



**Better Business Bureau
of Central and Northern Alberta**

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Media Release

Millions Expected to Heat up the Holiday Season with Auto Purchases *BBB Offers Assistance Before and After Purchasing a New Vehicle*

[December 13, 2006, Edmonton, AB] – With most auto manufacturers offering end of year deals, many consumers are being tempted to consider a bigger than usual holiday purchase this season. While rebates and incentives are packaged to help companies move out 2006 models to make room for the 2007 inventory, they also present consumers with a unique opportunity for a happy holiday experience.

While incentives are tempting and can lead to impulse buying, the Better Business Bureau suggests consumers take the time during the busy holiday season to thoroughly check out a vehicle before making a purchase – just as they would at any other time of the year. Auto shoppers can review BBB tips for buying a new vehicle and review reliability reports on auto dealers through the BBB Web site: www.edmontonbbb.org

Once purchase decisions are made and the holiday season has passed, the BBB can again help consumers who may experience problems with their new vehicle. “The competition for customers in the automotive industry continues to drive improvements in the quality of vehicles and creates pressure on every manufacturer to satisfy and retain each customer, but occasionally problems do arise,” said Chris Lawrence, CEO of the Better Business Bureau of Central and Northern Alberta. “If you’re having trouble with your new car, and are not satisfied with the dealership response, you should contact the manufacturer or warrantor of your vehicle.”

If manufacturers are not able to resolve buyer concerns, dispute resolution may be an option to consider, the BBB provides mediation and arbitration service. Car owners can determine if BBB dispute resolution is an option through the BBB Web site or by calling 1-800-232-7298.

For all purchases this holiday season, but especially for major expenditures like new car buying, the BBB encourages consumers to take their time, resist impulse buying based upon sales promotions, and check out companies’ reliability reports with the BBB before finalizing deals.

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