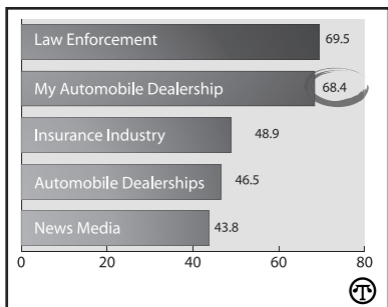


# Automotive Answers

## Buyers Give Their Auto Dealers High Marks For Trust

(NAPSA)—A recent survey shows customers who buy new vehicles report a high level of trust and positive experiences at their dealerships.



**A survey found customers hold their car dealerships in high regard.**

New car buyers rank their auto dealers nearly as trustworthy as law enforcement officers according to the survey conducted for Automotive Retailing Today (ART) by Harris Interactive. The survey also uncovered a marked discrepancy between negative stereotypes about auto dealers and customer opinions. It demonstrates that an actual positive relationship between the customer and dealership makes stereotypes obsolete.

Many well-informed customers walk through dealership doors armed with facts about pricing, equipment and financing, a trend auto dealers encourage. A confident, prepared customer helps make the sales process more efficient. Dealers work hard to provide customers with even more information to guide purchase decisions.

See *Top Tips: Making Your Car Buying Experience Pay Off* online at [www.autoretailing.org/tips](http://www.autoretailing.org/tips).