Choosing which car to buy next can be fun but is often difficult. You may just know exactly what you want but many struggle with a huge choice and a lack of knowledge about which may be the most economical, reliable, performant…

Trawling the internet for reviews and ratings is not only time consuming but can also actually make the decision more difficult. You may be set on a particular model of car only to do some research and find it gets negative reviews. Alternatively you may just not like the look of the car that gets the best reviews.

A new website called Goldilocker (a play on Goldilocks – finding the one that’s ‘just right’) is another option for researching what car you may like. It’s got 50,000 different cars on the site but aims to help you steer through the choices using some clever maths. It ignores the subjective opinion of journalists and instead tries to find cars using factual data.

You can start with a car you’re already tempted with or it will suggest a random car from its huge database. From there you just indicate if you like or dislike it and the website will serve up another suggestion. If you like it, it will try find similar cars in hope you may like those alternatives too. With thousands of cars, both new and used, you’re bound to find some you like.

The site is in ‘beta’ at the moment and needs real people to use the site so it can ‘learn’ what cars people might like. So whilst it may start with some bizarre suggestions it will improve over time with the more people that use it. If you’re a petrol head then you may enjoy spending some time just rating the cars it serves up or use the quiz page to test your knowledge.

The site is particularly good if you’ve genuinely no idea what car to buy next and little to no knowledge about what cars are available. Just start with a random car or browse by manufacturer and then let it guide you through the alternatives and learn what you like.

So if you’re in need of some help choosing a new or used car or you’re a car enthusiast that loves nothing more than giving your opinion about various types of car, I highly recommend Goldilocker.co.uk.

The author is really keen to get some feedback so after you’ve tried it out, please contact them and let them know how you got on!