

AUTO NEWS

Ford unleashes pink warrior

Ford revs up its 2007 Warriors in Pink campaign in support of Susan G. Komen for the Cure by announcing today a very special addition – the new 2008 Mustang with Warriors in Pink package. Produced in a limited edition of 2,500 units, the Mustang with Warriors in Pink package is the first-ever Ford vehicle designed exclusively in support of Susan G. Komen for the Cure. Embarking on its 13th year of support of Komen for the Cure, Ford has dedicated more than \$90 million in cash and in-kind donations to save lives and end breast cancer.

The limited-edition 2008 Mustang with Warriors in Pink package is currently available for consumers to pre-order through their local Ford dealer. The Mustang with Warriors in Pink package will add a pink ribbon and Pony fender badge, pink Mustang rocker tape striping, charcoal leather seats with pink stitching, aluminum-spoke steering wheel with pink stitching and charcoal floor-mats with pink ribbon and contrast stitching.

Pennsylvanians: Don't sell turnpike

The Pennsylvania Motor Truck Association released a new statewide survey showing 2 out of 3 Pennsylvanians oppose selling the Turnpike to a privately-owned company.

The statewide survey of 800 registered Pennsylvania voters was conducted April 12-17 by Susquehanna Polling and Research. Among the main findings, the survey revealed that a majority rejected popular privatization arguments that revenues gained from a lease would help avoid a tax increase and that private operators would result in more efficient management of the Turnpike.

The survey also revealed that Pennsylvanians of all political parties, both genders, all ages, and different ideologies equally opposed to selling the Turnpike.

PMTA is a statewide organization representing the concerns of the trucking industry.

Stay alert and alive

According to National Highway Traffic Safety Administration, driver fatigue is the direct cause of 100,000 car crashes each year, and the results are both deadly and

SELL YOUR CAR ON CONSIGNMENT

LEHIGH VALLEY AUTO SALES

Photos by Ken Clauser

Everyone knows that they'll get more money for their used car if they sell it rather than trade it in. But everyone also knows that selling a car themselves can be a big hassle.

Fortunately, there's an alternative. **Sam Radin**, owner of Lehigh Valley Auto Sales, can sell your car on consignment.

"Selling on consignment puts more money in the pockets of the owner," says Radin. "It's a way to avoid getting a low trade-in price at a dealership without having to sell the car themselves."

It works like this: People drop off their cars at Radin's lot on Union Boulevard in Allentown and together they decide on a competitive price. Then, at no cost to the owner, Radin advertises the car, shows it to potential buyers and closes the deal. A benefit to consignment selling is that Lehigh Valley Auto Sales can arrange financing and provide up to a four-year warranty, which attracts more buyers.

This merging of car dealer and private seller is a textbook case of a win-win situation. Radin can

stock his lot with quality cars with little expense, and the car owners get the price they want without the time commitment or scheduling problems of selling it themselves. Lehigh Valley Auto Sales makes its profits by competitively pricing above the owner's asking price.

"The best way to price cars is with a competitive analysis, not book value," Radin says. "When owners come in, I ask them to bring any service records and other background information about the vehicle. We talk about the car and use the Internet to see what similar cars are selling for. From there, we agree on a price."

The dealership has sold cars to buyers as far away as Minnesota. And though the typical buyer is within one to three hours of the Lehigh Valley, Radin has also sold cars to exporters who shipped them to Russia and Ghana. These are sales opportunities that maximize the selling

price, which private sellers find hard to get.

"My location is excellent with easy access from Rt. 22. About half the cars are sold to people just driving by who see the cars on the lot," Radin says. "The other half is sold through advertising in print and on the Internet."

Cars bought on consignment come directly from owners, not an auction. The result, Radin says, is that he has more information about the cars. And



Sam Radin, owner of Lehigh Valley Auto Sales, used his entrepreneurial spirit to start a car dealership with a twist. He sells used cars, but also will sell your car as well.

this means buyers know more about the car, too, before they drive off with it.

Lehigh Valley Auto Sales sells a large variety of makes ranging from \$1,000 to \$30,000. The current inventory includes a 2002 Chrysler Sebring Convertible, 1998 Mitsubishi Eclipse, 2004 Mazda 3, and two 2004 Infiniti G35 coupes. Radin started his consignment dealership five years ago. He always had a passion for cars, he says, plus he worked in advertising and sales for many years. This combination is possibly the reason for his success.

Many people don't know that selling on consignment is a hassle-free and risk-free option. If for some reason a car doesn't sell, all the owner has to do is pick it up. It costs nothing. However, Radin says, he sells about 90 percent of the cars he gets, and for the owner, arranging the entire process takes only about 30 minutes. All that's left to do is to cash the check.

The Details

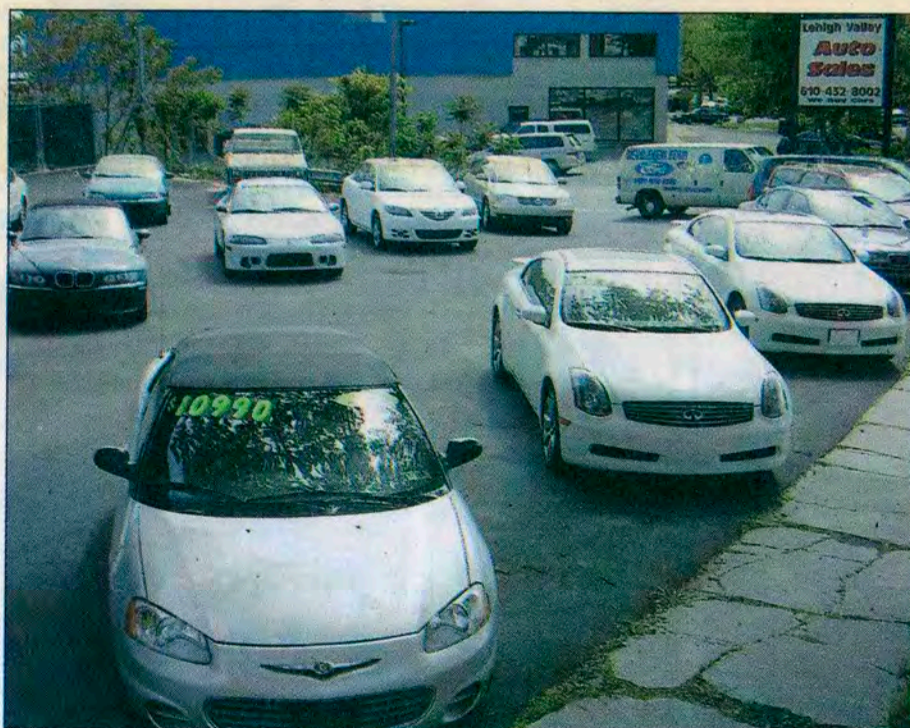
LEHIGH VALLEY AUTO SALES
610-432-8002

Where: 521 Union Blvd., Allentown

What: Consignment sales of used cars, trucks and SUVs

Modus operandi: Taking the hassle out of selling your car

Info: www.lehighvalleyauto.com



Lehigh Valley Auto Sales on Union Boulevard specializes in consignment sales and has a range of family and performance cars.

Secure dogs for safe car travel

Most drivers understand the importance of securing their dogs in the car. For those who do not want to purchase a dog seat belt, there are several options. 3. Reassure a nervous pet frequently. Praise