

Car Care Corner

Car Buying Tips

(NAPS)—The U.S. auto industry estimates about 17 million cars are bought in the United States every year. If you're hoping—or just dreaming—of buying one of them anytime soon, there are a few facts and stats that can make car shopping a better experience for you.

Quality Cars To Consider

First, you should know that, based on input from tens of thousands of drivers, J.D. Power named Kia the highest-ranked, mass market brand for initial quality overall in the industry. The vehicles were evaluated on driving experience, engine and transmission performance and a broad range of quality issues reported by vehicle owners—and for the sixth consecutive year, Kia is the number one mass-market automotive brand.

Two of Kia's most popular models, Forte and Soul were named among the top 10 vehicles in the industry and also took top honors in the Compact Car (Forte) and Small SUV (Soul) segments. In addition, the Kia Sorento and Sedona models placed first in the Upper Midsize SUV and Minivan segments, respectively. "With 4 segment winners—and 4 additional models ranking among the top three in their respective segments—Kia's 'Give It Everything' brand philosophy continues to bear fruit in the extremely competitive automotive market," said James Bell, director, corporate communications, Kia Motors America.



One automotive company has won more J.D. Power Awards for Initial Quality than any other brand.

What Else You Should Know

Next, think about these four suggestions:

1. Be aware of book value. Look up the current market value of any car you're thinking of getting in a pricing guide such as Edmunds.com or KBB.com.

2. Get a pre-approved car loan and tell the salesperson you're a cash buyer. That will keep the up-selling down and help you stay within your budget.

3. Take a test drive. Make sure it's a vehicle you'll be comfortable in.

4. Before visiting the lot, visit the Internet. Check out the company's website. There may be specials, coupons or discounts it will pay you to know about. Also, look up the car manufacturer's website. For example, you can learn a lot about quality cars at www.kia.com.