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inside the
minds of
car
dealers



how to buy your next car without fear

ray lopez

Retired Car Salesman Launches ‘Car Buying in the New Economy’ Consumer Education Campaign

>> *Thirty-year car selling veteran and author of Inside the Minds of Car Dealers – How to Buy Your Next Car without Fear, Ray Lopez launches consumer awareness campaign to teach savings tactics, and confident car buying practices.*

LOS ANGELES (March 16, 2011) – Savvy buyers may know to be on guard against the timeless psychological ploys and manipulative schemes that some car salespersons employ to sell a car at the highest profit for the dealer. However, according to car buying educator and author [Ray Lopez](#), the climate of the new economy has imposed even further hindrances on consumers’ abilities to save if they are not fully aware and educated on what they’re facing on their next car buying trip.

To address this need, Lopez announced the start of a new consumer awareness campaign he is launching to help car buyers consider all the economic factors, as well as tactics they should be armed with, to achieve a fair, seamless and empowered purchasing experience. Lopez authored [Inside the Minds of Car Dealers: How to Buy Your Next Car without Fear](#) in 2009 to share his 30 years of car selling experience to help consumers learn every trick in the book that dealers use to take advantage of them. He extends his knowledge sharing in the interactive medium in 2011 with an open, real-time Q&A consumer forum via a [blog](#) and [Facebook](#) community page to further help consumers overcome the car buying hurdles they face today.

“While we hear on the news that the consumer confidence level continues to grow, for many people who were unemployed and have just gotten back to work or are still unemployed, the road to recovery is still an uphill trek. Many who are able to start spending a bit more on recreational activities like dining out or taking weekend trips, or those looking to replace an older automobile they were trying to hang onto until the economy turned around, are doing so with a savings goal first and foremost,” said Lopez.

However, regardless of shopping with savings as the top goal, consumers who may think they are saving by buying used cars, as one example, are facing another effect of

economic fall-out: increased prices on used cars. A study by the automotive research website Edmunds.com found the average price paid nationwide for a used three-year-old vehicle in 2010 increased 10.3 percent in the previous 12 months. To Lopez, this is just one more notch on the money belt that dealers are tightening after suffering such significant losses since the recession hit.

“Dealers are businesses just like your dentist, hair salon or favorite restaurant. And, for them especially it’s been a rough two-plus years. For those dealers that even survived through an economic climate that brought the top car manufacturers in the world to their knees, the hope of staying in business, let alone making a profit – is enough to significantly turn the dial up on what I call the oldest customer-hunting tricks in the business,” commented Lopez.

To help consumers be in-the-know on all economic factors that may affect an upcoming car purchase as well as how-to advice and proven practices to train consumers to think like car salespeople themselves to get the fairest buying experience, Lopez is making himself available free to the public as a consumer advocate by taking questions and publishing content on his new blog at www.RayTheSalesGuy.com/blog, as well as posting alerts and advice on his [Facebook fan page](#). Consumers can also [buy his book](#) on Amazon.com.

For more information, please visit www.RayTheSalesGuy.com.

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