



WE MAKE IT EASY to Secure the Exact Vehicle You Want.

Use **RESERVE1** to customize the model you want and we'll set it aside for you before it even arrives at our store. If it isn't in our vast, incoming inventory pipeline, we'll find the vehicles that most closely match your specifications and give you the opportunity to reserve one of those instead.

More Vehicle Brands Means More Satisfied Customers

Not only has #1 Cochran totally innovated the online reservation process, we also put more of the makes and models you want at your fingertips.



How to Create a Custom Reservation

STEP 1:

Choose Your Desired Model

Pick the model you want from the menu and equip it however you wish. You can even customize your monthly payment. Need help? One of our product specialists will be glad to assist.

STEP 2:

Click the Reserve Button

If you change your mind later, it's not a problem.

STEP 3:

A Product Specialist Will Reach Out to You

If the exact vehicle you want is in our current or incoming inventory, we'll reserve it exclusively for you. If not, we'll identify the closest matches and allow you to reserve your choice of those.

STEP 4:

Receive the Vehicle You Built

You can finalize your financing online so all that's left to do is pick up your vehicle when it arrives. Or, we'd be glad to deliver it to you at no extra charge.

See How Easy It Is to RESERVE1 Now

[Start Custom Preorder](#)

Frequently Asked Questions

Why reserve a vehicle?

You may be tired of calling every dealership in the area trying to see what is actually available, or you may just have specific wants or needs in a vehicle that you know will be difficult to find with today's inventory shortages. Reserving a vehicle with us guarantees that you will receive the exact specifications you decide on, and that no one will beat you to the punch once the car comes in. Plus, it puts you first in line with no obligation if you change your mind.

How do I know I'm getting a fair deal?

We still apply our **ClearCut Pricing Policy** to preordered vehicles and never charge over MSRP.

How long does delivery take?

Delivery time varies based on the manufacturer. We suggest talking to your product specialist to determine a time frame for delivery of your exact vehicle.

What if I change my mind?

In most cases, we do not require a deposit to reserve your vehicle. Although we guarantee the vehicle will be available to you first, if you do change your mind, you will not be obligated to buy.

We reserve the right to change this policy at any time, based on specifications of the vehicle ordered.

What if I don't like the vehicle?

You can still take advantage of our 3-day/150-mile money back guarantee, so you have ultimate peace of mind. See your sales consultant for written details on this program.