

We expose cardata's claims to have a buyer for your motor

BY [ANDREW PENMAN](#) ON AUG 10, 06 01:31 PM IN [CAR SCAMS](#) [DAILY MIRROR](#)

TODAY we wish a very happy anniversary to Cardata. But don't crack open the champagne – we're celebrating a year of lies and broken promises.

It's 12 months since we exposed the depths to which this firm will sink, cold-calling car sellers and persuading them to part with money by claiming it has buyers lined up.

As we proved when we advertised a Lada worth about 50 quid for sale in Loot at an absurd £3,000. Naturally no genuine buyers rang, but a Cardata rep called gushing: "We've already got enquiries here, so we only call when we are confident of a quick sale for you."

We paid the fee of £79.99 and of course never heard from the supposed buyers. A year on, and to judge by the complaints we hear, not much has changed about Cardata.

John Bailey of Fazeley, Staffs, told us: "The salesperson said that they had 15 people waiting to buy our car. Needless to say we have yet to receive any calls."

Gareth Haman of Edinburgh said: "Cardata is still phoning people claiming it has loads of buyers queuing up to buy their cars. I know because I've just stupidly fallen for it."

According to Nick Payne of St Albans, Herts: "After I placed a classified ad, I got several calls from pushy Cardata salespeople promising that I would get loads of buyers within hours if I spent £79.99 with them, since when I've had no calls".

Of course Cardata's marketing manager Andrew Sobell denied the company had done anything wrong. "We have listened to each of the sales calls and the customers were not guaranteed a sale or told there were queues of waiting buyers," he insisted.

So we placed another bogus ad, this time claiming to be selling a Yamaha ZJR 1100 motorbike, which prompted a call from a Cardata rep called Mark.

"We've got buyers looking to buy your type of bike on our database," he said, trying to get us to cough up £99.50.

We asked if Cardata really had buyers interested in our bike. Mark, who had no idea that he was talking to The Mirror, was adamant. "That's right, they come to us. I've seen them go for more."

"Really? This particular model has gone for more than the £4,500 we asked?"

"Yeah, that's right. You priced it to sell it on the button," Mark insisted. Here's how we know Mark was talking rubbish – there is no such thing as a Yamaha ZJR 1100.

So we went back to Sobell to ask why his staff were saying they had buyers for a model of motorbike that doesn't exist. He said that Mark must have thought we were selling a different model, a real one, adding: "I hope this answers your concern on this issue."

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NAOMI SAID:

I fell for the con selling my motorbike, they made me believe that they don't take the money till the bike is sold plus they tell you they have a buyer lined up. Normally if you buy something on a credit card you are protected. the credit card company will pay you back the money if you have been mis-sold the service or item then they chase the company for the money, but car data are very clever in this way because the credit card companies won't bother claiming it back if it's under £100 and surprise surprise it's £99.50 and they don't cover anything bought over the phone.

This is a professional con and the company should be shut done, they blatantly lie to sell their product and contravene the sales of goods act.