

# WHEN BUYING A NEW CAR, TIMING IS MONEY.

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**Smartest day of the year  
to buy a new car**

Based on average percentage  
off MSRP



**Smartest month  
to buy a new car**

Sales goals are closing and  
incentives to sell are high



**Best day of the week  
to buy a car**

You tend to get better deals  
on slower days



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