



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

- Take a proper test drive before buying a used car.

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

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

- 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

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.

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