

# **The Fitzgerald Delivered Price is guaranteed to be the lowest.**

## **So how can other dealers claim they have lower prices?**

### **How to compare Fitzgerald's Delivered Price with other dealer's so-called "Lower Prices."**

First remember this: Unless a dealer advertises a "delivered" price, the only way a consumer can make a car dealer honor their stated sale price on a car or truck is to get the manager's signature on a buyers order. Until then, all prices are negotiable!

Dealers know that customers have a right to a signed buyers order to shop car prices. If you don't get one, they know you can't hold them to their stated price. Ask them for one!

Dealers require YOU to provide them with a signed dealer buyers order before they will honor their low price guarantee.

These facts are confirmed by the wording in "low-price guarantee" that most dealers offer. Here are a few examples from three major dealer groups in our area;

"...provide us with a legitimate and signed written offer from any other dealer..." —Koons

"Bring us a written buyers order approved by the other dealers management." —Sheehy

"All we need to see is a completely filled out and signed buyers order from a manager at the other dealership."

—Ourisman

continued

Fitzgerald Auto Malls have a low-price guarantee as well; however, part of the Fitzgerald Difference is that our guarantee protects you for five days before you purchase as well as for five days after.

Fitzgerald Auto Malls quotes only “Delivered Prices” in our ads, on the Internet and on all of our in-stock vehicles. *Delivered prices must include all charges except tax and tags.* Under Maryland law, we are required to honor that price! That’s the reason our Delivered price is as good as a signed purchase order. It’s that simple. We are already legally bound...the other dealers aren’t! If you want a signed buyer’s order from Fitzgerald, all you have to do is ask.

Once you have finished shopping for the best price on a car or truck and received signed purchase orders from several dealers,

do what consumer experts say—go home and think about it. Think about how difficult it was to get those signed buyers orders from other dealers, and how easy it was to get a Delivered Price from Fitzgerald Auto Malls. It’s just as easy to deal with us after you buy.

Obviously you wouldn’t want to do business with a dealer that refuses your request for a Buyers Order signed by a manager.

(Please note: To protect yourself, compare only the Manufacturer’s Suggested Retail Price as shown on the vehicle window. Ignore any labels added by the dealer (see our Final Price brochure). The MSRP, like our Delivered Price, includes Freight and all other charges except tax and tags. Never pay more than the MSRP...or our delivered price.)

**Tell the sales person that you want a signed buyers order!!!**  
**That’s the only way you can absolutely protect yourself against overpaying.**

**FitzMall.com**

**GAITHERSBURG**  
 903-907 N. Frederick Ave.  
 Gaithersburg, MD  
 800-670-4801  
 Toyota•Scion•Chrysler•Jeep  
 Oldsmobile•Subaru•Hyundai

**WHITE FLINT/N. BETHESDA**  
 11411 Rockville Pike  
 N. Bethesda, MD  
 800-253-4954  
 Dodge•Subaru  
 Isuzu•Hyundai

**WHITE FLINT/N. BETHESDA**  
 5501 Nicholson Ln.  
 N. Bethesda, MD  
 888-770-3300  
 Pontiac•Buick•GMC

**WHEATON**  
 10915 Georgia Ave.  
 Wheaton, MD  
 888-933-7400  
 Dodge•Suzuki

**FREDERICK**  
 114 Baughmans Ln.  
 Frederick, MD  
 800-4-Auto-Mall  
 Chevrolet•Cadillac•Dodge  
 Mazda•Volkswagen•Saab

**ANNAPOLIS**  
 1930 West Street  
 Annapolis, MD  
 800-286-8269  
 Mazda•Mitsubishi•Suzuki

**ANNAPOLIS**  
 34 Hudson Street  
 Annapolis, MD  
 800-479-0806  
 Cadillac•Oldsmobile  
 Volkswagen

**CHAMBERSBURG**  
 1436 Lincoln Way East  
 Chambersburg, PA  
 800-811-7519  
 Toyota•Scion•Nissan