

New Cars and the Cost of Ownership

Most people love the idea of a new vehicle. It smells good, has a few new toys, and best of all, it runs like new. That's because it is.

But everyone knows the story about how a new vehicle depreciates the moment you drive it off the lot. The fact is that vehicles, unlike real estate, are rarely a good investment. They bring us pleasure, they safely get us where we want to go, but they cost money. After a few years, things start to break down and we begin to question the cost and reliability until eventually, it seems to make more sense to replace it, rather than repair it. Then the cycle starts again.

If you decide to trade-in your vehicle, all you get is the wholesale price which can be up to 15% less than retail. Or, you can face the challenge of selling it yourself.

But now there's an option; an alternative to the cycle of new vehicle depreciation and the untimely, unexpected cost of repairs.

RE•RIDE will save you money. It will give you the confidence you get from a new vehicle, and back it up with a new warranty. Just like a new car.

Ask an Authorised **RE•RIDE** dealer how you can benefit from a **RE•RIDE**.

By the Numbers

The depreciation on an average new vehicle in the first three years is over \$14,000; even more if you trade it in. Here's an example*:

	New	End Yr 2	End Yr 3
Market Value	\$28,000	\$15,708	\$13,608
% of Original MSRP	100%	56.1%	48.6%
Cost of ownership		\$12,292	\$14,392

* Source: Canadian Black Book
MSRP—Manufacturer's Suggested Retail Price

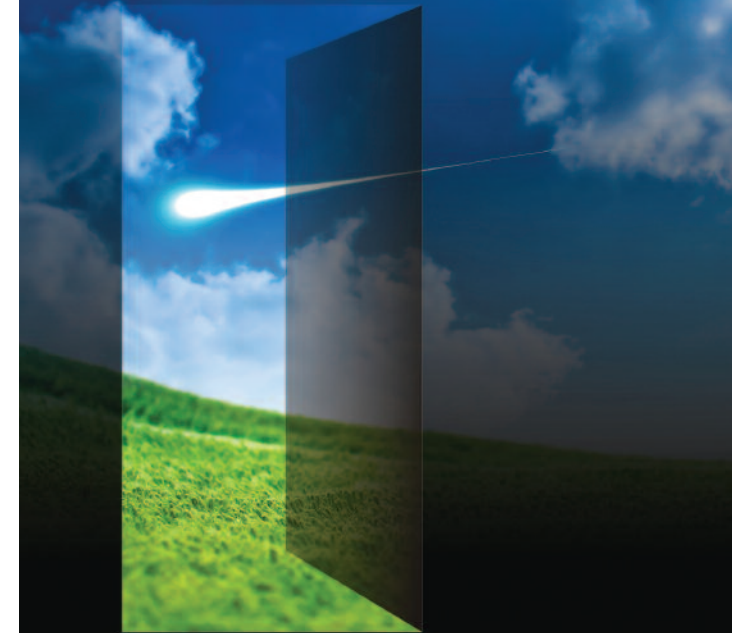
Visit www.re-ride.ca
or call
416.435.8700



Contains 30% total recycled fibre

Printed using vegetable oil-based inks

The Confidence of New without the Cost



INTRODUCING
RE•RIDE™

ReNewed • ReJuvenated • ReWarranted

Now there's a new option for safety,
reliability and affordability for you
and your family.

The “repair it or replace it” quandary

When your vehicle reaches four to six years old, chances are you’re thinking about reliability and safety for you and your family.

Until now, you have really had only two options: either you replace your current vehicle with a new or newer one, or you hold onto it and make necessary repairs when they’re needed. The problem is that repairs almost always occur at the most inconvenient times. And they can be costly—just when you don’t need the extra expense.

RE•RIDE offers you a new and intelligent solution for today’s vehicles. **RE•RIDE** doesn’t just repair vehicles; it ReJuvenates them back to as close-to-new as possible. This effectively extends the “Quality of Life” of your vehicle, at a far lesser cost than a new one, in depreciation alone .

And we back that up with a full extended warranty—complete with roadside assistance—similar to your vehicle’s original factory warranty. **RE•RIDE** even provides financing if you desire, so you can pay for your new **RE•RIDE** with manageable monthly payments.

How it works

It’s easy. Simply book an appointment at any authorized **RE•RIDE** Center for a full 300-point inspection. Our Certified Technicians inspect your vehicle using the latest in diagnostic tools, combined with the manufactures recommended maintenance schedule and our vast vehicle repair database for your specific make and model. We will then design a **RE•RIDE** plan tailored to your vehicle’s needs.

After that, we book an appointment at a convenient time for you to return and have your **RE•RIDE** completed. We’ll even provide you with a loaner while the work is being done.

A **RE•RIDE** usually takes two to three days and typically includes, but is not limited to:

- All-new, quality brand name parts where required. This could mean replacing parts that are still working but in the early stages of failure, or close to wearing out.
- All new shocks, struts and joints, improving your vehicle’s safety and drivability.
- A complete tune-up of the drivetrain, brakes, heating and cooling systems, including cleaning, flushing and replacing all fluids, seals and gaskets if required—giving you a cleaner, greener vehicle.
- New windshield, wiper blades, battery, belts, hoses and clamps.
- New tires and brakes if required.

- Full detailing inside and out, minor dent and scratch repair, upholstery and carpet cleaning.

Safety and reliability you and your family depend on

All major manufactures engineer and build great vehicles, but all vehicles break down—even brand new ones. What **RE•RIDE** does is significantly reduce the likelihood of this happening to *your* vehicle by being proactive in identifying the likely causes of failure, and fixing them *before* they fail. And if something major *should* fail, you’re covered. Our extended warranty makes sure there are no unexpected costs.

Our mission at **RE•RIDE** is all about extending your vehicle’s “Quality of Life”. With **RE•RIDE**, it will perform better, live longer, be greener and save you money.

When was the last time you got a good deal trading in your vehicle on a new one? Depreciation alone on the average new vehicle in the first three years is \$14,400, and even higher at trade-in time.

So whether you’re thinking about replacing your current ride or holding on to it, **RE•RIDE** offers you a smart, new alternative to today’s “repair or replace” quandary.