

# NEW vs. USED CARS



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# NEW vs. USED CARS

Shopping for your next vehicle? There's one momentous question you'll be faced with soon: Should you buy new or used? There are advantages of both, and this eBook will help you explore the details. In our guide to **New vs. Used Cars**, you can evaluate and compare the benefits of new and used vehicles.

Discover what makes shoppers choose one over the other and see where your values fit in. As you read, you'll decide whether new or used makes the most sense for your situation! Do the research and make sure you get your next car-shopping decision right.





# REASONS TO SHOP NEW CARS

New cars get all the fanfare, and it's easy to see why. No one can tear their eyes away from that new kid on the block! Whether it's just a new model year or an entirely new model, these cars promise the latest in everything. Let's dig deeper and see why so many shoppers choose to buy new.

## **Upgrade Your Style & Features**

You'll find more features than ever on cars these days. From advanced driver-assist suites to multimedia systems, new cars have the latest gadgetry on the market. Want navigation and smartphone apps at the swipe of a finger? Ready to experience the wonder of Adaptive Cruise Control? Newer vehicles have the latest technology, the most advanced powertrains, and style that's up to date with current trends.

## **Be the First to Drive a New Model**

New car models are released all the time, and we bet some of them appeal to you! These cars can only be purchased new unless you're willing to wait. If you want to be among the first in the driver's seat, though, shopping new may be your best bet. You can review it for all your friends and family!

## Enjoy That New Vehicle Warranty

Warranty protection provides peace of mind. It's a key reason why so many shoppers opt for new cars. While manufacturer warranties differ between brands, all will cover the costs of select maintenance in those initial years of ownership.

## Experience Lower Interest Rates

Yes, used cars may cost less initially. However, new cars generally have lower interest rates. The reason for this is simple: Lenders *want* you to buy new cars since automakers own many new-car lenders. This lets them provide incentives, such as lower interest rates, to help shoppers afford new models. Cash rebates may also be on the table!

# THE PERKS OF SHOPPING USED

While there are many benefits of new cars, many shoppers prefer the perks of shopping used. With pre-owned cars, you can often expect incredible value along with a more eclectic selection to choose from! See if shopping from the used inventory lot makes the most sense in your case.

## Dodge Depreciation

When you buy a new car, depreciation starts the moment you drive it off the lot. For most cars, the first two to four years of ownership will see the greatest depreciation of value. Some vehicles will lose up to 30 percent of their value in the first two years of ownership.

Buy used, and you can avoid taking the depreciation hit. You'll spend less on the car initially and, should you decide to sell it at some point, you can minimize your loss of equity. It's just smart economics.





### **Enjoy Lower Insurance & Registration Fees**

Here's another way you can save when you buy used. Pre-owned models generally have lower insurance costs than similar new models. The reason for this is simple: When a vehicle is worth less, it costs less to insure. In addition, some states have lower registration fees for pre-owned vehicles.

### **Shop Cars No Longer in Production**

The used car lot is the most diverse place at any dealership to shop cars. Typically, it'll include vehicles from a variety of brands, so you can cross-shop your favorites all under one roof. Among those cars, you may find cars no longer in production or packages no longer offered. It's one more way to turn heads as you slide into the driver's seat. Get behind the wheel of something unique!

### **Classier Features at Better Value**

Have you always wanted heated leather massaging seats but found them a bit beyond your budget? You can shop pre-owned cars and find that the equation has changed. Previously out-of-reach features, from premium sound systems to advanced navigation, may be finally within your grasp. Get all the amenities you want within your budget.

# BONUS: CERTIFIED PRE-OWNED CARS

Still can't decide between new and used cars? That's okay—we're here to offer a third option. Certified pre-owned cars often offer the best of both worlds. It may feel like cheating, but there are lots of good reasons to upend the new vs. used debate and opt for certified pre-owned. Let's consider them!

## **A Rigorous Selection Process**

Not every pre-owned car is eligible to be certified. Dealers will select from a pool of cars from their own brand, typically with mileage and/or model year restrictions. Cars with high mileage or too many years under their belt are often rejected. Weather damage and serious accidents can be disqualifying, too.

## **Quality Assurance Inspection**

Rest assured, *every* used car is inspected by service technicians before it hits the used inventory. When it comes to certified pre-owned cars, though, that inspection process is a bit more thorough. It'll cover top-to-bottom mechanical and appearance items, so you can drive with even more confidence.

## **Extended Warranty Protection**

Certified pre-owned cars are used models—so you're out of luck when it comes to warranty protection, right? Not so much. Certified cars generally offer what is left (if any) of the new vehicle warranty as well as extended warranties to cover repairs for longer. Keep your repair costs predictable in the foreseeable future.

## **Free Vehicle History Report**

Certified pre-owned cars typically come with a free vehicle history report. See how well the car was kept by its previous owners (service records) and how many previous owners it has had. You can see where in the country (i.e., climates) it has been driven, too. It's like a report card for your car!





## FIND YOUR NEXT NEW OR USED CAR TODAY

As you can see, new and used cars each offer benefits that appeal to shoppers. Certified pre-owned cars have their own advantages, too. It all comes down to deciding which is best for you.

The best way to do that? Take stock of what you need most from your next vehicle. Whether you want a shiny object, low costs, or the latest in safety features may be a determining factor. When you're ready to shop, head to your local dealer and see what cars they have in store!