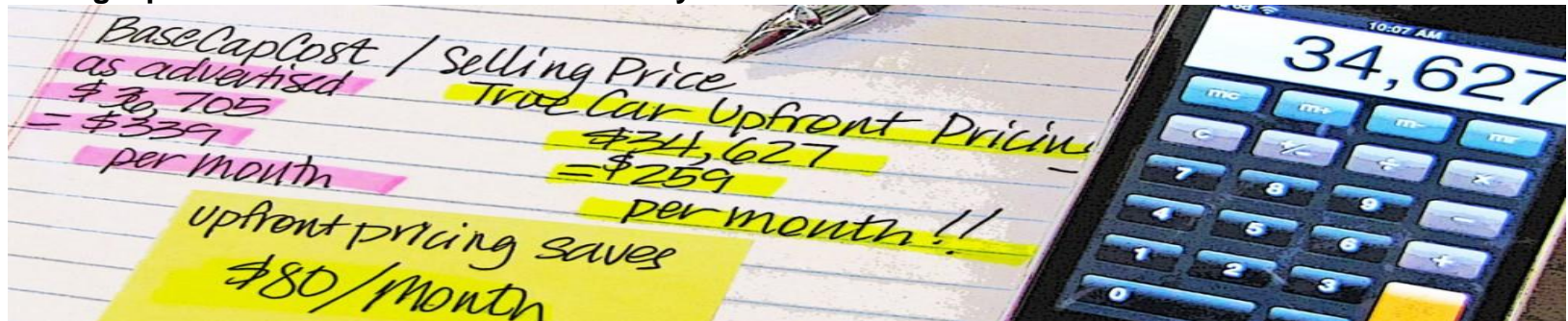


Leasing Tips: How to Get the Lowest Lease Payment



Leasing is a great way to get more car for your money, especially if you drive less than 15,000 miles per year and looking for a new car every few years.

How do you make sure that you get the lowest lease payment possible? Most attractive lease deals are subsidized by the manufacturers. Similar to how manufacturers spend money on customer cash rebates and low APR finance programs, they also offer lease specials to help them move metal.

Manufacturers typically subsidize two main components that make up the lease payment: they inflate the residual value of the vehicle (which results in lower depreciation and lower payments) and/or they lower the money factor (which is basically the interest you pay).

However, most consumers do not realize that there is still a "Selling Price" even when you lease a vehicle. In other words, the fact that you are leasing doesn't make a difference from the dealer's perspective since they still sell the car for a specific price – in this case to the leasing company through you.

Most advertised special lease deals assume a certain selling price that includes a certain amount of profit to the dealer. Below is an example of an actual lease special from Mercedes-Benz to help illustrate how you can use TrueCar.com's Certified Upfront Pricing to get an even better deal:

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As of November 10, Mercedes-Benz is offering an attractive lease special for their 2011 C-Class model. Here is how the offer details break down:

- »2011 Mercedes-Benz C-Class 4 dr Sedan 3.0L Sport RWD
- »\$339/month lease, for 27 months, 22,500 total miles allowed
- »MSRP: \$38,350 (including Premium 1 Package and 7-Speed Automatic Transmission)
- »Selling Price (also called Base Cap Cost): \$36,705
- »Due At Signing: \$3,379 (\$2,245 down payment, \$795 acquisition fee, and \$339 first month's payment)
- »Purchase option at the end of the lease (residual value): \$27,229

This is an attractive offer at \$339 per month. But wait! If you just simply walk-in to take advantage of this offer, you are actually leaving a lot of money on the table. Here is what happens if you use TrueCar.com's Certified Upfront Pricing for this lease special instead:

Your selling price through a trusted TrueCar.com dealer in Southern California is \$34,627. This is **\$2,078** lower than what was offered in the lease special example from Mercedes-Benz. If we plug this lower selling price into the lease special (all other numbers remaining the same) the \$339/month lease payment now becomes \$259/month! By using TrueCar.com's Certified Upfront Pricing, you just saved \$80/month.

Even if you used TrueCar.com's Average Paid price of \$35,414, the monthly payment is \$290, a savings of \$49 per month.

We at TrueCar.com are currently working on integrating leasing into our pricing reports over the next few months. In the meantime, you can still take advantage of our industry leading price tool to get amazing lease deals. All you need to do is to mention to your dealer that you'd like to take advantage of the lease special and that you will like the upfront price quote you got at TrueCar.com to appear as the selling price in your lease contract. That's it.

Continued...

Leasing Tips: How to Get the Lowest Lease Payment (continued)**SAMPLE LEASE DETAILS**Car A: **\$339/mo** for 27 month lease

\$339	First month payment
\$2,245	Capitalized cost reduction
\$795	Acquisition fee
\$3,379	Total cash due at signing