



BUY OR LEASE?

Which Automotive Choice is Right for You?

There are many factors to consider when you're in the market for a new car today: quality, reliability, length of ownership, mileage and insurance, and of course, cost. On top of that, automotive buyers also face a choice to buy or lease their new vehicles. To help buyers make an informed decision, Millennium Honda and Atlantic Honda offer the following five considerations to help make the choice that's right for you.

BUY

Your car. Your rules.

01 Own Outright

When you buy a car outright, it is yours...not theirs. You can drive as many miles as you choose without penalty, you can sell the vehicle whenever you want, and you can modify the car as you see fit. Some new car purchases include free scheduled maintenance for a certain time or mileage. Given the average tenure for today's car buyers (6+ years)¹, although your monthly payments may be higher than when leasing, in the end you will get a good number of years without a car payment when you choose to own.



02 Use Someone Else's Money to Finance

Financing through automakers, banks, credit unions or financial companies means that you're using someone else's money to pay for your car, freeing up your cash. Plus, banks offer lower financing rates on new vehicles because the vehicles are inherently worth more and have not already been hit by depreciation. And, unlike a lease, once you've made all of the payments, the car becomes your asset.

03 Modify to Your Tastes and Preferences

Chances are that the car you buy is made to order. You'll have worked with your dealer on the make, model and combination of options that meet your needs. After purchasing, if you want to paint your car, tint the windows, upgrade the sound system, or add a spoiler... go ahead. It's yours.



04 Unlimited Mileage

One of the biggest considerations in buy versus lease is mileage. You can drive your car as much as you need to regardless of the mileage amount. When you own your car, high mileage might bring your warranties to an end sooner, but there is no penalty to pay when your financing is up. You maintain the vehicle to your standards, not those of the leasor.

05 Trade In

Ownership means future value. Of course, your vehicle will depreciate over time, but its cash value is yours to do what you like. Once you are ready for a new vehicle, you'll have equity to use for your next purchase. Simply apply the trade-in credit to your down payment, reducing the amount you'll need to finance.



Source: *T. HIS, Kelley Blue Book*

LEASE

More car. Less money.

01 No/Low Down Payment

Shoppers who lease may drive away without any down payment at all. But most leases typically require an initial down payment, followed by a set monthly payment over a fixed amount of time, usually 24 to 48 months. A lease payment often amounts to less than half the monthly payment for the same vehicle if purchased with a traditional auto loan.



02 Lower Monthly Payments/Tax Deduction

When leasing, you're basically financing the depreciation that occurs during the lease term (most commonly three years), plus fees. You only pay the difference between the car's price and what it's expected to be worth at the end of the lease. This "residual value" means your monthly payment is generally much lower – sometimes a half or a third – of what you might pay financing a new car purchase. If you lease a car and use it for business, a portion of the car's depreciation and financing costs can be deducted on your taxes.

03 Get More Car for Your Money

With lower monthly payments, you can upgrade your automotive expectations. Leasing allows you to drive a more expensive vehicle than you might be able to buy. This can pay off at turn in/trade in as well, especially if the car you lease is in demand in the used car market, and particularly if you opt to buy the car outright.

04 Short Term/Easy Transition to a New Car with Frequency

When you lease, you are able to enjoy a new car every few years. Every time you lease, you'll receive a car with the latest technology and safety features. When you take advantage of the selection of car options and get what you like in terms of amenities, lease "try-outs" can result in brand loyalty and future car purchase.

05 Lower Repair Cost

Leases are a good way to have a predictable total cost of ownership. Many leases last about three years, or the length of a typical new-car bumper-to-bumper warranty. That means the car is usually covered under warranty for unexpected repairs during the lease. You still need to maintain the car, including oil changes, tire rotations and recommended maintenance from the manufacturer or face fees at termination.



TWO GREAT OPTIONS:

BUY

LEASE

NEW 2017 Honda **FIT EX 5 DOOR**



Automatic, Air Conditioning, Bluetooth, Push Button Start, Honda Lane Watch, Sunroof, Keyless, Brake Assist, Rearview Camera, 16" Alloy Wheels

BUY FOR

\$19,032
Plus tax, tag and title.

LEASE PER MONTH

\$129 ³⁶
MOS.

36 month lease, \$2017 down payment, plus first payment, \$595 bank fee, tax & tags due at inception. 10k mi., per year, 15¢ thereafter with 720+ credit score. \$0 security deposit required.

NEW 2017 Honda **CIVIC EX SEDAN**



Automatic, Air Conditioning, Sunroof, Push Button Start, Honda Lane Watch, Bluetooth, Rearview Camera, Keyless Entry, 16" Alloy Wheels

BUY FOR

\$20,481
Plus tax, tag and title.

LEASE PER MONTH

\$135 ³⁶
MOS.

36 month lease, \$2017 down payment, plus first payment, \$595 bank fee, tax & tags due at inception. 10k mi., per year, 15¢ thereafter with 720+ credit score. \$0 security deposit required.

NEW 2017 Honda **ACCORD EX-L V6 SEDAN**



Automatic, Air Conditioning, Sunroof, Leather, Heated Front Seats, Push Button Start, Bluetooth, Honda Lane Watch, Rearview Camera, Keyless Entry, 17" Alloy Wheels

BUY FOR

\$29,090
Plus tax, tag and title.

LEASE PER MONTH

\$219 ³⁶
MOS.

36 month lease, \$2017 down payment, plus first payment, \$595 bank fee, tax & tags due at inception. 10k mi., per year, 15¢ thereafter with 720+ credit score. \$0 security deposit required.

NEW 2017 Honda **CR-V EX-L NAV**



4WD, Automatic, Air Conditioning, Navigation, Sunroof, Leather, Heated Front Seats, Honda Lane Watch, Push Button Start, Bluetooth, Rearview Camera, Keyless Entry, Roof Rails, 17" Alloy Wheels

BUY FOR

\$30,498
Plus tax, tag and title.

LEASE PER MONTH

\$269 ⁴⁸
MOS.

48 month lease, \$2017 down payment, plus first payment, \$795 bank fee, tax & tags due at inception. 10k mi., per year, 18¢ thereafter with 720+ credit score. \$0 security deposit required.



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Monday - Friday:
9:00 AM - 9:00 PM

Saturday:
9:00 AM - 6:00 PM

Sunday:
11:00 AM - 5:00 PM



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844-485-9057

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Monday - Friday:
9:00 AM - 9:00 PM

Saturday:
9:00 AM - 7:00 PM

Sunday:
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Honda
Summerbration
SALES EVENT

Lessee responsible for excess wear, tear, maintenance & repair. Must take same day delivery in all advertised cars & in stock. Cannot combine offers. No prior offers applicable. Offer expires 9/5/17