



## BUY A SPORTS CAR WITHOUT ROBBING THE BANK

BY DR ANDRE LAM

Buying a used car can be a daunting experience, especially when issues like reliability and provenance of the candidate vehicle does not readily provide peace of mind. Bearing in mind that buying a car in Singapore is one of the heaviest purchases a household will make, these concerns are wholly justified. This is where the services offered by local BMW distributor, Performance Motors Limited, PML, and its subsidiary, Performance Premium Selection Limited, PPSL, a member of the Sime Darby Group, will be appreciated.



The pre-owned cars are subject to BMW-certified stringent 72-point inspection, to ensure that only the best pre-owned BMWs are offered for sale at PPSL



**PRE-OWNED AT ITS BEST - LEGIT**

Like purchasing a brand-new BMW at the new PML showroom, the experience when shopping for a pre-owned vehicle with PPSL at the Sime Darby Centre is similar and never leaves the buyer 'wanting'. In line with the brand's

premium status, the entire buying experience is geared towards fostering personalised service and building relationships, as opposed to the mere transaction status that characterise the dealings of lesser marques.

The team of professional sales consultants is enthusiastically attentive and the priority is on the customer's needs rather than just closing the deal. Furthermore, the showroom is well-appointed and the environment is conducive for even the most demanding customer to feel at home. The selection of pre-owned vehicles is meticulously maintained and well-presented for maximum impact.

**THE CARS ON SHOW**

The staff and showroom form just two parts of a bigger picture: parked dashingly, the cars themselves are beyond reproach, typically ranging from three months to three years in age with relatively low mileage. The pre-owned cars are subject to BMW-certified stringent 72-point inspection to ensure that only the best pre-owned BMWs are offered for sale at PPSL. Adding to the potential owner's peace-of-mind are an extended 12-month agent's warranty (to qualify, distance clocked measure less than 120,000km) and full service history that accompanies each used car purchase.



**TACKLE NEW CAR PRICE FLUCTUATIONS**

To respond to new car and market price fluctuations, PPSL cars are aligned to prevailing market prices and adjusted twice weekly. This leads to a more informed decision by the potential customer in deciding between a brand new car or a well-maintained, nearly-new car. In-house financing interest rates too, are pegged to within 0.3-0.5% of new car rates with only a 10% down-payment required.

**THE OVERALL PICTURE**

It's easy enough to think of PPSL as selling used cars, but it's only a part of their overall business. Apart from providing a facility for existing BMW car owners to trade in their used vehicles, it's also about building a relationship with the pre-owned consumer beyond the basic buy-sell transaction, which could potentially be converted into a new-car sale at some point in the future.



**NO BRUNT OF DEPRECIATION**

PPSL is particularly useful for car owners who are either considering a second or third car, have the habit of changing cars every nine months or so, or people who just want to have the flexibility of trying different cars anytime. Buying a well-maintained pre-owned vehicle means the first owner of the car would have taken the brunt of the depreciation from new.



**For Example**

- A brand new BMW 650i costs S\$338,800
- PPSL has a pre-owned car that is less than a year old that costs just S\$253,800
- This represents savings of S\$80,000
- Likewise, a brand new 320i could set one back by S\$128,800
- But one that is slightly over a year old will cost less than S\$100,000

If you want a swanky automobile that is hardly used, with a legit 12-month agent's warranty, then you will have found the best answer at PPSL. This subsidiary of Performance Motors Limited has carved a niche within the luxury car industry.

**Special Service Inclusive for SMA/SDA Members**

- PPSL will be extending a BMW Service Inclusive\* (Two-year package/200,000km) as an exclusive privilege to SMA/SDA members.
- For more information, please contact Tel: 6319 7600. View PPSL's certified cars in stock at [www.ppsl.com.sg](http://www.ppsl.com.sg)

\* For cars with minimum 24 months

warranty remaining

