
Customer Benefits of Leasing

- Higher customer satisfaction
- Comparable or lower monthly payment
- Little or no down payment
- New vehicle every two to three years; shorter trade cycle
- Keep up with current technology
- No vehicle trade or resale concerns
- Always under manufacturer's warranty: up to 48 months / 50,000 miles
- GAP Waiver
- Lower maintenance expense due to shorter terms
- Protection from market value changes
- Savings on state sales tax in some states



Dealership Benefits of Leasing

- Higher brand loyalty
- Increased customer loyalty, retention, and referrals
- Higher customer satisfaction
- Customers are on a shorter term which means opportunity to sell more vehicles
- Increased profitability across all business areas
- Steady supply of pre-owned vehicles
- The sales team knows when a lease is due so prospecting is more effective

