

CAR BUYERS SURVIVAL GUIDE  
OUTWIT, OUTLAST, OUTNEGOTIATE!

1. SLOW DOWN

Speed in the automobile business is a very dangerous thing. When you rush, you don't think, and you don't compare. Be sure to stop any transaction at a dealership if you feel pressured or confused. Any dealership can have bad people-don't buy if you feel the least bit uncomfortable.

2. NEVER BUY A CAR – ON THE INTERNET OR DIRECTLY FROM A DEALERSHIP – ON YOUR FIRST “VISIT”.

All dealerships want to sell you the first time you contact them. That's because they generally make more money if you don't take time to compare prices. A wise consumer never buys on the first visit. Take the time to shop everyone's prices.

3. DO YOUR HOMEWORK!

Are safety and reliability important to you? How about mechanical reliability? Sellers can't tell you if the cars they sell are unsafe or mechanically unreliable. But our link to the [Center for Auto Safety](#) can help you learn that information. Also, learn which cars are the most fuel efficient by visiting our link to the [U.S. Department of Energy's Fuel Economy Guide](#).

Know if the vehicle you want to buy is priced fairly. Visit [NADA Guides](#) to check the value of the vehicle. This will let you know if the dealer is trying to charge you too much for the vehicle and also give you a starting point for negotiations. You do not want to be upside-down in your auto before you have even made the first payment.