



Steals on Wheels: April 2 to 15, 2014 -- Eight Great Deals on Hybrid, Electric, and Plug-In Vehicles

April is Earth Month, the time of year when people around the world show their support of environmental issues. Looking to go green with your next new-car purchase? Fortunately, there are plenty of eco-friendly options for new car shoppers who want to save money at the pump, cut tailpipe emissions, or reduce their dependency on petroleum. So, in this edition of Steals on Wheels, we're sharing eight great "green" deals available on a selection of hybrid, electric, and plug-in vehicles.

Discounts aren't always high on these alternative powertrain vehicles because they're in such high demand that dealers don't need to be very flexible in their pricing. However, even with that caveat, the selection of deals on this week's list demonstrate potential discounts ranging as high as 19.1 percent, or as much as \$10,943 off the manufacturer's suggested retail pricing.

It's interesting to observe the variety of powertrains on this list cross the entire selection of alternative options, from gas/electric hybrid to full battery electrics to plugin hybrids, and all body styles from small cars and hatchbacks and practical utility vehicles all the way up to larger and more luxurious performance sedans. The selection offers enough variety to demonstrate that new car shoppers don't have to sacrifice space, performance, or comfort to be "green."

Several of the electric vehicles on this list are entitled to Federal and State rebates (where available, visit www.ncsl.org/research/energy/state-electric-vehicle-incentives-state-chart.aspx#states to find out about your state's potential rebate programs). While these rebates can be sizeable, it's important to know that these rebates come after the purchase, and while they ultimately represent a savings to the buyer, they do not affect the actual purchase price or reduce your monthly payments.

No matter where you live, these “Steals on Wheels” deals are available nationwide and demonstrate potential savings on new cars based on the possible discount from the Manufacturers Suggested Retail Price (MSRP). These steals may benefit from manufacturer’s rebates and cash incentives, depending on what our data shows to be the greatest opportunities for savings for new car shoppers in the upcoming timeframe. Keep in mind that incentive programs are subject to change by region and should be confirmed with your dealer, as they can affect your final price.

If you're able to contribute a 20 percent down payment, our data also shows what your monthly payment might be when financed for 60 months at a 3 percent APR. Because these green deals include a variety of alternative powertrains and body styles, the included chart also lists fuel economy figures or mile-per-gallon equivalents to help you compare how much each vehicle could save you at the pump.

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Year Make Model Trim Segment	MSRP / Market Avg.*	Est. Monthly Payment**	\$ Savings / % Savings	Federal Rebates	City / Hwy / Comb MPG
2014 Ford Focus Electric Hatchback Small Car	\$35,995 / \$29,111	\$418	\$6,884 / 19.1%	\$7,500	110 / 99 / 104
2014 BMW 5 Series ActiveHybrid 5 Luxury Car	\$62,325 / \$51,382	\$739	\$10,943 / 17.6%	\$0	23 / 30 / 26.4
2014 Toyota Prius Plug-In Base Small Car	\$30,800 / \$28,172	\$405	\$2,628 / 8.5%	\$2,500	51 / 49 / 49.9
2014 Nissan Leaf SL Small Car	\$35,870 / \$33,027	\$475	\$2,843 / 7.9%	\$7,500	126 / 101 / 114
2014 Toyota RAV4 EV FWD Midsize SUV	\$50,660 / \$47,063	\$677	\$3,597 / 7.1%	\$7,500	103 / 76 / 86.2
2014 Volkswagen Jetta Sedan Hybrid SE Small Car	\$28,465 / \$26,519	\$381	\$1,946 / 6.8%	\$0	42 / 48 / 45.1
2014 Chevy Volt Base Small Car	\$34,995 / \$33,310	\$479	\$1,685 / 4.8%	\$7,500	101 / 93 / 98
2014 Honda Civic Hybrid w/Nav Small Car	\$26,925 / \$25,756	\$370	\$1,169 / 4.3%	\$0	44 / 47 / 45.6
<p><i>*Market Average is estimated based on the national average of recent vehicle transactions, including destination and delivery charges after incentives that are subject to change, but does not include tax, title, licensing, documentation or processing fees, other state and governmental charges and/or fees, or any other charges or fees allowed by law. **Estimated monthly payments are based on a 3% APR for 60 months with 20% down on the current market average price, and excludes sales tax and other fees and charges that may vary by region or state. Actual APR may be subject to credit approval and other factors. These examples are for information purposes only, and are not an offer to lend. See your dealer/lender for details, including actual available offers.</i></p>					



Powered by 23kWh Lithium-ion battery pack, the **2014 Ford Focus Battery Electric** hatchback features a liquid cooled and heated battery pack intended to deliver consistent driving ranges over a wider spectrum of temperatures — and a top speed of 84mpg. Thanks to its giant potential 19.1 percent discount off the \$35,995 MSRP, the electric

Focus hatchback bears a possible savings of \$6,884 and a market average of \$29,111. Ford's electric hatchback carries a \$418 monthly payment for 60 months after 20 percent down.

If you want something luxurious, step into the **2014 BMW 5 Series ActiveHybrid 5**. The luxurious sedan's enormous 17.6 percent discount translates to a giant \$10,943 potential savings — bringing the national market average price of this luxury sedan down from an MSRP of \$62,325 to \$51,382 — or about \$739 per month after a 20% down



payment. Premium sedan buyers don't typically choose the 5 Series ActiveHybrid just for its fuel savings, but because it also offers a 335-horsepower twin-turbocharged six-cylinder engine boasting delicious BMW performance and acceleration from 0 to 60 in 5.7 seconds.



The **2014 Toyota Prius Plug-in** promises an all-electric range of up to 13 miles from a lithium-ion battery pack with a recharge time of just three hours from a 120-volt household outlet and a total hybrid range equivalent to the familiar Prius so many already know and love. Combine the electric range with its gasoline engine for a total of 50 estimated MPG

combined in hybrid mode or 95 estimated MPGe combined in EV Mode. Toyota's plugin electric hybrid carries an average price paid of \$28,172; that's 8.5 percent — or as much as \$2,628 — less than the \$30,800 MSRP of Toyota's popular Prius. A 20 percent down payment can get you 60 monthly payments of \$405.

One of the first electric cars to hit the market, the **2014 Nissan Leaf BEV** boasts a city EPA rating of 126 MPGe, can fully recharge on a 240-volt charging station in about seven hours, and promises a range of about 80 real-world miles before recharging, depending on terrain, driving style and accessory use. The **2014 Nissan Leaf BEV** starts with a MSRP of \$35,870 and is further reduced to a national market average of \$33,027. That's a potential



savings of 7.9 percent or \$2,843 off the suggested MSRP, making a monthly payment of \$475 for 60 months after a 20 percent down payment.



The **2014 Toyota RAV4 EV** offers a potential discount of 7.1 percent off its \$50,660 MSRP. With room for five and plenty of stuff, that potential savings of \$3,597 brings the average market price of this battery electric midsize crossover utility vehicle down to about \$47,063 — or about \$677 monthly. Since it uses zero gas, Toyota's RAV4 EV is certified as

a Zero Emission Vehicle (ZEV). With no internal combustion engine of any kind, it doesn't emit any tailpipe pollution, and offers a fuel economy of 76 highway mile-per-gallon equivalent.

The **2014 Volkswagen Jetta** hybrid offers a potential discount of up to 6.8 percent, which translates into a potential savings of as much as \$1,946, bringing the MSRP of the small sedan in SE trim from \$28,465 down to a more wallet friendly market average price of \$26,519. Its estimated monthly payment of \$381 makes the Jetta hybrid one of the least expensive vehicles on this list. Under hood, the Jetta combines a 170-horsepower turbocharged hybrid powertrain with the first seven-speed dual-clutch transmission in a hybrid. Volkswagen says this state-of-the-art transmission allows drivers to use 20 percent less fuel than conventional automatics, boasting highway fuel economy of 48 miles per gallon.



Electric and gasoline engines combine in the **2014 Chevrolet Volt** to deliver the best of both worlds: It's electric when you want it, gas when you need it. Depending on your daily commute, it could be possible to nearly exchange your monthly fuel bill with the monthly payment on the Chevrolet Volt thanks to its gas-free driving range of 35 miles; after

that, you can still travel up to 375 miles on a tank of gas, so you can still drive as far as you need to go. The **2014 Chevrolet Volt** starts with an MSRP of \$34,995 but has a national market average of \$33,310. That's a potential savings of 4.8 percent or as much as \$4,370 off the suggested MSRP, for a monthly payment of \$479 for 60 months after a 20 percent down payment.

The **2014 Honda Civic hybrid** Integrated Motor Assist (IMA) system uses a gasoline engine as the primary source of power boosted electric motor, positioned in-line between the engine and transmission, that provides additional power and electric regeneration capability, storing that energy in lithium-ion (Li-Ion) batteries. The 2014 Honda Civic hybrid



with navigation offers a potential 4.3 percent discount, which translates to a possible \$1,169 savings — bringing the national market average price of Honda’s reliable small car down from an MSRP of \$26,925 down to \$25,756 — or a super-affordable \$370 per month after a 20 percent down payment.

Ready to Go Shopping for an Electric, Hybrid, or Plug-In Electric Hybrid Car?

Each edition of “Steals on Wheels” demonstrates potential savings on new cars based on the possible discount from the Manufacturers Suggested Retail Price (MSRP). As always, here are some really important things to keep in mind, such as:

- Deals are limited to inventory on hand. Your Certified Dealer must confirm that actual inventory, including your preferred options and colors, is in stock.
- Market Average Price is based on the national average of recent vehicle transactions, including destination and delivery charges after incentives that are subject to change, but does not include tax, title, licensing, documentation or processing fees, other state and governmental charges and/or fees, or any other charges or fees allowed by law. This is a national average, so you may find better pricing based on sales in your local area at your Certified Dealer. Be sure to visit [Buyer’s Edge Inc.](#) to view local dealer pricing information on any car and to be connected with a local Certified Dealer who will provide you pricing information for the vehicle you are researching.

If you’re shopping for one of these electric, hybrid, or plug-in electric hybrid cars, why not visit [Buyer’s Edge Inc.](#) to get your Guaranteed Savings (available in most states) and connect with a Certified Dealer for a hassle-free car buying experience.