

VERDRIVE

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An advertising special edition

Reconditioned Cars + Sterling Warranty: The combo with a high demand and the best resale value

Buying a motor vehicle is a milestone in all of our lives. Traveling becomes convenient, delay and hassle free when it is done with your own vehicle, which is what propels people the most towards the purchase decision.

With the rapid increase in the new vehicle models that are introduced to the market, more people tend to use one vehicle for about 3-5 years and then resell to purchase an upgrade. Thus, it is important that the vehicle you buy, making a substantial investment, is one that is of a high standard and quality and a higher resale (or second hand) value.

EASILY MAINTAINED CARS

When opting to buy a vehicle, one comes across instances where the selling price of a vehicle is comparatively less. However, you may have to incur a high cost to maintain that vehicle given the high price of spare parts and accessories of that vehicle. Such is the case with regards to some Korean and Indian-manufactured cars.

VEHICLES THAT OFFER A GOOD RESALE VALUE

Based on the current market trends, it can be observed that there is a high demand for Japanese vehicles, especially Japanese domestic models (JDMs) due to the fact that such cars are known for their superior quality when compared to Indian-manufactured vehicles and the affordable prices when compared to European models. Moreover, they hold a comparatively higher resale value.

A brand-new Indian Alto 800 sells today at 2.7 million rupees, whereas the resale price of cars of the same model which were manufactured in 2015 is between 1.7-1.8 million. That is a 33% depreciation from the

**STERLING
AFTER CARE
GUARANTEE**



price of a brand-new car.

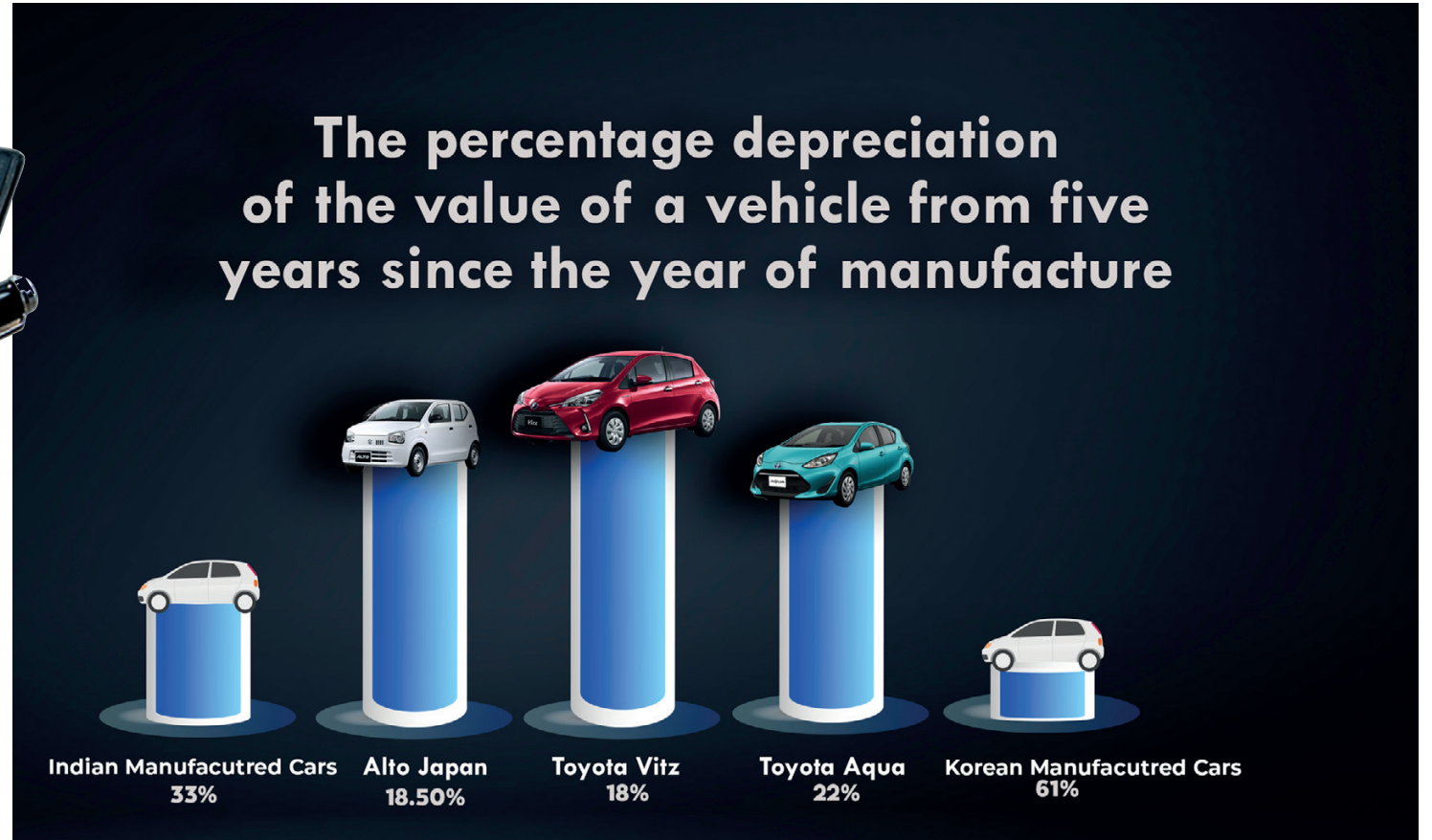
Since there is no significant demand for second-hand Korean and Indian vehicles, if you opt for such a model, it would be rather difficult to recover the investment made when purchasing the car. Hence, the owner has no choice but to use that car for as long as he can.

Due to the proven quality, high-tech options and the availability of spare parts and accessories, registered (or second-hand) JDM cars have a good demand in the market. For an instance, an unregistered JDM Alto car sells today between 2.6-2.7 million rupees; while a car of the same model manufactured in 2015 is valued between 2.1-2.2 million rupees. That is only a 18% depreciation from the price of an unregistered car.

Moreover, a JDM Toyota Vitz manufactured in 2018 currently sells between 4-4.3 million rupees, whereas cars of the same model which were manufactured in 2017 can be bought at 3.5-3.8 million rupees.

WHY SHOULD YOU OPT FOR A CAR WITH THE STERLING AFTERCARE GUARANTEE?

Sterling Aftercare Guarantee was introduced by Sterling Japan at a time when



Source for statistics - ikman.lk

there was no security or an accountable entity to resolve issues (if any) and provide aftersales services for reconditioned JDM cars. The introduction of this warranty paved the way for customers to buy reconditioned vehicles without any hassle or fear.

Six Sterling Aftercare Centres have been established in Nugegoda, Kadawatha, Narahenpita, Ratmalana, Minuwangoda and Galle to provide after sales services exclusively for vehicles that are imported to Sri Lanka under the Sterling Aftercare Guarantee. To ensure the ease of

maintenance, labour free full services are offered to customers within the warranty period. Furthermore, Sterling Automobiles Lanka – which is the sole authorized franchisee service provider of Sterling Japan – is the only company in Sri Lanka to own and operate its own service centres while offering a warranty certificate for reconditioned JDM vehicles. This eliminates the need for customers to go to unauthorised service providers.

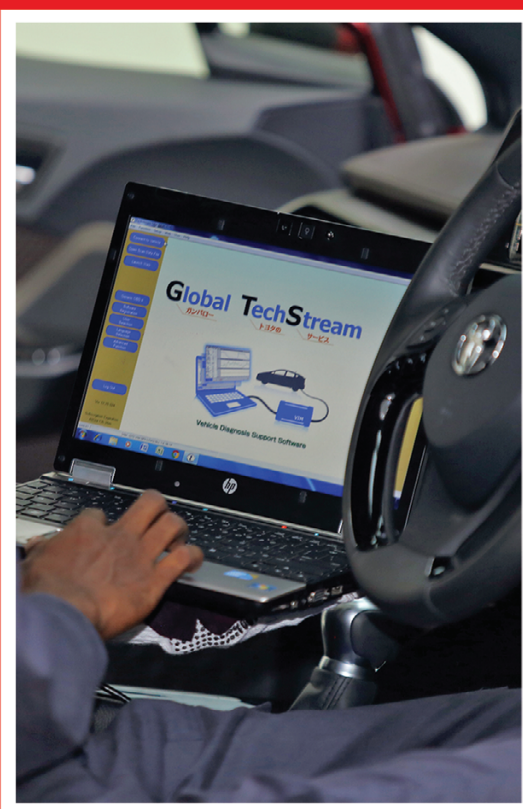
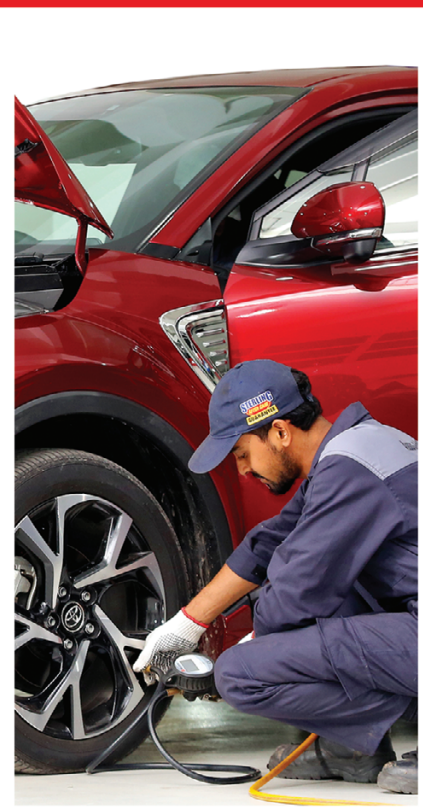
Sterling Aftercare Centres allows customers to obtain any vehicle related

service from a skilled and productive team of experts. In addition, a 24-hour roadside assistance service has also been setup to provide support when in emergency breakdowns.

A high demand has been created for vehicles with the Sterling Aftercare Guarantee due to their quality and the possibility of obtaining maintenance records from Sterling Aftercare Centres. This has paved the way for customers to buy good quality vehicles at an affordable price, with a high resale value.

STERLING AFTERCARE CENTRE

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The 6th Sterling Aftercare Centre
is soon to be opened at
Maligawa Road, Ratmalana

0117 600 800

www.sterling.lk