AutoTrader.com Provides Simple Car Shopping Tips for Women

More than 50 percent of women are car buyers, but 78 percent of them find car buying their least satisfying retail experience. Why? Many aren't armed with the right information to make this important buying decision.

The Internet has evolved into a powerful tool for women to research and buy the best car at the best price. AutoTrader.com, the leading automotive classifieds website, provides women who are searching for a new, used or certified car with the necessary information to make the right decision. See www.autotrader.com .

"When it comes to buying a car, women often feel uncomfortable negotiating with car dealers," says Chip Perry, president and chief executive officer of AutoTrader.com. "Many are concerned they won't get the best deal."

With the largest selection of vehicles on the Internet, AutoTrader.com helps to simplify the overall purchasing process. What do women need to do when shopping for a new or used car? AutoTrader.com offers the following tips.

* Do your research. The Internet provides women a wealth of information about different types of cars and car prices. Women are more likely than men to print out information from car web sites and use it in their shopping process. Dealers are sometimes willing to honor or beat a competitor's published price to close a sale.

* Test drive cars. Women should take the time to drive a variety of cars to see which car meets their needs and shop around to compare different makes and models.

* Have the car inspected by a mechanic. If women consider buying a used car, it is important to have the car checked out by a mechanic. This simple step may save money and headaches. Another option is to consider a certified pre-owned car that has already been through a rigorous manufacturer's inspection.

* Get your financing before the negotiation process. Personal banks and credit unions can typically provide better financing rates and options for women. Planning ahead can save money.

* Negotiate the deal. Before women even negotiate, they need to know what price they are willing to pay. Pricing guides like Kelley Blue Book are helpful. Also, online classified listings such as AutoTrader.com can give women a "real world" market value for the car they want to buy. Women should prepare to start low when they make an offer and expect a counter-offer. Trust your instincts, and don't be afraid to walk away from a deal.

* Enjoy your car! Buying a new car can be an enjoyable process, and maintaining that car through the years will lead to better returns when it needs to be replaced.

SOURCE: AutoTrader.com

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