

**Tell Audience:**
- Educate yourself about options, pricing, and future functionality of the cars you’re considering.
- Shop around. Visit several dealers, and take advantage of the many online and offline resources available to check out the choices.
- Make sure the dealership is located close to your home, and check out the service department where you plan to take the car for repairs. Ask family or friends about the dealership and service department reputation.
- If you have teenagers, take them with you as you shop for a car. The experience will help them when they shop around for cars in the future.
- Here are more tips for the bargain hunter:
  --Buy out-of-season vehicles.
  --Buy a model late in the year when a body or style change is imminent.
  --Customer cash incentives are typically higher in the summer and winter months.
  --Buy around the last day of the month when dealers are eager to meet monthly sales quotas.
  --Buy at the end of the year when dealers clear out inventory for tax reasons.