



October 2007

# Newsletter

## Our Mission

At Women's Automotive Solutions, we make car buying easy! We are a team of automotive consultants who work with dealers and wholesalers to enable our clients to get the best possible deal. We believe the car buying experience should be an exciting and pleasant process, and we are committed to creating a positive experience one client at a time.

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## What We Do

Women's Automotive Solutions will help guide you through the entire car selection and buying process.

1. Tell us what type of car you want (new or pre-owned), and we'll find it!
2. We will negotiate price and financing to enable you to get the best deal.
3. We arrange delivery of your new or pre-owned vehicle.

You simply sign the contract and take the keys!

**We make car buying easy!**

## Exciting Changes are Coming Your Way!

Women's Automotive Solutions will be making some exciting changes to our website and newsletter in the coming weeks in an effort to provide you with even more valuable information! We are in the process of moving to an email marketing tool in order to distribute our newsletter while respecting your contact preferences and all anti-spam laws. We will also be adding valuable information products to our website, including "The Four Components of Smart Car Buying", and even a BLOG! We will keep you informed of these exciting changes as they are implemented, so stay tuned!

## The Best Time to Buy a Car

By LeeAnn Shattuck

I am frequently asked by my clients, "When is the best time to buy a car?" There are as many theories on this topic as there are fleas on a stray dog, so I thought we would examine some of them this month.

Some people think that rainy days will deter car shoppers from trudging through lots, and make dealers more desperate to make a sale. On the other hand, if *you* are slopping around in the rain, the salesman may think that you are desperate for a car and push for a higher price! Many highline dealers (BMW, Mercedes, Porsche, etc.) insist that rainy days are great sales days because their customers would rather spend the warm, sunny ones on the golf course instead of in their showroom. At any rate, I wouldn't recommend making a major financial decision based solely on the weather report.

Weekdays are typically better for car shopping, since most people peruse the lots on the weekends. Car dealers refer to weekends as the "tuna run" — there are so many customers on the lot, they just pull them into the net. It's harder to demand a low price when the salesman can simply turn to the next customer in line. You stand a better chance during the week, when there are fewer fish in the sea.

An even better time to shop is the end of the month or quarter when dealers are trying to make their quotas. The number of cars a dealer sells each month determines the number of cars he can get from the manufacturer next month. It also affects the types of cars he gets (models and colors that are selling well vs. ones that are not) as well as marketing support dollars. If a dealer is falling short of a quota for the month, he may forgo a profit on the car just to make his numbers.

The end of the model year and the end of the calendar year are often good times to buy. Dealers need to clear out the previous model year vehicles in order to take delivery of the new ones from the manufacturer. Many customers would rather have the newest model year, especially if there has been a re-design (like the new 2008 Honda Accord), so dealers must make the older vehicles more attractive by reducing the price. The manufacturers will usually offer incentives in the form of customer rebates, cash discounts and low finance rates to help dealers move the old inventory. But, don't think this is the *only* time to find great incentives. Manufacturers will offer them any time during the year when they feel the need to increase sales.

To confuse matters further, certain types of cars tend to sell better at certain times of the year. Trucks and SUVs are popular fall and winter buys for customers living in snowy climates. Conversely, convertibles command higher prices in the spring and summer, save for those sunny states where going topless is feasible year-round.

The bottom line is that the price of any given vehicle depends on supply and demand. (Remember high school economics?) If the dealer needs to move a car, you can get a better deal. If a car is hot in the market and flying off the lots, be prepared to pay accordingly. To make sure you get the best possible deal on the vehicle you want, contact Women's Automotive Solutions. Our strong relationships with the car dealers combined with our knowledge of the buying process ensure that you will get a great deal without the frustration and time commitment that can come with shopping on your own.

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Women's Automotive Solutions will shop your deal to at least five different dealers to ensure you get the best price. Because we charge a simple, flat fee, you can be confident that we have your best interests in mind and will work to get you the best possible deal!

## Contact Us

Each Women's Automotive Solutions consultant is an independent franchise owner.

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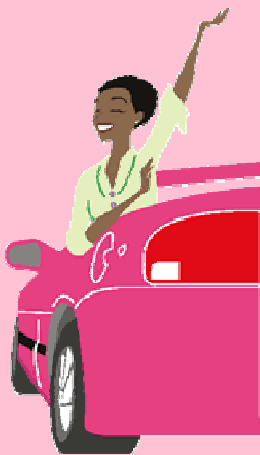
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## Vehicle Spotlight – Mercedes-Benz E320 BLUETEC

By "The Car Chick"

Each month, I pick a vehicle out of a hat and write about it. The article contains industry information about the vehicle and, occasionally, my humble opinion. Neither the car manufacturers nor the dealers pay me to do this, I just love cars. If you have a suggestion for a vehicle spotlight, please email me at [leeann@womensautomotivesolutions.com](mailto:leeann@womensautomotivesolutions.com)!



The Mercedes-Benz E-Class, whose roots date back to the late 19<sup>th</sup> century, has long been a favorite in the midsize luxury sport sedan segment, providing a delicate balance of comfort, performance and safety. While the current E-Class includes six sedans and two wagons, it is the diesel-powered E320 BLUETEC that has captured the eye of many eco-conscious consumers.

The E320 BLUETEC, which debuted for 2007, uses Mercedes' new clean-diesel technology. With today's appalling gas prices, the E320's 26 MPG city/37 highway numbers are very attractive. (You can go 700 miles on one tank of gas!) Unlike most hybrid vehicles, which are priced several thousand higher than their traditional counterparts, the starting price of the E320 is just \$1,000 more than a gas-powered E. The E320 BLUETEC uses low-sulfur "clean" diesel (available at most filling stations these days), and the 2008 model meets emissions standards in all 50 states. The technology is so impressive that the car won the 2007 World Green Car Award, presented at the New York International Auto Show.

The E320 sports a 3-liter V6 with a mere 208 horsepower, but a whopping 400 lb-ft of torque. You may not be impressed with the car's acceleration off the line, but you will blow by any slow-moving trucks on the freeway! The BLUETEC is offered in RWD only, with a seven-speed automatic transmission. It comes with all the luxuries you would expect at this price point, such as a sunroof, dual-zone climate control, leather power seats and a powerful 6-CD audio system. Standard safety equipment includes front airbags, front-seat-mounted torso airbags, side-curtain airbags, antilock brakes, and electronic stability control. DVD Navigation, heated seats, Bluetooth, satellite radio, parking assistance and iPod integration are also available. The E320 starts at \$52,675 and includes a 4 year / 50,000 miles bumper-to-bumper warranty. And, if you're worried about the usual, loud grumbling of a diesel engine - don't. This one is a quiet as a mouse.