

UPDATE



www.applesi.com

Dear Customers:



Hope everyone is enjoying the spring weather. We're excited about the future of 2009 and beyond and as always, we are thankful for our customers' continued support. We feel fortunate

to be in Austin as it is currently one of the strongest growth centers in the United States. Austin was recently ranked 4th in a list of top 10 fastest-growing metropolitan areas (study completed by bizjournals.com) and other indicators show Central Texas is one of the best places to be right now.

In this issue, we have included a profile on Dave Jimenez, our Internet sales manager, an article about buying a used car versus a new car, and information about the recent hail storm and about purchasing a car through our Ebay store. We hope you find our

newsletter helpful and informative and please contact us if you have any ideas or comments at 512-335-4000.

Thank you,
Sam Sinno,
General Manager

New Pricing Structure: One Price, No Hagglng

Apple Sport Imports has adopted a new "One Price, No Hagglng" pricing structure. What this means for customers is that we offer our Friends and Family deal up front to everyone. Every vehicle on the lot starts at a low price and is non-negotiable.



"We always try to listen and respond to what our customers want. We continue hearing that customers don't like having to negotiate with car dealerships so we've taken that out of the mix," said Sam Sinno, general manager. "We believe what makes us stand out from the pack is the exceptional customer service that we offer, and we believe this no hassle approach will only enhance the customer experience here at Apple."

So, if you are in the market for a new car, stop by soon to experience our new stress free approach to purchasing a car.

Sell Us Your Vehicle, Even if You're Not Buying From Us

Tired of trying to sell a third car on your own? Whether you are looking to trade in a vehicle as part of a new car purchase, or if you just need to sell an extra vehicle, we do buy vehicles from our customers even if you are not buying a car from us. Just bring it by and our specialists will take a look at it and let you know what the fair market value on the vehicle is. Call us at 512-335-4000 and ask for Bob or Sam for more information.

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Employee Profile

Dave Jimenez

Job Title: Internet Sales Manager

How long have you worked at Apple SI? 3 years

What's your favorite thing about your job? Helping customers accomplish their goals.

What did you do before working at Apple? I was in a Rock/Hip-Hop band.

How do you spend your time outside of work: Enjoying time with my wife and kids.

Favorite car: I've always been a BIG Porsche fan.

Favorite sports team: San Antonio Spurs, Houston Texans

Hobbies: Guitar, Video and Music Production, Basketball, and Golf.

Interests: Food & Wine, Travel, and AutoCross.



Buying Used **VS** New Cars in Today's Economy?

Used Still Offers Best Value

With so many “deals” available from new automobile dealers these days, is it still a value to buy a used car? According to *Consumer Report*, now is even a better time to consider a used vehicle. A recent study completed by *Consumer Report* broke down the potential cost savings for consumers if they buy used instead of new. Here are some of the findings:

- If a consumer purchases a three-year-old car instead of a new model, he can save an average of 32 percent in the first five years.
- On a two-year-old model, a buyer can cut expenses by 27 percent and 19 percent on a one-year-old model.

In addition to having lower prices, most recent model used cars have low mileage as well as the modern safety and convenience features found on a new car. A late model used car that is in good condition can be the best value when buying a car, according to the report. Savvy shoppers can get a more upscale vehicle with more features for the same cost as a less expensive new car.

COME CHECK OUT THE NUMEROUS VEHICLES

HAIR SALE



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Hit By Hail Storm**



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Depreciation plays the biggest role in used-car savings. Cars can depreciate by almost half their value (45 percent) in the first five years with the bulk of the depreciation hitting in the first year. So if a buyer purchases a three-year-old car, it has already experienced its biggest hit, so

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depreciation is significantly less for the second owner.

In addition to depreciation, the report did take into consideration insurance, interest on financing, maintenance and repairs and sales tax. For more information, visit www.consumerreport.org.

VEHICLES DAMAGED BY THE RECENT HAIL STORM.

Dear Customers: Come check out the numerous vehicles damaged by the recent hail storm. We are offering deep discounts on cars with slight hail damage and some great mark downs on cars without damage. We'll take hail-damaged cars on trade AS-IS.

Visit applesi.com, call **512-335-4000**, or just stop by at your convenience and our sales staff will be happy to help.

9-7 - Monday-Saturday

Don't Forget...

FREE CAR WASH SATURDAYS

9 A.M. - 3 P.M.

Bring any vehicle purchased at Apple SI by on Saturdays and we'll wash the exterior for you. Just another way we like to say thanks to our loyal customers!

Apple SI Vehicles Now Available Thru eBay

In an effort to keep current with technology and keep as many options available to our customers, Apple has joined forces with Ebay and is now offering some of its inventory for auction through Ebay Motors. Want to bid on one of our vehicles? Visit <http://stores.ebay.com/Apple-Sport-Imports> or contact Dave Jimenez at 512-335-4000.



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