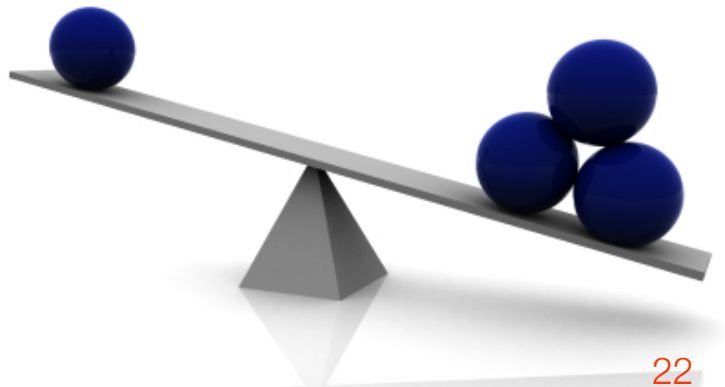


# BUY<sub>vs</sub>LEASE



# BUY vs LEASE

# 86% SAY

they will definitely purchase or are more inclined to purchase (not lease) their next car

Edmunds.com/Added Value Survey 2011

In fact, **almost 8 out of 10 new car transactions in 2012 were PURCHASED.**



# More People BUY

# BUY vs LEASE

...But More People Are  
**LEASING**  
Than Ever.



# BUY vs LEASE

...perhaps because

# LEASING

## Has Become The More Affordable Option

