

Why Throw Money Away on New Car Depreciation?

Thinking about buying a new vehicle? Think again. According to the experts at Kelley Blue Book®, in three years that new car could depreciate by as much as 73 percent of its value. At best it will retain a mere 62 percent of its value after three years.

Car depreciation is the dark cloud hanging over new car purchases. While most cars depreciate by 15 to 20 percent of their value each year, the first year tends to hurt the most. In fact, the two-minute drive off the lot can cost some owners up to 15 percent of their new vehicle's value. This instant loss reflects the difference between the wholesale price – what the dealer pays – and the retail price – what you pay.

If you're a car buyer unwilling to throw away money on car depreciation for that new-car smell, consider buying a high-quality, late-model vehicle. These used cars will give you cost-saving benefits above and beyond the car depreciation. Some of the benefits of buying a used car include:

- Lower purchase price.
- Lower registration and license fees: these fees are often tied directly to the value of the car, so a less expensive car means less money you pay at the local DMV.
- Lower insurance premiums.
- Lower depreciation: when you buy a late-model used car, the previous owner has absorbed the steepest portion of the car's depreciation cycle.

Don't let that cloud rain on your car buying experience. Purchase a used car and retain more of the value of the car you buy.

Meet Enterprise Car Sales

Enterprise Car Sales is the retail division of Enterprise Rent-A-Car, the largest rental car company in North America, and is committed to bringing a new level of professionalism and an unparalleled level of customer service to used car sales.

- 40+ years in business
- 120 makes and models of used cars, trucks, vans and SUVs
- 170+ locations across the U.S.
- 9 out of 10 customers **completely** satisfied⁵

All Enterprise cars, trucks, vans and SUVs are priced below Kelley Blue Book® suggested retail value¹ and are backed by our exclusive Perfect Used Car Package®:

- 12 /12 Limited Powertrain Warranty²
- 7-Day Repurchase Agreement³
- 1-year Roadside Assistance⁴
- Trade-Ins Welcomed
- Financing Assistance



Search for used cars online, our nationwide inventory is updated daily.

Shop at www.enterprisecarsales.com or call 1 888 car sales (1-888-227-7253)



Haggle-free buying. Worry-free ownership.[®]



Enterprise Car Sales offers more than 120 makes and models of used cars, trucks, vans and SUVs. Our used car prices are set below Kelley Blue Book[®] suggested retail value¹, ensuring that every customer receives a fair, no-haggle price. In addition, each vehicle comes with:

- 7-day/1,000-mile Repurchase Agreement³
- 109-point, ASE-certified inspection
- 12-month/12,000-mile Limited Powertrain Warranty²
- 1 year of roadside assistance⁴

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² Limited warranty begins on vehicle purchase date and extends for 12 months or 12,000 miles, whichever comes first. Restrictions apply. For details, see an Enterprise Car Sales manager.

³ For seven days or 1,000 miles from the purchase date, whichever comes first, the vehicle may be returned minus a \$200 documentation and cleansing fee. Restrictions apply. For details, see an Enterprise Car Sales Manager.

⁴ Enterprise 12-month Unlimited Mileage Roadside Assistance Package is provided by the American Automobile Association (AAA) and its affiliate clubs in the United States and Canada.

⁵ Customer satisfaction data based on survey of Enterprise Car Sales customers.

⁶ **Price does not include tax, title, tags, document processing fees of \$149 or less as required by state law, governmental fees, any emissions testing charges, and any finance charges (if applicable).** Vehicles subject to prior sale. We make every effort to provide accurate information including but not limited to price, miles and vehicle options, but please verify with your local Enterprise Car Sales location before purchasing. Current mileage may vary due to test drives and vehicle relocation. Used vehicles were previously part of Enterprise short term rental, lease fleet or purchased by Enterprise from other sources including auto auctions, with previous use possibly short term rental, lease or other.

The Perfect Used Car Package and Haggle-Free Buying and Worry-Free Ownership are service marks of the Enterprise Rent-A-Car Company.

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