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‘Dine & Learn’: Retired L.A. Car Salesman Teaches Consumer Awareness, Saving & Confident Car Buying Practices at 7/30 Workshop

LOS ANGELES (July 12, 2011) – Ray Lopez, a retired car selling veteran who spent his thirty-year career in the City of Angels and author of [*Inside the Minds of Car Dealers – How to Buy Your Next Car without Fear*](#), will present a special consumer awareness dinner workshop on Saturday, July 30, 2011 at 5PM. The workshop will take place at [Paty’s Restaurant](#) in Toluca Lake, CA. An admission fee of \$30 provides attendees with a famous “Paty’s” dinner entrée, copy of Lopez’s book (\$15.95 value), workshop and Q&A with the expert.

Lopez started a consumer awareness campaign online earlier this year to better serve the every day needs and questions of car buyers on how to best conquer the timeless psychological ploys and manipulative schemes that some car salespersons employ against the average shopper. With the July 30th launch event for what will become an ongoing consumer advocacy and educational series, Lopez’s goal is to help Angelenos learn first hand from his decades of experience on how to fairly negotiate and confidently buy their next car without any fear, trepidation or hesitancy about the experience.

Over the course of three decades, Lopez sold cars for every major brand – from Chrysler, Jeep, Ford and Nissan to Porsche and Audi. In an average month, he saw 240 potential buyers or 2,800 customers a year. With his firsthand knowledge of a salesman’s art form that hasn’t changed since the ‘50s, Lopez walks car buyers by the hand in his book [*Inside the Minds of Car Dealers: How to Buy Your Next Car without Fear*](#) with a step-by-step approach that gets readers laughing as well as comfortable with their own abilities to tackle a trip to the dealer. He will offer such tips to workshop attendees as follows:

1. Drive by the dealers, whose brand you're interested in, on the weekend and look for the red flags
2. If a salesman asks if "you're buying today", walk out and don't turn back
3. If a salesman turns you to another salesman or "closer", walk out and don't turn back
4. Never shop on a weekend when high pressure salesmen are at their worst

5. If a salesman talks about payments before agreeing on the selling price, walk out and don't turn around
6. If you do walk off, don't turn around for any reason, no matter what the salesman says

Lopez makes himself available for consumer questions 24/7 on his Facebook community page at www.facebook.com/raythesalesguy, as well as publishing timely advice and tips on his blog (www.raythesalesguy.com/blog).

Pre-registration to the event is not required. But, to reserve a space, anyone interested in attending can RSVP in advance by emailing kathyacabrera@yahoo.com.

For more information about Ray Lopez and buying your next car without fear, please visit www.RayTheSalesGuy.com.

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