



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- performance of the used vehicle
- proper Maintenance of the used vehicle
- A car with lower mileage
- also offer better ride quality

What do they SEE?

environment
friends
what the market offers

The age of the car,
The number of owners of the car,
fuel type

Good in both interior and exterior conditons

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Save money and loan amount
- It's easier to get new car credit than used car credit
- Cheaper Insurance
- Slower Depreciation

PAIN

fears
frustrations
obstacles

- The car depreciates in value by around 50% after 4-5 years
- Without proper maintenance the resale value of car will be affected
- the main factors affecting a used vehicle's price are mileage and condition
- The number of owners on the car had a very prominent effect on its resale value

GAIN

"wants" / needs
measures of success
obstacles

- Available at affordable prices, lower loan amount to be borrowed, Quicker payoff
- Lower insurance and registration charges
- Feel free and no tensed while driving a used car

Buying a used car would be the wisest idea for learning driving.
Because while learning 80% of the people are little nervous before driving the confidently

Check all the existing insurance papers of the second hand car you are going to buy

Check the Car's Condition, Maintenance Records, Check Registration Certificate, Car Insurance, Transfer of No Claim Bonus.

Take a proper test drive before buying a used car.

What do they HEAR?

what friends say
what boss say
what influencers say

A thorough cleaning and proper servicing of your purchased car is must before you start driving it.