



Thursday, September 23

Sales Close: Sept 8 • Material Due: Sept 15

Despite new 2011 models, the economy and tastes of some car enthusiasts encourages consideration of cars that already have mileage on them.

In this editorial feature, Globe Drive will provide an overview of what to expect when looking for a certified pre-owned car. Additional articles may provide insight of the journalist's review of top-rated pre-owned vehicles currently on the market, received from interviews with dealers, consumers, and consumer reports. Including the following tentative topics:

- Why used?
- Certified pre-owned vs buying a private sale
- A look at quality controls dealers take to ensure a safe, certified vehicle
- Financing – Lease vs own
- Extended benefits and safety measures

- Choosing the right warranty options on your CPO purchase
- Top car manufacturers to consider based on Consumers Report industry ratings for 2005-2010.

GENERAL ADVERTISING RATES

Contract rates apply	gross
Transient	\$17.02
Colour Charge	\$9,169
Distribution	Metro

Please contact your Globe and Mail representative

NATALIE PRIOR Category Manager
t: 416.585.5056 e: nprior@globeandmail.com

SONJA TASOVSKA Project Co-ordinator
t: 416.585.3318 e: stasvoska@globeandmail.com