

AutoTalk

Q. What is the difference between 'customer cash' and 'dealer cash'?

A. Customer Cash, also referred to as a *rebate*, is a cash incentive the manufacturer gives to the *customer* when they purchase a specific vehicle. This is commonly used as a down payment on the vehicle to reduce the overall price of the car. Dealer Cash, also called *marketing cash*, is a manufacturer incentive given to the *dealership* to stimulate sales or reduce excess inventory for a specific vehicle. The dealership does not have an obligation to share it with the customer, but some dealerships use as an incentive to buy by giving the customer a lower price than they would normally be able get. Before visiting the dealership, be sure to log on to www.groovecar.com to learn more about current manufacturer incentives.

Good luck and Happy motoring! ~Your friends at GrooveCar

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