

# Critical Consumer

## Car Buying 4-Step Process



- 1. Research**
- 2. Check out the cars**
- 3. Set a target price**
- 4. Shop for Financing**

# Critical Consumer Car Buying

**New vs. Used**  
**“What can you afford”**



**Average Price**

**New vehicle = \$25,000**

**Used vehicle = \$10,000**