

7 STEPS

to Buying a Compact Sedan



NORM REEVES

SUPERSTORE
CERRITOS AUTO SQUARE

18900 Studebaker Rd, Cerritos, CA 90703
888-318-5001 • NormReevesFord.com

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Purchasing a new compact sedan is a fun process. These vehicles come with the impressive innovations, performance, and space that drivers need in one compact package. But while this makes it easy to decide to buy a compact sedan, selecting the perfect model can be challenging.

To help you make this big decision a little easier, this guide will walk you through the seven steps to buying a compact sedan. It'll give you tips to help you narrow your options and successfully decide on the model that meets your wants and needs as well as provide essential information to prepare you for the car buying process. Plus it'll give you a closer look into Ford's compact sedan models, such as the Ford Focus and the Ford Fiesta.

Buying a compact sedan is easier said than done. You have to set a budget, compare models, and know exactly what you want and need before you even step foot into a showroom. But with this step-by-step guide, the process is simplified to help make your decision easier.

1. Set a Budget

When you decide you want to buy a new car, first you need to think about your budget. You need to calculate how much you can spend on a down payment as well as how much you can afford to spend on monthly payments. In addition, you should factor in any monthly automotive costs, such as gas and service bills. Once you've set your budget, don't let anyone talk you into paying more.

Then you should research the prices of the vehicles you're considering and use online payment calculators to determine whether you can afford the model you want. If the payments go over your budget, you can narrow your list of options.

2. Find Incentive and Finance Options

Incentives provide a great way for drivers to save on their brand-new car, and they're something many buyers consider. Each dealership provides different incentives, so call your local dealership for more information and find out for which incentives you may qualify.

In terms of financing, there are two choices with every dealership: buying and leasing. There are pros and cons to both options, but understanding which one is best for you depends on your budget and your lifestyle. So do some research on buying vs. leasing a new car and think about how many miles you drive in a year and how important getting a new car every few years is to you.

3. Understand Value

Buying a new car—even a compact sedan—is a huge investment, and everyone wants to get the most for their money. To do this, determining the value of your potential car is key. So research vehicle options and focus on their history as well as overall reviews.



Some common details many buyers look for to determine a vehicle's overall value include how a certain model has improved over the years, a vehicle's overall reputation, and whether a vehicle has any notable recall issues.

4. Take Note of Performance and Fuel Economy

Once you've narrowed down your selection of prospective vehicles based on your budget and value preferences, look into the performance specifications of each model still on your list. Choosing the vehicle that has enough power depends on what you want to experience behind the wheel.

In addition to performance and power, it's important to consider fuel efficiency. Over the years, the importance of less pollution and fluctuating gas prices have made buying an efficient compact sedan a higher priority among drivers, especially commuters.

So if you're filling up too frequently and drive a lot of miles, then your best bet may be a fuel-efficient new car.

5. Think About Cargo Space

Today vehicles, including compact sedans, defy their size to provide impressively spacious

cargo and passenger areas. But you have to remember that each model is different and may not have the same measurements. And depending on what you need, the internal space may be too much or too little.

If you constantly transport items such as luggage for travel, then you should buy a car with more cargo area. If you're the designated driver for your friends and family, then look into a model that offers great leg and headroom.



6. Consider Interior and Safety Technology

Modern vehicles now house advanced technologies and features that offer a sense of luxury while you drive. But the more that comes with a certain vehicle, the higher the price tag may be. Because of that, you may need to make some sacrifices in features.

But some drivers can't live without certain amenities, so make a list of the features you absolutely need in your new car and keep it handy when you compare models. Mark down every vehicle with the features you want so you can narrow down your list of potential cars further.

Also keep in mind that many innovative

features now come standard in multiple models. So if the model you want has a standard infotainment system or driver assist safety system, for example, you can add another available amenity if your budget allows for it.

7. Prioritize Dependability

Every year, we see vehicles feature more and more safety technologies designed for protection, but dependability remains one of the biggest factors to consider when it comes to safety, especially if the family is riding with you. Manufacturers understand this and have taken the steps to create reliable vehicles that can be driven for years to come.

So even though safety technologies and features work to deliver peace of mind while you drive, it doesn't calm your thoughts when it comes to overall safety and vehicle reliability. Fortunately, there are organizations such as the Insurance Institute for Highway Safety and the National Highway Traffic Safety Administration that perform safety tests and report any vehicle recall information to help you see just how safe your potential new compact sedan is.

Ford Compact Sedans

Ford compact sedans are a great choice for drivers looking for a fuel-efficient, technologically advanced, dependable vehicle. There are two models to choose from:

- 2015 Ford Fiesta, which comes in a sedan and a hatchback and has four trim levels: S, SE, Titanium, and ST; and
- 2015 Ford Focus, which comes in a sedan and a hatchback and features five trim levels: S, SE, Titanium, ST, and Electric.

Both models are similar, but each provides its own performance and features to create unique driving experiences.

2015 Ford Fiesta

The Ford Fiesta provides both powerful and efficient performance thanks to its multiple engine options:

- Standard 120-horsepower, 1.6-liter Ti-VCT I-4 engine that gets 37 highway mpg
- 123-horsepower, 1.0-liter EcoBoost engine on the SE trim that get 42 highway mpg
- 197-horsepower, 1.6-liter turbocharged EcoBoost engine on the ST trim that gets 35 highway mpg

All of these engine options are powerful and come with the technologies needed to boost fuel economy.

2015 Ford Focus

The Ford Focus features three engine options:

- Standard 160-horsepower, 2.0-liter Ti-VCT I-4 Flex Fuel engine that gets 40 highway mpg
- 123-horsepower, 1.0-liter EcoBoost engine on the SE trim that gets 42 highway mpg
- 252-horsepower, 2.0-liter EcoBoost engine on the ST trim that gets 32 highway mpg

Like the Fiesta, the engines for the Focus work with technologies to deliver fuel efficiency. But where these two models differ is with the Electric trim option with the Focus. This trim uses a 23-kWh liquid-cooled lithium-ion battery to deliver an impressive 99 MPGe on the highway.

Ford Compact Sedan Dimensions

Though small, the Ford Fiesta still delivers a notable cargo area. With the sedan model, there's total of 12.8 cubic feet of space. With

the hatchback model, you'll get a maximum of 25.4 cubic feet of space.

Cargo space for the Ford Focus is also impressively roomy. In the sedan, there's a total of 13.2 cubic feet of space, and the hatchback model offers up to 44.8 cubic feet of cargo room. In the Electric hatchback trim of the Ford Focus, you'll be able to use a maximum of 33.9 cubic feet in the cargo area.



Ford Compact Sedan Technologies

The Ford Fiesta comes equipped with a long list of technologies. From entertainment to safety, these features help to create an overall enjoyable driving experience. Some of amenities in the Fiesta include the following:

- SYNC with MyFord Touch System
- Navigation system with SiriusXM Traffic and Travel Link
- Rearview camera
- Intelligent Access with Push-Button Start

The Ford Focus also includes a wide array of technologies for both entertainment and convenience. The following are just a few you can experience in this innovative model:



received four of five stars when tested on frontal crash and rollover. When evaluated in the side crash category, this model was given two of five stars.

The Ford Focus received a rating of five of five stars in the both frontal crash and side crash tests for the National Highway Traffic Safety Administration. For the rollover test, it was ranked at four of five stars.

Selecting the Perfect Ford Compact Sedan

Both the 2015 Ford Fiesta and the 2015 Ford Focus are excellent vehicles for drivers in the market for a compact car. Though small, both models give you the most for your money, deliver powerful and fuel-efficient performances, and are reliable and dependable vehicles now and for years to come.

If you're ready to drive home in a new 2015 Fiesta or 2015 Focus, give your local Ford dealership a call or stop in to schedule your test drive today.

- Suite of driver assist technologies
- Rearview camera
- SYNC with MyFord Touch
- Dual-Zone Electronic Automatic Temperature Control

Ford Compact Sedan Dependability

The Ford Fiesta and the Ford Focus are dependable and reliable in terms of safety features and technologies as well as their ratings with the Insurance Institute for Highway Safety. Both models received the highest score of good in most of the categories during the organization's crash test. These ratings are gathered from the results of a crash test based on the following:

- Small overlap front
- Moderate overlap front
- Side impact
- Roof strength
- Head restraints and seat protection

For tests from the National Highway Traffic Safety Administration, the Ford Fiesta

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