

# MARCH down to Honda Pasadena

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If you are looking for a new or used car, or you want to avail a car service, but don't know where to start—then you have a very big decision to make. One's automotive needs are essential because driving a car is as essential as taking care of your job. If you are afraid to watch your money wash down the drain, then you should be on the right place and on the right track. With Honda of Pasadena, you are assured that spending your money with your car needs is worth it.

Honda of Pasadena is the car dealership that has it all. All ends are excellent—from the receptionist to the president, from the dealership location to the production—you can never go wrong with Honda of Pasadena.

At Honda of Pasadena, you will find a vast roster of new and pre-owned cars that will definitely match your every automotive need. Excellent quality comes with every vehicle that Honda

of Pasadena offers to its customers available at a justified price range. You'll be surprised on how convenient car-buying can be with Honda of Pasadena.

Among their current special offers are the Civic LX 2 Door, Civic Hybrid, Accord LX 4CYL, Odyssey EX and PILOT EX 4WD, all at reasonable prices. A wide range of pre-owned vehicles are also available.

All the vehicles that Honda of Pasadena can also be found

at their website [www.HONDAOFPASADENA.com](http://www.HONDAOFPASADENA.com) with all the information you may need about the cars. Their Internet department can be reached at (626) 683-5888.

Honda of Pasadena is located at 1965 E. Foothill Blvd., Pasadena CA. For immediate assistance, please feel free to contact Manny Martinez, President of Honda of Pasadena, at (626) 683-5888 or your Filipino Sales Manager, Basilio Cruz. You can



Manny Martinez, President of Honda of Pasadena



Basilio Cruz, Sales Manager



Edwin Punsal, Sales and Leasing



Juanito Enrera, Sales and Leasing

also ask for one of the Filipino salespeople who are always ready to lend a hand to their *kababayans*: Juanito Enrera and Edwin Punsal.

Honda of Pasadena's Sales Department hours is open from 9am-10pm, Mondays to Saturdays; and 10am-8pm on Sundays. The Service and Parts office is open from 7am-2am, Mondays to Fridays; and 7am-5pm on Saturdays.

(Advertising Supplement)



# Car shoppers might find new cheaper than used in down market

by **KIMBERLY S. JOHNSON**  
Associated Press

**D**ETROIT—For cash-strapped consumers shopping for a car, used would seem like the place to start. Not necessarily. A new one might actually be cheaper.

Consider this: The average cost of a used 2008 Honda Accord EX sedan, certified by the dealership, was \$21,544 earlier this month, according to Edmunds.com, a car-buying Web site. A new 2009 model cost \$80 less.

It's simple supply and demand. With new car sales at a 27-year low and desperate dealers piling on rebates and incentives, prices are plummeting. At the same time, demand is up for used cars and their values are rising.

"The intuitive logic has been that a used car buy is a better buy," said Edmunds CEO Jeremy Anwyll. "But consumers need to check reality. It's very contradictory."

Used cars still generally cost less than new ones, but a mix of drastic price cuts, rebates and financing incentives is narrowing the gap.

Automakers are subsidizing zero-percent or low-interest loans on new cars, while the average rate on a three-year used car loan is about 7.5 percent, according to Bankrate.com. Factor in the lower cost of financing and the cost of the new car can be less.

For example, a \$30,000 car

with an annual percentage rate of 2.9 percent would cost \$662.70 a month over four years. By comparison, a used car with an APR of 7 percent would cost \$718.38, a total of \$2,673 more, over the same period.

Automakers like Ford Motor Co. are banking on the phenomenon to drive consumers back to new car showrooms.

"There is an equilibrium level which we believe we are getting back to between the value of used vehicles and the transactional price of new," said Ken Czubay, Ford's sales and marketing vice president, when the company announced its February sales fell 48 percent from a year earlier.

Even with the best of terms, however, the monthly payments for a new car are out of some people's reach. That's why leasing became so popular. But many auto finance companies have stopped offering that option because it became unprofitable, and where it is available, it may still be out of reach to many consumers. That's the case with Tom Kostora and his wife, Melanie. They've leased trucks for more than 10 years, but were shopping for a used car this month after turning in their fifth Ford F-150 pickup.

"I want lower payments with my mortgage and tuition for my son's private preschool," the Ford plant worker said while browsing at Law Auto Sales in Wayne, Mich. "My job could be gone."

Zero-percent financing also can be hard to get without

excellent credit, and it's unclear whether the Treasury Department's cash infusions to GMAC and Chrysler Financial have loosened lending. So despite great new car deals, consumers might be relegated to buying used.

"Banks may not finance a \$30,000 car, but they may finance something less, say a \$10,000 to \$15,000 vehicle," said Zach Anderson, used car manager at Bob Maxey Ford in Detroit. "People are looking to buy less. They have the fear they won't get financing for a new car if they don't have perfect credit." ■

## Power Nissan El Monte

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\*BASED ON POWER AUTOMOTIVE GROUP IN COMING TRADES AND SALES IN 2008 IN SOUTHERN CALIFORNIA.

an AutoNabon company

## Power Nissan El Monte

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