CAR SHOPPING THIS CHRISTMAS?

THEN UNDERSTAND THE EOY CAR PLATE RUN OUT SALES... AND HOW TO FINANCE IT.

End of year car plate run out sales present an excellent buying opportunity for Australians looking to purchase a new car at a discounted price.

These sales arise as dealerships aim to clear out current year models, identified by their build date plates, to make space for incoming new models.

Cars with the outgoing year's plates lose some resale value and become less desirable, prompting dealerships to offer attractive price cuts, cash back deals and freebies like free servicing or extended warranties.

Timing your purchase toward the end of December or early January often yields the best deals due to dealers' increased urgency to clear stock.

Why buy during plate run out sales?

Dealerships face pressure from manufacturers to reduce inventory before the new year, creating a competitive bargaining environment.

Buyers can benefit from significant discounts on vehicles that are technically 'new' but soon to be last year's model, without compromising on quality or features.

Flexibility around car colour, model variants or extras increases your chances of finding a bargain, as dealers have more incentive to discount less in demand stock.

How to negotiate the best price during plate run out sales

Negotiating effectively during these sales can save you thousands. Here are proven strategies tailored to the Australian market to help you secure the best deal:

- **Do your homework**
  Research vehicle models, compare prices from multiple dealerships and understand invoice price (what the dealer pays) and holdback amounts. Set realistic price expectations and gather competitor quotes before stepping into the showroom.
- **Play it cool**
  Avoid showing too much enthusiasm for a specific car. This gives salespeople less leverage. A good tactic is to hint you want a vehicle with a package or option that the dealer does not currently stock, then shift your interest to the car you want- prompting the dealer to offer sweeteners to keep the sale.

Use the 'if/then' technique	Frame your offer conditionally, such as 'If you can meet this price, then I'm ready to buy today.' This signals seriousness and motivates dealers to meet your terms to close the deal quickly.
Be ready to walk away	Don't rush into a sale. If the dealer won't meet your price or offers add-ons with inflated costs, be prepared to leave. This often leads to follow up offers as the dealer tries to avoid losing a sale.

Negotiate extras separately	Once the price is settled, ask for extras like extended warranties, free servicing or accessories. Dealers are sometimes more willing to provide these than reduce the sticker price further.
Watch out for add-ons and illegitimate charges	Dealers may attempt to include overpriced insurance, rust-proofing or handling fees. Firmly reject these with a clear 'no' or walk away if pressured.
Inspect the vehicle thoroughly before signing	Check for scratches, dents, unusual wear or fluid leaks. Ensure the vehicle matches the deal you negotiated before taking delivery.

How a car finance broker can help

Engaging our car finance experts early can boost your negotiating power. Our team knows the market dynamics at plate clearance times and can secure better finance terms than dealership offers. They can also advocate on your behalf during the buying process, reducing stress and helping you stick to your budget.

End of year plate run out sales represent a prime time for Australians to purchase new cars at reduced prices. Taking a strategic approach:

- doing your homework
- remaining flexible
- employing negotiation tactics
- using our finance team

will maximise your savings and make the experience smoother.

With dealerships motivated to clear stock, buyers who know how to negotiate confidently can enjoy substantial discounts plus extra perks, making this season an ideal time to drive home a great deal.

Contact us to read
'Mastering car finance: Smart tips for end-of-year buyers'.

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