

## Top New Car Lease and Buying Incentives for April 2013

The bustle of the New Year and President's day sales are behind us, and Memorial Day promotions are not quite here yet. But that doesn't mean there aren't deals to be found if you're shopping for a new car in the month of April. In fact, even without seasonal promotional hype, new car deals -- whether you are seeking to lease or buy your next new car -- are plentiful!

Car-leasing deals usually offer the new-car shopper a choice between a low down payment and a low monthly payment for a nice short term to help keep out-of-pocket automotive expenses minimal. Meanwhile, promotional finance deals can take the form of cash back (that can help increase your down payment) or low APR financing rates for defined terms.

To help keep new cars rolling off the lots as the second quarter of the year comes to a close, some automakers are even offering 0% financing, and other super-low 1.9% interest rates on a wide range of popular sedans, SUV's, and small fuel-efficient vehicles. Because some of these incentives may also be contingent upon purchasing through a Program Certified Dealer, and other special incentives and leasing programs may be subject to change by region, please be sure to confirm these offers with your dealer at the time of purchase.

If you're shopping for a new car in April, be sure to take a look at the following manufacturer lease, finance, and cash incentives: perhaps these opportunities for savings will help you decide between a lower monthly payment or lower upfront and financing costs to get you into your next new car before the summer car buying season hits its stride.

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### Top Lease Deals on New Cars – April 2013

#### **2013 Acura ILX**

*\$209/month for 36 months with \$2,499 down*

*10,000 miles/year*

*Expires: 4/30/13*



Based off the Honda Civic and promising high value and sporty styling, the four-door ILX is positioned as a gateway vehicle into the Acura brand, with successful 20- and 30-somethings moving into the luxury car ranks as the target customers -- and this lease offer is positioned to help them get into the driver's seat. The entry-level ILX is powered by a 150-horsepower/2.0-liter inline four-cylinder engine paired with a

Sequential SportShift five-speed automatic transmission and promises an EPA estimated city/highway fuel economy of 24/32 mpg. Those looking for a more dynamic driving experience may want to step up

to a 201-horsepower/2.4-liter engine mated to a close-ratio, six-speed manual transmission promising an EPA estimated city/highway fuel economy of 20/29 mpg.

### **2013 Volkswagen Jetta**

*\$159/month for 36 months with \$1,999 down*

*12,000 miles/year*

*Expires: 4/30/13*

The Volkswagen Jetta is powered by a 115-horsepower/2.0-liter four-cylinder engine mated to a five-speed manual transmission (six-speed auto is optional), and features standard air conditioning, one-touch auto up/down power windows, power locks with keyless entry, and power heated exterior mirrors. Safety features include six airbags, and Volkswagen's Intelligent Crash Response System which reacts instantly in the event of an accident by deploying airbags, unlocking the doors, turning off the fuel pump, and activating the car's hazard lights. The 2013 Jetta is protected by Volkswagen's no-charge Carefree Maintenance Program which covers the cost of all scheduled maintenance for the length of the New Vehicle Limited Warranty—three years or 36,000 miles (whichever comes first).

### **2013 Honda CR-V**

*\$300/month for 36 months with \$0 down*

*12,000 miles/year*

*Expires: 4/30/13*



Honda makes it easy to lease its CR-V crossover utility vehicle with nothing down and a \$300 monthly payment. Popular thanks largely to Honda's strong reputation for quality, the CR-V also offers five-passenger capacity, spacious and functional 37.2 cubic feet of storage behind the second row, and fuel economy rated at 23 city, 31 highway, and 26.8 combined miles per gallon.

### **2013 Buick Encore**

*\$249/month for 24 months with \$2,209 down*

*10,000 miles/year*

*Expires: 4/30/13*



Powered by a 1.4-liter/138-horsepower engine mated to a six-speed automatic transmission, Buick claims its five-seat Encore is the most fuel-efficient crossover produced by a domestic automaker, boasting an EPA-estimated 25 mpg city and 33 mpg highway for front-drive models. A low down payment and a low

monthly lease payment only make the Encore more affordable to drive.

### **2013 Mercedes-Benz C-Class**

*\$349/month for 27 months with \$4,043 down*

*10,000 miles/year*

*Expires: 4/30/13*



If you're searching for an uber-luxurious European lease experience, look no further than the Mercedes-Benz C-Class, which wraps four sport seats in a sleek body style. Underhood, the C250 is powered by a 201-horsepower/1.8-liter turbocharged four-cylinder engine mated to a seven-speed transmission and boasts fuel economy of 22 mpg city / 31 mpg highway / and 25 mpg combined. Meanwhile, the sporty C350 coupe is

powered by a 302-hp/3.5-liter V-6 that boasts a 0–60 sprint of just 5.9 seconds.

### **2013 Cadillac XTS**

*\$399/month for 36 months with \$4,199 down*

*10,000 miles/year*

*Expires: 4/30/13*



Cadillac expands its luxury portfolio with the new XTS sedan, boasting four well-equipped trim levels and introducing CUE, Cadillac's in-vehicle user experience for control and connectivity. Underhood, the Cadillac XTS is powered by a lightweight but powerful 304-horsepower/3.6-liter V-6 engine mated to a six-speed automatic transmission with tap-shift control. Another especially cool feature is the Safety Alert Seat driver awareness system, which vibrates

either the left or right side of the driver's seat cushion, to alert the driver to look for an impending concern.

### **2013 Hyundai Elantra**

*\$169/month for 24 months with \$2,299 down*

*12,000 miles/year*

*Expires: 4/30/13*

The Hyundai Elantra turns heads wherever it goes, thanks to its elegant styling and sporty profile. Under the hood, the Elantra is powered by a 1.8-liter four-cylinder engine mated to a six-speed

transmission that provides smooth performance along with fuel economy ratings of 29 mpg city, 40 mpg highway, and 34.2 mpg combined. Inside, the affordable Elantra offers 95.6 cubic feet of passenger space so your passengers can travel in comfort.

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### **Top Cash Incentives on New Cars – April 2013**

#### **2013 Nissan Armada 2WD 4dr SV**

*\$6,000 Customer Cash*

#### **2013 Nissan Titan 2WD King Cab SWB SV**

*\$4,350 Customer Cash*

Nissan is offering a choice of options ranging from \$4,350 to \$6,000 customer cashback on the Titan pickup truck or Armada sport/utility vehicle. The Nissan Titan is offered in a range of body, bed, and drivetrain configurations to fit a variety of buyer needs and uses and shares the same powertrain as the Armada. The eight-seat Nissan Armada sport/utility vehicle is offered in three trim levels with a refined 317-horsepower/5.6-liter DOHC V-8 engine in two-wheel drive or All-Mode 4-wheel drive system.

#### **2013 Chevrolet Impala 4dr Sedan LS**

*\$4,000 Customer Cash*

The 2014 Chevrolet Impala is powered by three direct-injection engine choices matched to a six-speed automatic transmission: a 305-horsepower/3.6-liter V-6; a newly designed 2.5-liter four-cylinder; and a 2.4-liter four-cylinder engine with fuel-saving eAssist light hybrid technology that is estimated to deliver 35 mpg. A \$4,000 cash incentive makes the roomy Impala sedan an affordable new car choice.

#### **2013 Ford F-150 2WD SuperCab 145" XLT**

*\$3,500 Customer Cash*

Building on three decades of truck leadership, the Ford F-150 pickup is powered by a standard 302-hp/3.7-liter V-6 engine, or optional 365-hp/3.5-liter EcoBoost, 360-degree 5.0-liter V-8, or 411-hp/6.2-liter V-8. Fuel economy for the F-150 with standard 3.7-liter V-6 is 17 mpg city, 23 mpg highway, and 20 mpg combined.

#### **2013 Jeep Compass FWD 4dr Latitude**

*\$3,000 Customer Cash*

Jeep's Compass compact crossover sport/utility vehicle is powered by the 2.0-liter four-cylinder World Gas Engine mated to a five-speed manual transmission delivering highway fuel economy of up to 23 city / 30 highway miles per gallon. Combine Jeep's "trail rated" 4x4 off-road capability with \$3,000 in customer cashback, and the Jeep Compass becomes an especially appealing compact crossover choice.

### **2013 Ram 1500 2WD Crew Cab 140.5" Express**

*\$3,500 Customer Cash*

The award-winning Ram 1500 pickup truck offers plenty of storage, creature comforts, and a standard 310-horsepower/4.7-liter V-8 engine that boasts fuel economy of 14 city/20 highway/17 combined. If the \$3,500 cashback offer isn't appealing enough, be sure to check out Ram's Uconnect Access provides embedded cellular technology for direct connections to 911 operators, customer service and roadside assistance providers as well as a voice texting capability that enables drivers to send text messages using natural speech instead of having to memorize lists of generic messages.

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### **Top Finance Deals on New Cars – April 2013**

#### **2013 Chevrolet Volt**

*0% financing for 72 months plus \$2,000 cash*

*Expires: 4/30/13*

Depending on your daily commute, it could be possible to nearly replace your monthly fuel bill with the 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. Add in a \$2000 cashback bonus and this super fuel efficient car only gets more super affordable.

#### **2013 Volvo XC60**

*0% financing for 48 months*

*Expires: 4/30/13*



A highlight for a brand specifically known for safety technology, the XC60 was the first vehicle in Volvo's lineup equipped with City Safety, a driver support system aimed at preventing or mitigating collisions occurring at speeds of 19 mph or less by actually automatically braking the XC60 to help avoid a rear-end collision or lessen its impact. Underhood, the XC90 offers a choice of an entry-level 230-horsepower 3.2-liter PZEV naturally

aspirated six-cylinder engine, a midrange 300-horsepower/3.0-liter turbocharged six-cylinder engine, or a top-of-the-line 325-horsepower/3.0-liter turbocharged six-cylinder option. 0% financing for 48 months makes Volvo's XC60 an even more appealing crossover utility wagon.

#### **2013 GMC Sierra**

*0% financing for 60 months or up to \$3,000 customer cash*

*Expires: 4/30/13*

The 2013 GMC Sierra 1500 features an extensive lineup offering a variety of body styles, bed lengths, and powerful 262-horsepower/4.3-liter V-6, 293-horsepower/4.8-liter V-8, and 325-horsepower/5.3-

liter V-8 engine choices. A fuel-saving, six-speed automatic transmission helps to deliver the industry's best V-8 fuel economy – including up to 22 mpg on the highway for the Sierra XFE and up to 23 mpg on the highway with the segment-exclusive Sierra Hybrid. Appealing customer cash and financing options make this truck an affordable option.

### **2013 Kia Sorento**

*\$1,500 cash back or \$1,000 bonus cash, plus 0% financing for 60 months*

*Exp. 4/30/13*

The Kia Sorento offers three engines -- a 191-horsepower/2.4-liter GDI four-cylinder engine with fuel efficiency rating of 30 mpg/highway; a 276-horsepower/3.5-liter V-6; and an affordable 175-horsepower/2.4-liter Multi-Port Injected (MPI) four-cylinder engine -- all mated to a six-speed automatic transmission with Sportmatic™ shifting control. Inside, the spacious Kia Sorento features 142.5 cubic feet of interior volume when equipped with five seats or 149.4 cubic feet with seven.

### **2013 Volkswagen Beetle**

*1.9% financing for 66 months*

*Expires: 4/30/13*

The latest Beetle is more dramatic, with a stronger masculine design than the New Beetle that was sold between 1998 and 2010. Underhood, the 2013 Volkswagen Beetle is powered by a variety of engines, including a 170-horsepower/2.5-liter five-cylinder PZEV engine mated to a six-speed automatic, a 200-horsepower/2.0-liter turbocharged inline-four-cylinder engine paired with a six-speed dual-clutch gearbox, and a 140-horsepower/2.0-liter turbocharged inline-four-cylinder direct-injection TDI Clean Diesel engine mated to the choice of six-speed manual or dual-clutch automatic gearbox. Low financing for a long term makes the Beetle an affordable choice.

### **2013 Ford Escape**

*0% financing for up to 60 months or \$1,500 customer cash*

*Expires: 6/13/13*

Redesigned for 2013, the Ford Escape features a choice of fuel-efficient engines boasting highway fuel economy as high as 33 mpg and a towing capacity of 3,500 pounds. Inside, the Ford Escape provides seating for five or cargo capacity of up to 67.8 cubic feet, plus storage in the wayback that holds another 34.3 cubic feet of stuff. And as useful as all that is, the available hands-free liftgate raises with a kick of your foot to make accessing the rear cargo area that much easier when your hands are full. A 0% APR for up to 60 months or \$1,500 in customer cash also makes it easy to escape in Ford's popular crossover utility vehicle.

### **Shopping for a new Car or Truck?**

If you're planning to go car shopping during the month of April, why not put these 2013 models on your list while you do your research. Hopefully, these lease, finance, and cash incentives will help you narrow down your choices.

Once you've made your choice, why not connect with a Program Certified Dealer for a streamlined new-car buying experience? At [PROGRAM NAME] you'll see what others are really paying for the car you want and the information you need to know you're getting a good deal.