

The Active Consumer

Choosing A Car Dealership

(NAPSA)—The Internet isn't just a good way to research cars before you buy. It can also help steer you toward a reputable car dealer. When searching the Web for a car dealer, keep a few expert tips in mind:

- **Inventory**—Are you interested in a reliable used vehicle and don't mind a lot of miles or are you in the market for an environmentally savvy hybrid? Do you prefer domestics or imports? You may be interested in a specific make or model, or may want a dealership with a variety of different types of cars.

- **Financing**—Many dealerships provide special-rate or low-credit financing. Be sure to think about how much of a down payment you can make or what monthly payment best fits your budget.

- **Communication**—If you'd like to conduct business in a language other than English, you can research the languages spoken at dealerships. Buying a car is a big investment, and understanding everything about the vehicle you are interested in purchasing is very important.

- **Services**—Different dealerships offer different services. Hate waiting? Search for a dealership with a courtesy shuttle or loaner cars. Need bodywork? Find a dealer that also has a body shop.

- **Amenities**—Think ahead about what a dealer offers after your initial car purchase. If you

The screenshot shows the AutoTrader website interface. At the top, there is a navigation bar with the AutoTrader logo and links for 'Sign In', 'My AutoTrader.com', 'About', 'Help', and 'Visitor Agreement'. Below this is a secondary navigation bar with links for 'Research & Compare', 'Find Your Car', 'Sell Your Car', 'New Cars', 'Car Loans', and 'Insurance'. The main heading is 'Find the Right Dealer for You', followed by the instruction 'Enter one or more keywords that describe what you're looking for in a dealership.' The search form includes a 'Keyword(s)' field with a placeholder 'Honda' and a 'Search Tips' link. Below that is a 'Distance' dropdown menu set to 'Within 25 miles'. The 'ZIP' field contains '30342' with a '(Revised)' note. A 'Search' button is at the bottom of the form. A small circular logo with the letters 'AT' is visible in the bottom right corner of the screenshot.

The Web can help you find car dealerships that offer services—and prices—that fit your needs.

bring your children with you while you wait for your car to be serviced, find a dealer that offers a children's play area. If it's important to get work completed or catch up on the news, find a dealer that offers Internet access.

Finding Dealers

You can use sites such as AutoTrader.com to quickly find dealerships that match your preferences. Enter a zip code and list specific dealer services in the Find Your Dealer tool found on the homepage. Check off the services you are seeking, and within seconds dealerships that are multilingual, offer manufacturer rebates and incentives, provide handicap accessibility, offer Internet access and more will all be displayed. With one more click, you reach a Dealer Information Page giving you more details, such as specials, contact information, directions, and a picture of the dealership.

To learn more, visit AutoTrader.com and click on Find Your Dealer.