Half of all new car buyers fail to obtain the manufacturer's invoice price and negotiate the dealers mark-up (J.D. Powers & Associates, 2000). And few even consider negotiating the manufacturer's profit, often paying thousands more for automobiles.

**Car Deal Trick$ to Avoid:**

- Lemon laundering
- Grounding
- Curbstoning
- Double dipping
- Inflating invoices
- Flipping & turning
- Customer ping-pong
- Service shenanigans
- Deal packing
- Siphoning fuel
- Removal of bumpers or other items
- Hidden damage, defects, or repairs
- System selling
- Artificially shorting supply
- Highballing
- Lowballing
- Selling overlapping extended warranties

There is no excuse for getting taken for a car deal ride. Unless you want to...

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**Resources:**

- **Asphalt Nation: How the Automobile Took Over America, and How We Can Get It Back** by Jane Holtz-Kay
- **How to Out Negotiate Anyone: (Even A Car Dealer)*** by Leo Reilly
- **Car Buyer's and Leaser's Negotiating Bible** by W. James Beg
- **Dealing With the Dealer** a report by Consumer Reports.
- **Don't Get Taken Every Time You Buy A Car** by Remar Sutton
- **Everything Women Always Wanted to Know About Cars** by Lesley Hazleton
- **Lease Your Car For Less** by Richard L. Kaye
- **What Auto Mechanics Don't Want You To Know** by Mark Eskeldson
- **What Car Dealers Don't Want You To Know** by Mark Eskeldson
- **The Lemon Book** by Ralph Nader and Clarence Ditlow
- **The Complete Car Cost Guide** by Peter Levy of IntelliChoice (800) 227-2665
- **The Car Book** by Jack Gillis
- **How To Buy A Car** by James R. Ross
- **In The Driver's Seat** by W. James Bragg
- **Little Secrets of The Automobile Industry: Hidden Warranties** by Clarence Ditlow and Ray Gould
- **What's Wrong With My Car?** by Bob Cerullo
- **The World's Most Complete Auto Troubleshooting Guide** by Alden G. Zimmer
- **The Answer: Getting More and Paying Less for Auto Service** by Jeff Shumway
- **Lucille's Car Care** by Lucille Treganowan
- **Keys to Vehicle Leasing** from Publications Services, MS-127, Federal Reserve Board, Washington, DC 20551 (202) 452-3244.

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