

Luxury Cars and Resale Values

When it comes to ultra-luxury, high-end vehicle leasing, there is no doubt that the best deals are those cars that hold their value. With this in mind, we single out a few truths about residual values that consistently apply to high-end leasing.

The most determining factor when it comes to resale values is public perception of the brand, not its reliability ratings in quality surveys. Take the Jaguar for example: it is consistently rated as a quality car, but because of questionable reliability perception among the public, it takes a sharp dip in value at the end of its lease-term

Higher-tech options and other cutting-edge features do not necessarily mean the car will fare better. By the time your car is two years old, better and cheaper systems will render the laser-guided cruise control, navigation systems and built-in cell phone obsolete. Look for functional features, such as automatic transmissions, power windows and wheel-drive to enhance the vehicle's value in the used-car market.

Used-car buyers view less favorably luxury vehicles that come with big incentives. These are perceived as questionable in quality and reliability.

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