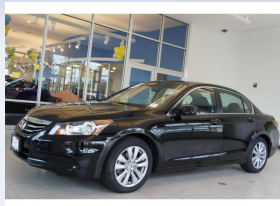


AutoFair Honda of Plymouth in Plymouth, MA treats the needs of each individual customer with paramount concern. We know that you have high expectations, and as a car dealer we enjoy the challenge of meeting and exceeding those expectations each and every time. Allow us to demonstrate our commitment to excellence!

9 Long Pond Road • Plymouth, MA 02360 •

## 2012 Honda Accord EX-L



Exterior Color: Crystal Black Pearl

Mileage: 33,669

Stock #: 73623T

VIN: 1HGCP2F8XCA183702

Engine: 2.4L 4 Cylinder Engine

Transmission: 5-Speed A/T

Drive Train: FWD

### Equipment:

- |                        |                                   |                                |
|------------------------|-----------------------------------|--------------------------------|
| ▪ Leather Seats        | ▪ Heated Driver Seat              | ▪ Premium Sound System         |
| ▪ Satellite Radio      | ▪ iPod/MP3 Input                  | ▪ Bluetooth                    |
| ▪ Multi-CD Changer     | ▪ Dual Zone A/C                   | ▪ MP3 Player                   |
| ▪ Sunroof              | ▪ Aluminum Wheels                 | ▪ Keyless Entry                |
| ▪ Remote Trunk Release | ▪ Child Safety Locks              | ▪ Steering Wheel Controls      |
| ▪ Alarm                | ▪ Heated Mirrors                  | ▪ Electronic Stability Control |
| ▪ Bucket Seats         | ▪ Electrochromic rearview mirror  | ▪ Brake Assist                 |
| ▪ 4-Wheel ABS          | ▪ Tire Pressure Monitoring System | ▪ 4-Wheel Disc Brakes          |

### Expert Reviews:

Edmunds.com: Ample passenger space; excellent visibility; good fuel economy in four-cylinder model; available coupe body style; high resale value.

newCarTestDrive.com: There may be none that match Accord's overall combination of polish, refinement, efficiency and choice. For that reason, the Honda Accord remains a benchmark among mainstream, midsize automobiles.

KBB.com: The Honda Accord continually tops the charts for safety, reliability and strong resale, and its fuel-efficient 4-cylinder engine remains one of the best in the industry.

CarAndDriver.com: Larger than previous Accords, the current version combines value, frugality, space, and sportiness in a way that the competition is now only starting to figure out.

### Vehicle History Highlights:

- |                                   |  |  |
|-----------------------------------|--|--|
| ▪ CARFAX 1-Owner                  | ▪ CARFAX Buy Back Guarantee            | ▪ CARFAX No Total Loss Reported        |
| ▪ CARFAX No Frame Damage Reported | ▪ CARFAX No Airbag Deployment Reported | ▪ CARFAX No Odometer Rollback Reported |

### Ad Preview:

JUST REPRICED FROM \$20,978, PRICED TO MOVE \$2,400 below NADA Retail!, FUEL EFFICIENT 34 MPG Hwy/23 MPG City! Extra Clean, CARFAX 1-Owner, Honda Certified, GREAT MILES 33,669! Moonroof, Heated Leather Seats, Satellite Radio READ MORE!=====DRIVE WITH ...

### HONDA CERTIFIED PRE-OWNED VEHICLE (CPOV) FEATURES

- |   |   |
|---|---|
| ▪ Balance of original 7-year/100,000-Mile Powertrain Warranty | ▪ Additional 1-year/12,000-mile Non-Powertrain Warranty |
| ▪ Vehicle History Report                                      | ▪ 150-Point Inspection and Reconditioning               |
|   | ▪ NO Deductible   |

**Your Price \$16,498**

### 360° Pricing Analysis

(AS OF 9/24/2014)

YOUR PRICE IS:



Market Average Internet Price

\$17,788

**\$1,290**

Below Market Average Internet Price

**NADA**

NADA Retail Value

\$18,950

**\$2,452**

Below NADA Retail Value

## Comparison Cars in Market:

Vehicle	Color	Mileage	Certified?	Internet Price	Your Price Savings:
2012 Honda Accord Sedan EX-L	White	36,467		\$22,900	You save \$6,402
No ad preview found.					
2012 Honda Accord Sedan EX-L	Blue	31,605		\$21,995	You save \$5,497
Used 2012 Honda Accord EX-L V6					
2012 Honda Accord Sedan EX-L	White	21,158		\$21,325	You save \$4,827
Used 2012 Honda Accord EX-L V6					
2012 Honda Accord Sedan EX-L	Unknown	21,692		\$20,977	You save \$4,479
2012 Honda Accord EX-L Sedan					
2012 Honda Accord Sedan EX-L	Blue	31,206		\$20,000	You save \$3,502
ATTENTION!!! Are you READY for a Honda?! This vehicle has a Silko Honda Exclusive Lifetime Powertrain Warranty. Fully Serviced & Ready for Immediate D					
2012 Honda Accord Sedan EX-L	Gray	27,984		\$19,998	You save \$3,500
No ad preview found.					
2012 Honda Accord Sedan EX-L	Tan	29,042		\$19,979	You save \$3,481
No ad preview found.					
2012 Honda Accord Sedan EX-L	Black	31,919		\$18,976	You save \$2,478
No ad preview found.					
2012 Honda Accord Sedan EX-L	White	23,699	✓	\$18,898	You save \$2,400
No ad preview found.					
2012 Honda Accord Sedan EX-L	Red	31,119		\$18,798	You save \$2,300
No ad preview found.					

*JDPower.com Power Circle Ratings*

Power Circle Ratings (the Ratings) are developed by J.D. Power and Associates for JDPower.com. All Ratings are based on the opinions of consumers who have actually used or owned the product or service being rated. Since the Ratings are based on J.D. Power and Associates research studies that survey a representative sample of owners, they are indicative of what typical buyers may experience.

High ratings for a particular product/service/company do not necessarily mean that every customer will have a positive experience. It simply indicates that, on average, consumer perceptions of the product/service/company indicate that it stands out when compared with competitive products/services/companies.

*Expert Reviews*

Expert Reviews are excerpts from reviews and automotive awards from sites across the internet. The sites include newCarTestDrive.com, Edmunds.com and other similar sites.

The positive Expert Reviews are only excerpts of the full article or review. The full article may contain additional comments, both positive and negative, regarding the vehicle. For a more complete understanding of the scope of the review, you should read the entire review or award, which can be obtained from the referenced site.

*NADA Used Car Guide - Retail Value*

Actual valuations for 2012 Honda Accord EX-L with 33,669 miles will vary based upon optional equipment selected by the dealer, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. The specific information required to determine the value for this vehicle is based on your dealer's location, state - MA, for September and NADA Used Car Guide. NADA Used Car Guide vehicle valuations may vary from vehicle to vehicle. While the NADA Used Car Guide does take into account many variables related to the vehicle beyond make, model and geographic location, it does not account for the particular condition or circumstances of this vehicle which could cause the value of the vehicle to vary significantly from the NADA Used Car Guide - Retail Value.

*Edmunds True Market Value (TMV)*

Actual valuations for 2012 Honda Accord EX-L with 33,669 miles will vary based upon optional equipment selected by the dealer, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. Edmunds TMV price is an estimate of the current average selling price transactions for 2012 Honda Accord EX-L with 33,669 miles based on optional equipment and vehicle color based on your dealer's location, zipcode - 02360. Edmunds TMV vehicle valuations may vary from vehicle to vehicle. While the Edmunds TMV does take into account many variables related to the vehicle beyond make, model and geographic location, it does not account for the particular condition or circumstances of this vehicle which could cause the value of the vehicle to vary significantly from the Edmunds True Market Value.

*Average Market Price*

Average Market Price is calculated based on sampling of listings based on your dealer's zipcode, 02360. The source of the listings is third-party sites and dealer websites containing preowned and new vehicles. Average Market Price values may vary from vehicle to vehicle. Actual valuations for 2012 Honda Accord EX-L with 33,669 miles will vary based upon selected optional equipment, market conditions, specifications, vehicle condition or other particular circumstances pertinent to this vehicle. While the average market price is an average of similar 2012 Honda Accord EX-L and 50 miles radius from dealership, based on your dealer's zipcode (02360), the average can include vehicles with different trims, mileage ranges and dissimilar vehicle equipment. The sample of market listings may not represent all relevant vehicles available in the area searched.

*Comparison Cars in Market*

Comparison Cars in Market is created based on a select set of dealer classified listings from over forty thousand dealers nationally. The source of the listings is third-party sites and dealer websites containing preowned and new vehicles. While comparison cars are from similar vehicles based on year, manufacturer, model and 50 miles radius from dealership, based on your dealer's zipcode (02360), the comparison can include different trims, mileage ranges and dissimilar vehicle equipment. The dealer has full discretion in selecting the comparison cars, and may choose vehicles with different levels of trim and additional optional equipment. As a consequence, the comparison cars may not be comparable to the vehicle you are considering. The Comparison Cars in Market are based on the sample market listings available from various Internet data sources and may not represent all relevant vehicles available in the area searched.

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