

Consider This When Buying A New Car

(NAPSA)—It seems safe to say, safety should be more of a consideration for car buyers. A recent survey by progressive.com discovered people place a premium on the look and the amenities offered in a new car rather than its safety features. The survey found that 47 percent of respondents believe the color of the car is more important than side air bags and 22 percent said a CD player was more important than anti-lock brakes. What car buyers may not know is that safer cars often have lower insurance rates.

“While consumers are kicking the tires or checking the price of the leather package when shopping for a new car, they rarely take the time to compare auto insurance premiums,” said Alex Ho, Marketing Manager at the Progressive Insurance company, which sponsored the survey. “Some safety features can slightly increase the overall cost of a new car, but this doesn’t necessarily translate to higher premium rates.

“Since auto insurance rates vary widely from company to company, it’s important for consumers to shop around and compare rates. Who knows, they might save enough to pay for that CD changer!”

Here are a few tips Progressive suggests consumers consider when purchasing a new car:

- Decide how much money you can spend and what type of vehicle best suits your needs.
- Research crash tests and accident data. You can see crash



A recent survey found the top considerations for new car buyers were purchase price, practicality (gas mileage, insurance), monthly payment amount and the look of the car. Safety features (air bags, anti-lock brakes) were listed fifth.

test video and analysis from the Insurance Institute for Highway Safety online at progressive.com.

• Negotiate your best deal. Check with several dealerships if you can.

- Get a firm quote, in writing.
- Shop around for financing.
- Shop around for auto insurance. Start by visiting an independent insurance agent. Agents represent several companies and can help you comparison shop.
- Test drive the car.
- Inspect the new car carefully before driving off the lot.

For more information about new car buying strategies, for comparison rates on your auto insurance or to find a nearby agent, call 1-800-AUTO-PRO or visit progressive.com.