

# CAR CORNER

## Kicking The Tires In Heels

(NAPSA)—A recent survey easily debunks old myths about gender differences in the auto-buying experience.

Commissioned by Automotive Retailing Today (ART) and conducted by Harris Interactive®, the survey shows that women bring men along when buying a car not because they lack confidence, but because it's a family investment.

Here are some car-buying tips from the experts:



**Why do women bring men along to the showroom? Because buying a car is a family investment, says a new survey.**

- Become informed to increase your bargaining power.
- Know your eligibility, shop around and seek preapproval. Rates can be negotiable.
- What extras do you really need and what will they cost?
- Pay attention to ads and factory incentives to save money.
- Understand trade-in values.
- Test-drive the exact type of vehicle you want to purchase.
- Make sure everything is agreed to in writing. For a copy of the complete survey, visit [www.autoretailing.org/research](http://www.autoretailing.org/research).