

Survey of Major Yellow Pages Advertisers *

Auto Dealers - Used Cars

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Used/Pre-Owned Cars Sales and Service/Auctions Foreign & Domestic Buy/Trade/Pawn Used Cars Large Selection of: Cars, Trucks, Utility Vehicles, SUVs, 4 x 4s, Vans, Cargo Vans, Mini-Vans Complete Repair Service Automobile Leasing Bank and/or Dealer Financing Available Consignment Sales Vehicle Appraisals (Free) (State) Vehicle Inspections (Regular) Public Car Auctions Rent to Own	“Rent Display Space to Sell Your Vehicle” Motorcycles/Harley Davidsons Muscle Cars Hi-Performance Vehicles Classic Cars/Luxury Cars Late Model Cars Ads to <u>Buy</u> Used Cars Only Trading of Leases Low-Mileage Cars Extended Warranties Available Auto (Title) Cash Loans STRONG EMPHASIS ON ATTRACTING BUYERS WITH NO CREDIT OR POOR CREDIT Pre-Driven Program Cars Size of Inventory Specified	“Credit Rebuilder” INVITATIONS TO BROWSE DEALER INVENTORIES ON THEIR WEBSITES Rebuildable/Fixer-Upper Cars “Very Clean Reconditioned Cars” Listing of Specific Problems Handled by Dealer - No Credit, Poor Credit, Repossessions, Bankruptcy, Divorce, etc. “Cash for Your Car” Age Range of Cars Specified “Everyone Approved” EMPHASIS ON LARGE SELECTION OF QUALITY CARS "Guaranteed Financing" No Downpayment			
Key Brand Names:	Acura BMW Buick Chevrolet	Chrysler Dodge Ford GMC	Honda Hyundai Jeep Kia	Lexus Lumina Mazda Mercedes	Mitsubishi Nissan Saturn Subaru	Toyota Volvo ETC.
Confidence Factors:	Years in Business “Quality Pre-Owned Vehicles” Certified Used Cars - GM, etc. Top Dollar Paid (Buying) Low/Volume Prices (Selling) (ASE) Certified Mechanics	(Written) Warranties/Guarantees (All) Vehicles State Inspected Member - NIADA/BBB State-of-the-Art Service Facility “We Will Pay Off Your Trade” Owner’s Name/Family Owned	“All Credit Applications Accepted” Specialty - Imports, 4x4s, etc. “All Cars Checked & Re-Checked” Proven Reputation/Family Business Quality Checklist – 72 Points, etc. State Inspection Station			
Convenience Factors:	Business Days/Hours Weekend Hours/Phone Quotes Toll-Free/Fax/Pager Number Credit Cards/Easy Financing	Detailed Location Data for Lot Large Inventory/Good Selection Indoor Showroom Area Website Address	On-the-Spot Financing / Fast Approval Multi-Locations / Free Shuttle (Service) Invitation/Inducement to Visit Website Junk Cars Removed Free			
Special Services or Extras:	24/7 Sales / Regular Auctions Single Parents Welcome We Come to You (Appraisal) “Buy Vehicles, Running or Not”	No Consignment Fee “How Long Is a Car New?” Everyone Drives a Used Car” Checklist for Dealer Financing	Cash & Free Tow for Non-Running Car Financing Regardless of Debt Ratio ADS BY CHARITIES – TAX DEDUCTIBLE CAR DONATIONS			
Typical Related Headings:	Auto Dealers - New Cars Auto Leasing	Auto Repairs & Service	Auto Wrecking			

* A National Survey of Major Yellow Pages Directories in Calif., Col., Ga., Ill., NY, Penn., Texas., etc.
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