

# *It's the Car, stupid!*

Half of all new car buyers fail to obtain the manufacturer's invoice price and negotiate the dealer's markup on vehicle purchases (JDPowers/Assoc. 2000). And few even think to negotiate the mfr's profit, even on excessively profitized SUVs. Making automobiles more efficient and cleaner doesn't have to cost the consumer substantially more.

## Stop the CAR!

### Fight terrorism & air pollution:

- ☛ Curb the car.
- ☛ Go carless.
- ☛ Revalue & pay less for cars.
- ☛ Drive less.
- ☛ Car & drive share.
- ☛ Buy smaller (greener) & rent larger as needed.
- ☛ Base mode on trip distance.
- ☛ Support auto alternatives for others.
- ☛ Support anti-sprawl growth measures for us all.
- ☛ Demand auto makers be responsible and make more fuel efficient, environmentally cleaner vehicles. Write your government representatives, and your car maker today.



**Fight gridlock**, air pollution, and auto profit creep: Support auto alternatives for others. Purchase alternative fuel vehicles only if you absolutely need a car, and practice conscious car consumption and use.

Buying a car, especially an SUV? Negotiate a 3-5% or larger "environmental impact deduction" off the auto manufacturer's invoice price to the dealer. And donate this to a front line environmental cause such as Greenpeace or the Sierra Club, etc.

**This is freedom?** The personal lifetime costs for merely average auto ownership and operation exceeds \$450,000 -- not including the billions in military and indirect costs associated with providing a steady supply of "cheap" oil.

A community-valuing message by:

**AutoBuyology®, @: [www.autobuyology.org](http://www.autobuyology.org)**

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