



CAR BUYING

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SAMPLE RECOMMENDATION | *Prepared for* [CLIENT NAME]

Zen Guide : Brian Alexander *Date* : January 28, 2025

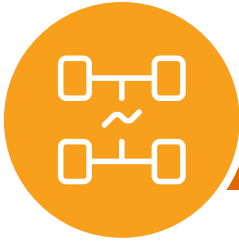


2023 CR-V EX-L

Honda CR-V Overview

The Honda CR-V is one of the most popular SUVs available today. While it is a compact SUV, reviews highlight its spacious interior, making it feel larger than its size suggests. In July 2022, Honda released the 6th Generation CR-V for Model Year 2023. Improvements were significant with more modern and upscale styling, larger cargo space, an updated 7" or 9" touchscreen display and a more refined driving feel that is more comfortable and quieter.

For this analysis, based on your budget of \$25,000 - \$30,000, I am focusing on the **2023 model year or newer.**



Trim Levels

(2023 Model Year)

THE 2023 HONDA CR-V IS AVAILABLE IN FIVE TRIM LEVELS:

LX, EX, EX-L, Sport, & Sport Touring

LX

- Turbocharged 1.5-liter four-cylinder engine (190 hp, 179 lb-ft of torque)
- Continuously variable transmission (CVT)
- 17-inch wheels
- Push-button start
- LED headlights
- 7-inch touchscreen
- **Apple CarPlay and Android Auto (wired connection)**
- Four-speaker sound system
- **No blind-spot monitoring**

Driver-Assist Features:

- Forward collision warning with automatic braking
- Lane-keeping assistance
- Adaptive cruise control

EX *(Adds to LX features)*

- Sunroof
- Heated side mirrors
- Dual-zone climate control
- Heated front seats

- Power-adjustable driver's seat
- Six-speaker sound system
- **Blind-spot monitoring**
- **Wireless Apple CarPlay and Android Auto**

Sport *(Hybrid powertrain version of EX with added features)*

- Hybrid powertrain with a 2.0-liter four-cylinder engine (204 hp, 247 lb-ft of torque)
- Roof rails

- Sport appearance package with darkened exterior elements
- Leather-wrapped steering wheel
- Dual rear USB ports

EX-L *(Premium non-hybrid trim, adds to EX features)*

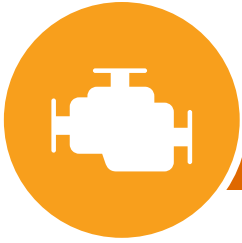
- Front and rear parking sensors
- Power liftgate
- Leather upholstery
- Power-adjustable front passenger seat
- Driver's seat memory settings

- 9-inch touchscreen
- Wireless smartphone charging pad
- Eight-speaker sound system
- Low-speed automatic braking (1-6 mph)

Sport Touring *(Fully loaded hybrid trim, adds to EX-L features)*

- Hybrid powertrain (standard)
- All-wheel drive (standard)
- 19-inch gloss black wheels
- Hands-free power liftgate
- Ambient cabin lighting

- Integrated navigation system
- Heated steering wheel
- 12-speaker Bose premium audio system
- Blind-spot monitoring with rear cross-traffic alert



Available Engines (2023 Model Year)

HONDA NO LONGER LABELS THE HYBRID MODEL SEPARATELY;

instead, it is the standard powertrain in the Sport & Sport Touring trims.

Engine Type	Horsepower	Torque (lb-ft) (lb - ft)	Fuel Economy (MPG - City/Highway/Combined)
1.5L Turbocharged (Gas)	190 hp	179 lb-ft	28/34/30 (FWD)
2.0L Hybrid	204 hp	247 lb-ft	43/36/40 (FWD)

The hybrid system improves fuel efficiency, especially in city driving.



Apple CarPlay & Android Auto

- **Standard on all trims**
- **Wireless connectivity** available on **EX trim and above**



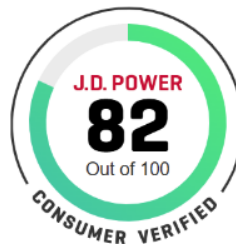
Warranty Coverage

- **3 years / 36,000 miles** (*bumper-to-bumper*)
- **5 years / 60,000 miles** (*powertrain*)

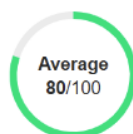


Consumer Rating

The J.D. Power 100-Point Score is based on hundreds of thousands of independent and unbiased opinions of verified car owners.

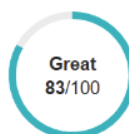


Quality & Reliability



Measures the level of defects, malfunctions, and design flaws experienced by vehicle owners. Covers the entire vehicle from engine to infotainment system. A higher rating means fewer problems.

Driving Experience



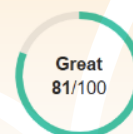
Owners' evaluation of the vehicle's design, performance, comfort, functionality, safety, and technology, comprise this rating. Newer and recently-redesigned vehicles tend to score better.

Resale



J.D. Power's forecast of depreciation (how much of its current value the vehicle will likely lose) over the next three years. Lower depreciation equals a higher rating.

Dealership Experience



Owners' experience with this brand's dealerships during the purchase and service process make up this rating. Key factors include customer service, dealership facilities, and the quality of work.



Zen Guide Recommendation

2023 HONDA CR-V, TRIM LEVEL EX – L

- **Power liftgate** for convenience
- **Upgraded eight-speaker sound system** for better audio quality
- **Larger 9-inch touchscreen** for an enhanced interface

I also recommend focusing on **vehicles with fewer than 30,000 miles**. This ensures the **factory warranty remains valid**, providing peace of mind. Additionally, having the original warranty intact allows you to **purchase an extended warranty anytime before expiration**, if desired.

Pricing & Availability

- **Prices start at \$28,000**
- **Shipping costs** (if buying out of state) range from **\$500 – \$2,000**, depending on distance

Financing Estimates

- **For every \$10,000 financed over five years at 10% interest, the monthly payment is approximately \$212**

Extended Warranty Consideration

- Extended warranties typically cost **\$2,000 – \$4,000**, depending on coverage
- Given Honda's strong reliability, an extended warranty **may not be necessary**
- Consider whether potential **repair costs** would exceed the warranty price

Final Thoughts

The **2023 Honda CR-V EX-L** is the best balance of **features, comfort, and long-term value**. With **under 30,000 miles**, you'll have warranty protection while enjoying advanced tech and convenience features.

– **Brian**, Zen Guide

