

How much is your DAF worth?



For some years now, members of the DAF Owners Club committee have been discussing the values of DAFs, particularly as reflected by many classic car magazine buyer's guides. From what we know of real sales, we feel these often undervalue our cars.

You may wonder why this matters and what business it is of ours anyway. Well, values matter, because these often determine whether a car is preserved or scrapped, and as it is part of our job as the DAF Owners Club to preserve DAFs, it becomes our business to make sure cars are not scrapped unnecessarily.

The undervaluing of a car can influence whether an insurance company decides to dispose of it after an accident, but it also determines whether owners are prepared to spend money on it to keep it on the road and – by extension – whether there is enough money generated to make it worthwhile for someone (e.g. a club or a business) to make or commission parts for our cars.



Used car values, which includes classics, are of course subject to supply and demand and where cars are traded regularly such values are easy to establish. Values of Porsches and Ferraris, regularly traded at auction, can therefore be based on actual auction values or typically realised retail values by classic car traders.

With DAFs this is much more difficult; there are just not enough visible transactions at auctions or by traders to yield such information. Our cars are quite rare, with a low survival rate compared to initial sales. We also have the issue of RHD, which restricts the market for our cars within Europe. While the Dutch regularly import DAFs from France, for example, they are far less likely to do so from the UK, because the steering wheel is 'on the wrong side'.

This restricts the market for RHD DAFs effectively to the UK, Ireland, and to some extent Australia and New Zealand. Although the Japanese love Minis and Soichiro Honda was a keen DAF fan, even contemplating production in Japan, we are not aware of any UK DAFs having found their way to Japan. Again, for rare classic Jaguars or Aston Martins this is less of an issue, while many classic French) and Italian RHD anyway.

You may think rare = valuable, but this only holds where demand outstrips supply. A unique car is valuable if two people are desperate to own it, or even one, but if no body wants it, it is of no value.

One way of boosting the value of a car is therefore to make people want it. Victor Muller of the revived Spyker company always wanted every schoolboy to have a poster of a Spyker in his bedroom. Some of them would eventually be able to afford one and would then buy a Spyker, rather than a Ferrari, Lamborghini etc. We have been reasonably successful in recent years in raising the profile of DAFs and this may well have helped in making more people want one. We are hampered, too, but still, we have not done badly.

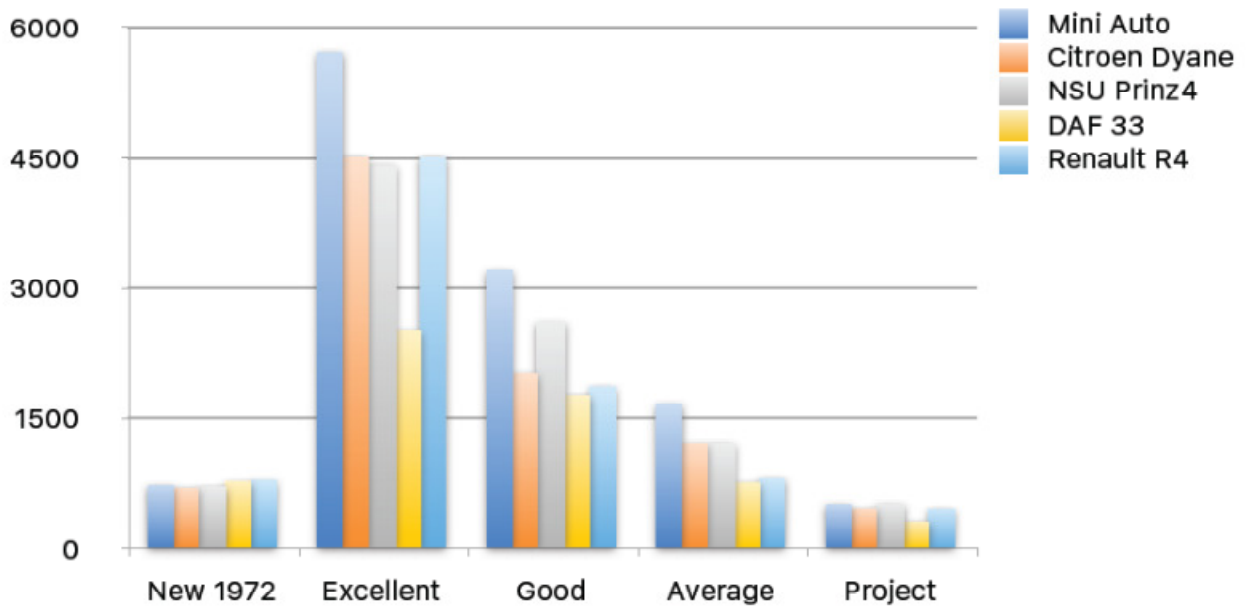
Anyway, back to valuing our cars. In the absence of enough transactions, one approach we can take is to look at the values of equivalent cars of the same era in the UK and compare them to DAF values. Given enough of a sample, this should give some indication of where our DAFs are positioned in relation to these notional competitors. For this purpose, we'll stick with the main models: 33, 44, 55, 66 and consider each in turn.

DAF 33

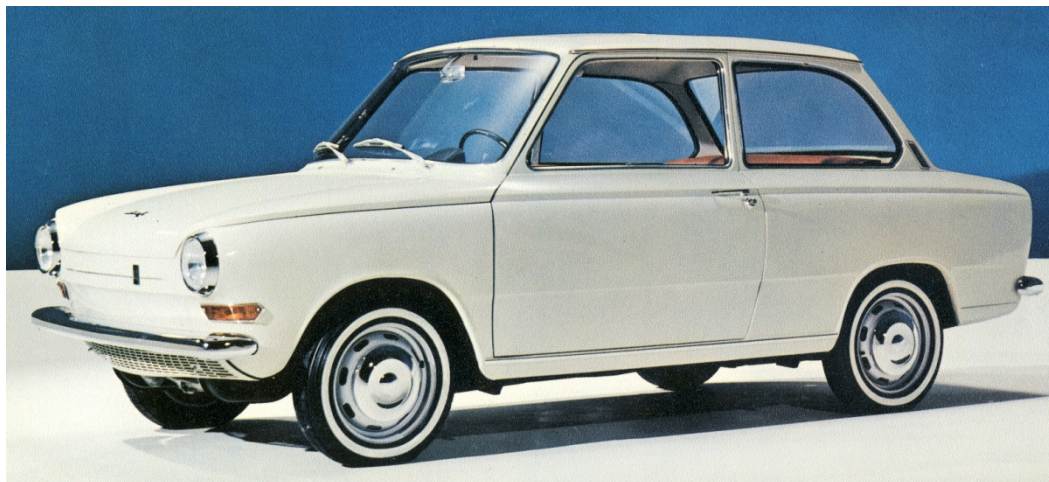


The 33 had some clear competitors in its day, although few were available with automatic transmission, and that matters in this case. In 1972, the 33 was listed at £760. The UK produced Mini was available with automatic and in that form presented a direct competitor in many respects, albeit with a larger, 850cc, engine. The Austin Mini 850 De Luxe Automatic was listed at £720 in 1972. By comparison we have selected two imports, namely the Citroen Dyane 6 at £688 – smaller engine, but a similarly eccentric choice, perhaps – and the NSU Prinz 4 at £699, of similar build quality to the DAF, although neither of these were available with automatic transmission.

DAF 33 v competitors

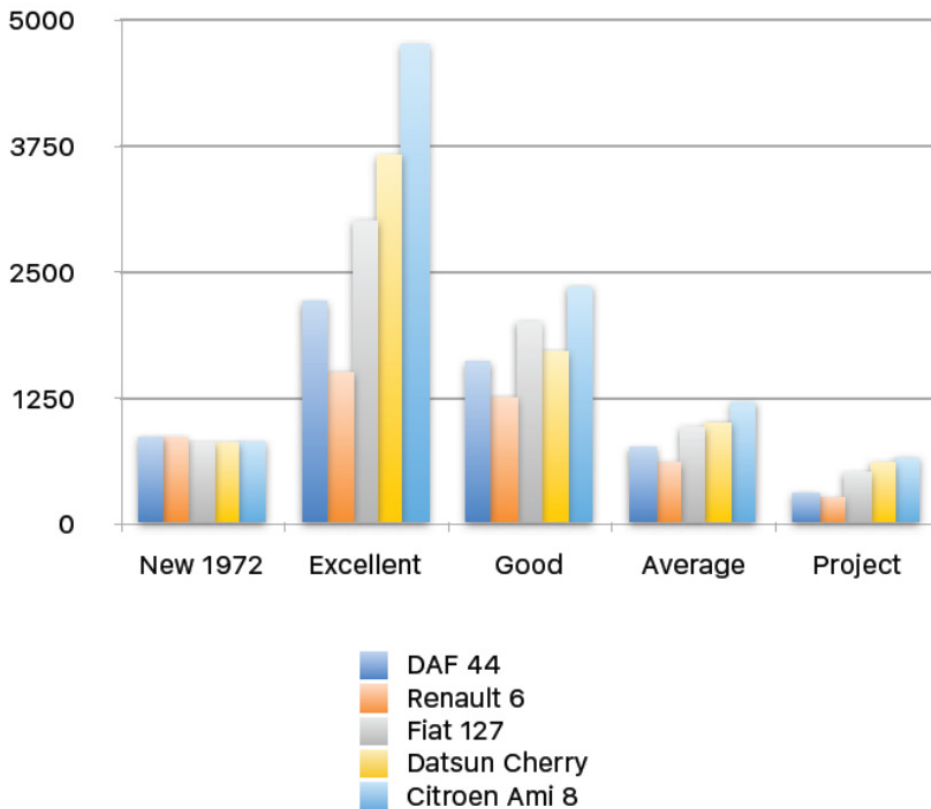


DAF 44



The 44, at £855, seems to have been positioned in a somewhat strange spot in its segment and yet it did quite well, possibly because it had few direct competitors. Again, there were few automatics available among its more obvious competitors, so we have had to select manual versions, although the Citroen Ami 8 'Club' was available with an automatic clutch at £19, which made it semi-automatic at £808. As the other comparator models we have chosen the Datsun Cherry 2 door at £799, the relatively new Fiat 127, also at £799 and the Renault 6 at £848, i.e. much closer to the DAF and probably more expensive if it had been available with automatic transmission, although it was also a 5-door.

DAF 44 v competitors



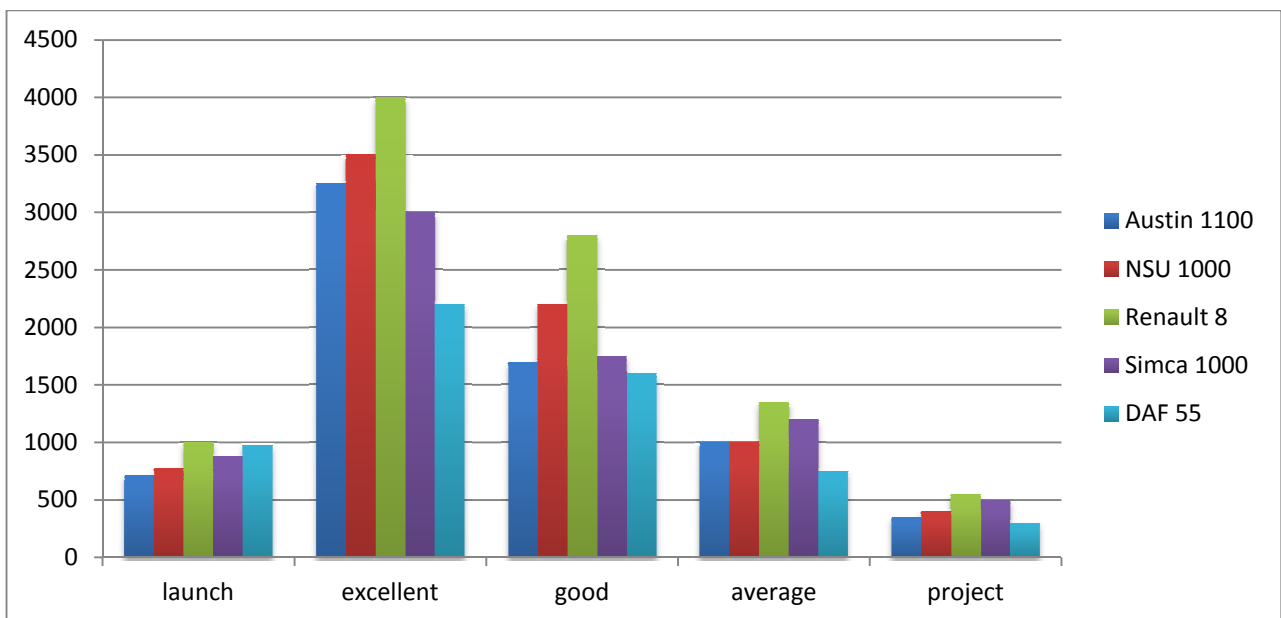
As you can see from the graph, of these models, the 44 beats only the unloved Renault 6 in terms of long term residuals, despite being the most expensive of this group in 1972.

DAF 55



In the case of the 55 we selected a number of notional competitors in roughly the same price range as the DAF. As you can see from the graph, the 55 was at the upper end of this group, together with the Renault 8 with the same engine. The Austin 1100, being British was sold without import duty, of course, which was beginning to be phased out in preparation for EEC membership. Despite being at the upper end of the price range in its competitor group, the 55 today is consistently valued below the others in classic car price guides in all condition categories. It has therefore depreciated more than these other cars and yet the Renault has retained its position at or near the top of this group in terms of value.

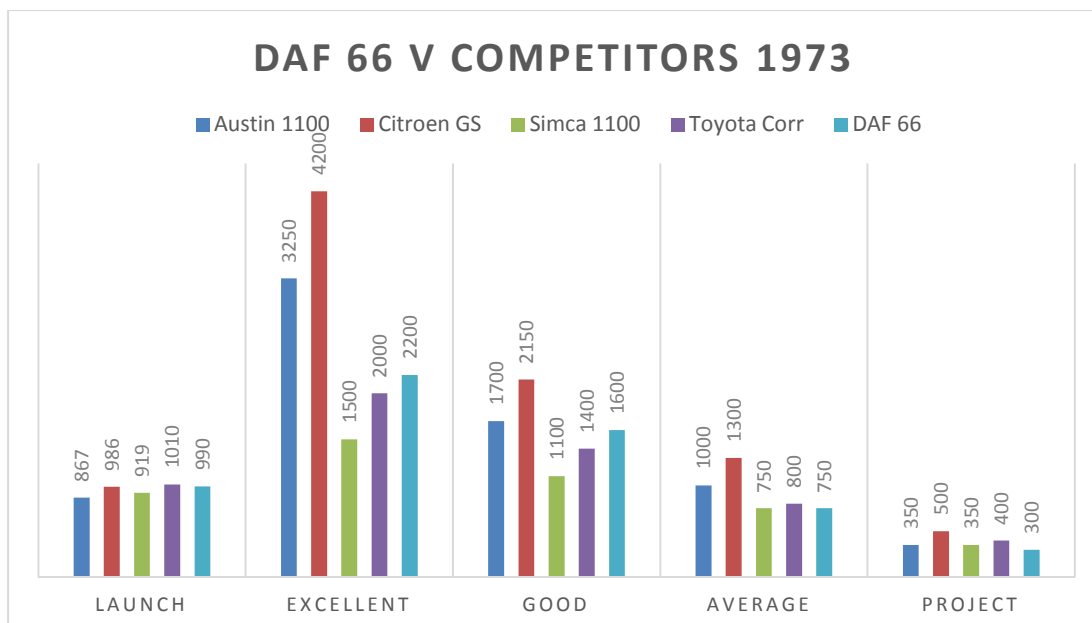
DAF 55 v competitors



DAF 66



For the 66 we have taken competitors from the 1973 model year. At this time, *Glass's Guide* lists the 66SL two door saloon at £990. Again, we have selected four competitors representing both UK and imported cars in the same broad segment, as follows: Austin 1100 Saloon Super Deluxe at £779 + £88 for automatic transmission = £867, the Citroen GS Confort at £986 (this car was not available with automatic, but does have 4 doors), Simca 1100 GLS at £919, and Toyota Corolla 1200 at £935 + £75 for automatic = £1010. The latter seems quite a good comparator, although the *Octane Classic Car Price Guide* lists only a later version, for which we have used the figures.



Again, the DAF is at the upper end of the new price range, although these are fairly close. However, in terms of current price guide values it becomes distinctly average, while as a project it falls to the bottom, and yet parts availability to restore a 66 is actually quite good, and this is often a reason to down-value a car in 'project' condition.

Much obviously depends on what vehicles are selected as competitors. This depends on what basis we think people chose a DAF. Clearly some people would have gone for a DAF because it was automatic, but this was not necessarily the main reason, others would have included build quality – which was above average – or even their sporting pedigree at this time when the De Rooy brothers famously won the then popular and televised rallycross events. Others would have bought a DAF because it was convenient – they may have lived near a dealer – or based on a friend's or relative's recommendation.

In conclusion, then, it would appear that many of the price guides consistently undervalue DAFs, for reasons that are unclear but that cannot be based on actual transactions – which we would know about – or parts availability, which is generally good.

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