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## Shopping for a Car Online

Friday, May 22, 1998

Do a little homework before you see a dealer, or just buy the thing on

ST OF THE INTERNET

Most drivers can expect that, sooner or later, all roads will lead to an auto dealership. And for many, buying a car can be a contentious experience, filled with dread of the intimidating hard-sell. But now there's a new way to shop for your wheels. The Internet can arm you with information and the means to buy online.

"The Internet gives you privacy (so) you don't feel pressured into buying the car right now," Barbara Weitxel, of the California State Automobile Association, told **The Money Machine**. "You usually get the car that you want at the price that you want without the hassle and aggravation of haggling with a bunch of different dealerships," she added.

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Weitxel explained that the favorable pricing occurs because websites are so much cheaper to maintain than dealerships, and car companies pass on some of the savings to customers.

You'll find that most carmakers have websites. GM, for example, was one of the first, and it's typical. Its <u>site</u> allows you to choose the vehicle you want, select features and options for it, and find out about pricing and local availability.

If you want more objective information, you can try one of several information sites. CarSmart offers huving tips, pricing info, and vehicle tocation services. Autopedia can give you excellent information on dealer incentives and rebates Aelley Blue Book can tell you what your traue-in is reany worth. And Edmund's Automobile Buyer's Guide has test-drive results, pricing information, and a cool guide that could help you get the better of your dealer.

So, the next time you're looking for a car, surf first, then shop. Or, if you want to do it all online, you could visit a site like <a href="Auto-by-Tel">Auto-by-Tel</a>, which can help you with everything from selection to financing. That way, all you have to do at the dealership is pick up your new car.

To get started, have a look at the websites mentioned on **The Money Machine**, plus some we've added just for the website.

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