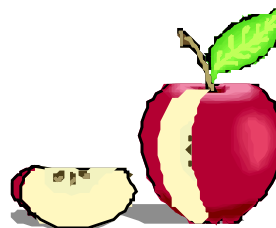


In an auto-driven world, are we really educated if we remain car deal illiterate upon graduation?

AutoBuyology[®]



Thank you for teaching...
And for making the
Car-Deal-Literacy-to-Library
connection for your students,
fellow teachers, and others...



Too many students complete 12, 16, 20, or more years of education without ever hearing a friend, family member, or **teacher** say,

Fraud alone in auto sales and service practices costs consumers an additional \$22 billion annually in the US.



"...if you have to buy a car, the best place to start may be your public library or local bookstore."

Women and minorities pay more on-average for autos and service due to cultural and industrial biases.

Therefore, half of all new car buyers as reported by J.D. Powers & Associates (Aug 2000), fail to obtain the manufacturer's invoice price and negotiate the dealers markup -- often paying thousands more than necessary for even basic personal auto transportation.

Some classic car deal trick\$ to be wary of:

Flipping and turning; lemon laundering; grounding; inflating invoices; service shenanigans; deal packing; system selling; unchecked profit creep; blaming the consumer; siphoning gas and other items; hiding damage, repairs, and defects; title washing; curbstoning; artificially shorting supply; customer ping-pong, and etc., ad nauseum.

Car deal literacy - making the Car-Deal-Literacy-to-Library connection for students may be Education's job #2.

Give your students, clients, and staff
the "where-with-all" to come back with...

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A Free Arts & Sciences Crash Ph.D. Course in Carlessnesshood 101 ©

It's ugly! It's all over the car deal road! It kicks car deal tailpipe for family and village values.