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ON THE ROAD AGAIN



BY RICH POLLACK

Dealers evolving to improve digital car-shopping experience

For decades, the process of shopping for a car remained pretty much the same.

You read the ads in the paper, maybe talked to a neighbor about their car and if you were really serious, you might have bought a book that had reviews and some pricing information.

Armed with that knowledge, you went into the showroom, met with a sales person and began the process of negotiating.

Often you walked out of the dealership with a brand-new car that you were really proud of.

Then came the Internet – and things changed dramatically.

Today, you can shop for a car in the middle of the night and you don't even have to slip out of your pajamas to see all the cars a dealer might have on his or her lot.

Visit a site such as Cars.com and with a few clicks you can find a dealer nearby with the car you're looking for and you can usually see a photo of it as well. You can also find reviews of the car from professionals as well as current owners and even reviews of dealerships written by customers.

Because technology is transforming the car-shopping process at a rapid pace,

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