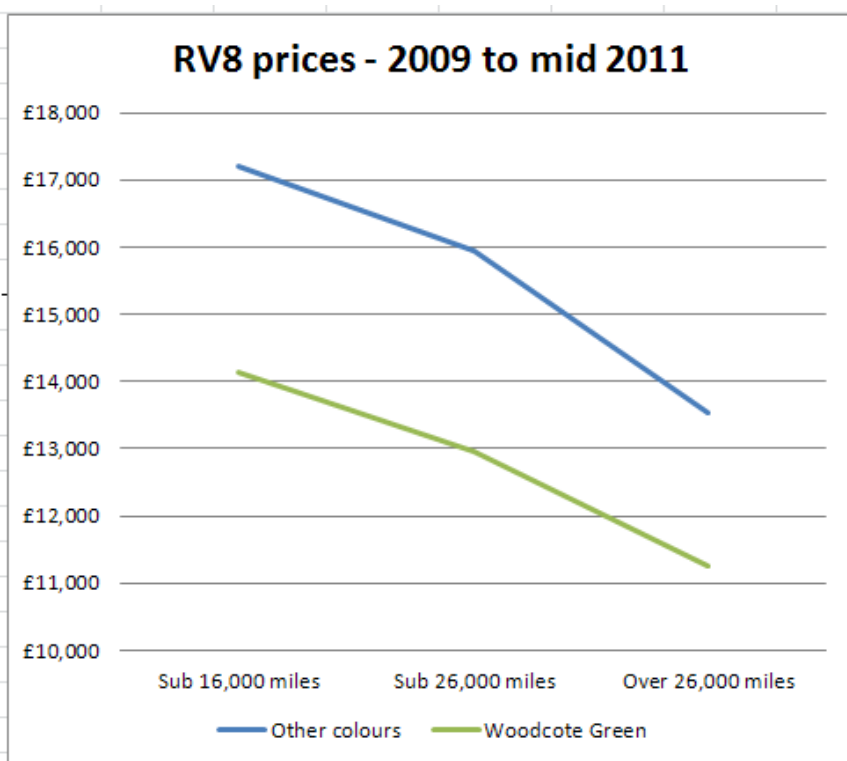


## RV8 prices – what relationships can we see with mileage and colour?

### RV8 prices for Woodcote Green and “Other Colours”



The analysis is based on the RV8s advertised on the RV8s for Sale webpage on the V8 website run by the V8 Register of the MG Car Club. The data used are the advertised prices as details of the agreed selling prices of those cars are very rarely released to the V8 Register. However in many, but not necessarily in all cases, it may be reasonable to assume that the agreed selling price is struck at a modest discount to the advertised price, possibly in the range 3% to 8%. The prices for each mileage category are the average of those on display in the adverts. All cars are assumed to be Class 1 and any RV8s which appeared to be less than Class 1 have been excluded from the analysis. There are clearly limitations with this analysis, not least the assumptions as to condition of the cars advertised for sale.

### RV8 prices analysis

	Sub 16,000 miles	Sub 26,000 miles	Over 26,000 miles
<b>Other Colours - price</b>	£17,199	£15,940	£13,530
Compared with 26,000 miles	+ 27%	+ 18%	-
<b>Woodcote Green - price</b>	£14,147	£12,956	£11,250
Compared with 26,000 miles	+ 26%	+ 15%	-
<b>Price variance</b>	£3,052	£2,984	£2,280
Other colours to W Green	+ 21.6%	+ 23.0%	+ 20.3%

#### Price/mileage relationship

The premium for an RV8 with less than 16,000 miles is between 27% and 26% and for less 26,000 miles (but over 16,000 miles) it is between 15% and 18%. The higher premia are for colours other than Woodcote Green (“Other Colours”). The 18% premium, for an Other Colour RV8 of some 3 points above that for a Woodcote Green car suggests that many of the buyers wanting an Other Colour RV8 may be willing to pay a premium of £2,410 for a sub 26,000 mile car costing a total of £15,940 on average, but are less willing to pay a premium of £3,669 for a car costing a total of £17,199 on average. Many enthusiasts would regard a mileage of 26,000 miles on a 15 year plus classic car as being exceptionally low (only 1,733 miles pa) so if the condition of the car with that mileage is very good (say Class 1) then, unless the buyer has a particular desire for a very exceptionally low mileage car (under 16,000 miles), the marginal additional quality for the premium may be seen as worthwhile expenditure by only a relatively few buyers. But it is clear there are buyers prepared to buy exceptionally low mileage, good quality RV8s – particularly in popular Other Colours like Nightfire Red, BRG and Oxford Blue.

#### Price/colour relationship

The premium for a body colour other than Woodcote Green is between 20.3% and 23.0% which amounts to £2,280 to £3,052.