



## **New Car Incentives and Discounts Specifically for Military and Veterans**

Originally proclaimed a holiday as "Armistice Day" by Woodrow Wilson in 1919 and officially changed to "Veteran's Day" in 1954, the holiday is now permanently observed on November 11. However, because that day falls on Sunday this year, many lucky folks (such as bankers, postal workers, and some others) may get Monday, November 12 as a holiday. What better way to spend a holiday than to go shopping for a new car?

As a reminder, Active Duty members, Reserves, Veterans within one year of discharge date and Retirees — including their spouses — of the U.S. Air Force, Army, Navy, Marines, National Guard and Coast Guard, may also qualify for special military rebates and incentives on their next new car purchase or lease. To help you shop, [Buyer's Edge Inc.](#) has compiled a list of the manufacturers that offer military-specific rebates on the purchase of a new car. These rebates are usually a fixed amount — except General Motors (Buick, Cadillac, Chevrolet, and GMC) — and in most cases can be used in conjunction with other designated manufacturer rebates. Thanks to generous customer cash offers and additional military incentives, members of the armed services and their families have the potential to save as much as 16.7% or \$5,500 off select new vehicles right now.

As an example, consumers can purchase a 2012 Ford Mustang offers a potential discount of 16.6 percent off its MSRP of \$23,105, for a discount of \$3,861 bringing its Market Average\* down to \$19,244. That doesn't include the \$500 military cash incentive; including the \$500 Ford Military Discount, drops the price down to the price then drops to \$18,744. The chart below lists seven great potential deals that can be found over Veterans Day weekend, and also shows additional savings available to those eligible for a military discount.

Great Deals Available Over Veterans Day Weekend				
Year Make Model Trim Segment	MSRP / Market Average*	\$ Savings / % Savings	Additional Military Incentive**	City / Hwy / Comb MPG
2012 Ford Mustang 2dr Coupe V6 Sport Car	\$23,105 / \$19,244	\$3,861 / 16.7%	\$500	19 / 31 / 24.1
2012 Lincoln MKZ 4dr Sedan Hybrid FWD Luxury Car	\$35,630 / \$30,080	\$5,550 / 15.6%	\$500	41 / 36 / 38.1
2012 Toyota Tundra 2WD Truck Double Cab 4.0L V6 5-Spd AT Large Truck	\$28,360 / \$24,739	\$3,621 / 12.8%	\$500	16 / 20 / 18.0
2012 Kia Forte Koup 2dr Coupe Man EX Small Car	\$17,950 / \$15,798	\$2,152 / 12.0%	\$500	24 / 33 / 28.2
2012 Ford F-150 2WD SuperCab 163" XLT Large Truck	\$32,100 / \$28,462	\$3,638 / 11.3%	\$500	16 / 22 / 18.8
2012 Hyundai Genesis 4dr Sedan V8 5.0L R-Spec Luxury Car	\$47,375 / \$43,714	\$3,661 / 7.7%	\$500	16 / 25 / 20.0
2012 Scion iQ 3dr HB Subcompact Car	\$16,020 / \$15,847	\$173 / 1.1%	\$1,000	36 / 37 / 36.5
*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. **Military incentive is NOT included in the market average price.				

Manufacturers do a great job of honoring our service men and women with these special military incentives. But they're not always top of mind, so military shoppers must remember to ask their dealer about this additional cash incentive that is only available to them.

Based on reported incentives and information from the manufacturers' websites, the following manufacturers offer some form of military incentives: Ford (and Lincoln), Hyundai/Kia, Chrysler (Dodge, Jeep, and Ram), and Toyota (and Scion). Unique among manufacturers is GM (Buick, Cadillac, Chevrolet, and GMC), which offers a special Military Purchase Program (MPP) that offers an assortment of discounts and incentives on most of their models.

Below, is a list of the Military Rebates currently being offered. In addition to the special military discounts listed below, other military programs are also offered by Audi; Hyundai; Kia; Nissan; Toyota, and Volvo.

New Car Discounts Specifically for Military and Veterans		
Manufacturer	Make	Amount
Ford	Ford and Lincoln	\$500
Hyundai	Hyundai and Kia	\$500

Chrysler	Chrysler, Dodge, Jeep, Ram	\$500
Toyota	Toyota and Scion	\$500
GM	Buick, Cadillac, Chevrolet, and GMC	Varies

**Take Advantage of These Special Military Programs for New Car Buying**

Rules and eligibility may vary by make and manufacturer, but most of these military programs are available to active duty military members and Reserves of the U.S. Air Force, Army, Navy, Marines, National Guard, and Coast Guard, and includes their spouses. Some offers are even available for retired or honorably discharged members. We recommend you check with your dealer or the manufacturer's website for full details.

Visit [Buyer's Edge Inc.](#) to see how much you could save and connect with a Program Certified Dealer who can help you take advantage of these special discounts.