



ABOUT MOTACLARITY

Millions of people in the UK enjoy the freedom and independence that having access to a car gives them.

People with a disability should be no different.

MotaClarity is a UK-based specialist motoring website that aims to be the first place people with a disability and carers go to when they need to find information, advice and products related to disabled motoring.

SERVICES & PACKAGES

MotaClarity is fast becoming the number 1 automotive website for disability motoring, reaching disabled drivers and carers as they come into the market and staying with them all the way through their search journey.



DISPLAY ADVERTISING OPPORTUNITIES

HOMEPAGE TAKEOVER & SEARCH

A premium package that gives the advertiser a huge presence on the MotaClarity homepage and vehicle search result pages.

VEHICLE BRAND SEARCH

This option gives the advertiser a constant presence when a user visits a page related to a specific vehicle manufacturer.

GEO TARGETED SEARCH & LOCATION

Establish a strong presence on the MotaClarity platform when users are searching for vehicles in your area based on postcode or radius.

Full list of advertising packages and rates available on request.

WAVs

Add your Wheelchair Accessible Vehicle stock to our WAV search.

TALK TO US

Contact the sales team for more information on rates.

01302 460330
info@motaclarity.co.uk



£274 BILLION¹

Annual spending power of families with at least one disabled person in the UK.

16 MILLION²

People living with a disability or limiting long term illness in the UK.

35%³

2 million people in the UK are eligible for the Motability Scheme, but just 35% choose to lease a car.

CUSTOMER TESTIMONIALS

"Wow you guys have done a fantastic job, so clear to understand and with all the information required, I take my hat off to you"

"I found this site by chance, so glad I did. On the ball and up to date....good work, much appreciated"

"Great idea to help disabled motorists"

OUR REACH



USERS

1.1 million users in 2023



PAGEVIEWS

800k / month



SOCIAL AUDIENCE

4,800



EMAIL SUBSCRIBERS

10,500

Google

4.8



SEARCH

Google

Monthly Search
Volume

Mobility Cars	3	201k
Cars On Motability	7	165k
Motability Car	3	135k
Motability Car Scheme	6	12K
Disability Car	4	10K
Best Motability Cars	2	10K
BMW Motability	3	10k
Audi Motability	4	7k
Used Wheelchair Accessible Vehicles	2	n/a

1. Scope's analysis based on Household Below Average Income (2017/18) 2. Gov.uk 2023. 3. Motability. Figures from website traffic and Google in 2023.