

Name: _____

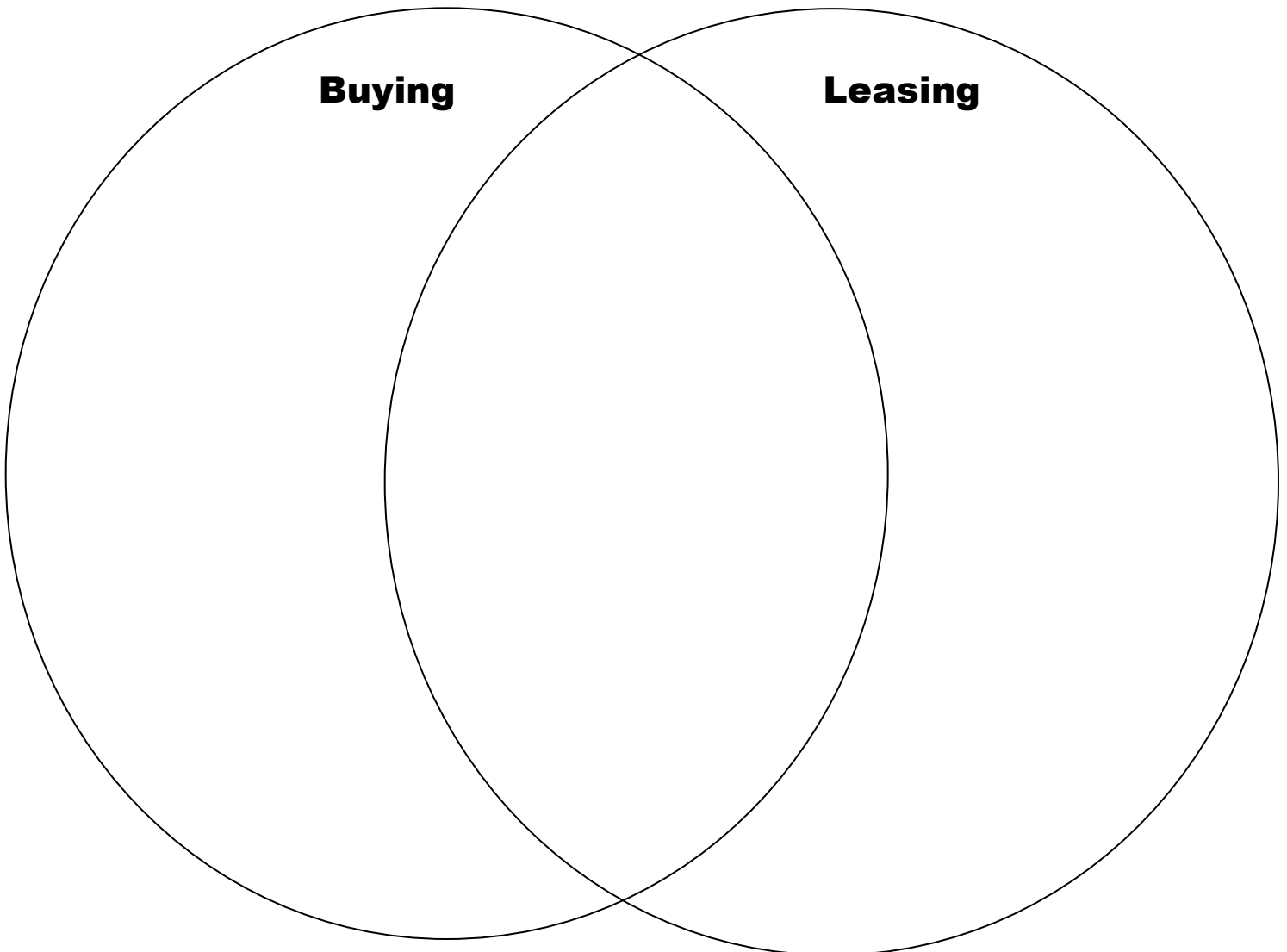
Buying vs. Leasing Transportation

Find an article about leasing a vehicle. Summarize the article in a paragraph or two. Please make sure the summary is in your own words! (Please write title and source on back of this sheet along with your short summary).

React to the article by stating your thoughts and opinions on what you read and summarized in a paragraph (**summary and reflection/opinions 5 pts**)

Below is a Venn diagram. Please fill in characteristics of leasing (left), buying (right), and similarities to both (center). **To earn full credit, you will need three items in each section of the diagram (5 points)**

Buying Versus Leasing



Marketing I

Buying versus Leasing

Name: _____

1. In your own words, please describe why car dealers need to include financing options in their marketing plans and how creating options to finance a new car purchase is an important function of marketing cars.

2. Financing a new car through a loan or lease agreement are 2 ways car dealers add value by helping people pay for a car. Please describe the “target market” or customer for each:
 - A. Financing with a loan

 - b. Financing with a Lease

3. If you were going to buy a new car with financing, which would you prefer, a loan or lease. Please explain your answer.