



Virginia Author Brings Money-Saving, Car-Buying Handbook to the World Via New Website

Virginia author goes undercover to learn tips, tricks and trade secrets of car buying and selling. Dick Krol now makes his car-buying handbook available via the web. Krol's no-nonsense, down-to-earth approach has worked for many car buyers and has garnered high praise Consumer Reports and the U.S. Air Force.

([PRWEB](#)) September 2, 2000 -- FOR IMMEDIATE RELEASE

Jan 23, 2003

Contact:

tim@coastal.com
(days)

morsefam@juno.com
(nights/weekends)

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Norfolk, VA — Fifteen years ago, Norfolk, Va., resident Dick Krol went —undercover— locally to plumb the depths of the Hampton Roads, Virginia automobile scene, in order to better educate the car-buying public on how to save money and avoid headaches when purchasing a new vehicle. Back then, he wrote a car-buying handbook to disseminate his findings. Today, Krol is taking full advantage of the latest technology to further his outreach to the car-buying public; now he hopes to share his extensive research from his car-buying handbook with the world through a website dedicated to that purpose: <http://www.dkrol.com/>.

Before writing his car-buying handbook, Krol, a computer consultant, an Airline Transport Pilot, a FAA Certified Multi-Engine Instrument Flight Instructor, and former naval officer, had experienced his own share of frustration in car buying. He eventually decided that there must be a better way to buy a new car. So, bolstered by a mission to get an insider's look at the industry, he took a job at a local dealership as a car salesman for a while. Then he wrote his handbook.

—When I thought about writing the car-buying handbook I figured, —If I couldn't beat —em, I would join —em—, — said Krol of his initial strategy to get the —inside scoop— on car buying and selling. —And since, over the years, people outside the local area were buying the handbook, and benefiting from it, I recently decided to put up the website and see what would happen,— Krol added.

Krol's strategy of using some of the car sellers' —inside information— to leverage a purchase has paid off for many now-satisfied car owners. Some have written to thank Krol personally for helping them walk away from the showroom floor with the car they wanted, at the price they wanted. Krol has even received kudos for his efforts from a leading consumer advocacy publication, and from a senior Air Force official who felt the book should be a standard reference work in the Air Force library system.

“That kind of recommendation was a real honor for me,” said Krol, who obtained permission to post a brief quote from Tony Dakan, Chief of the Library Branch of United States Air Force, on his website. Dakan said the book was, “a delightfully anecdotal (and practical) guide for new car buyers. Since the cost of today’s cars is just behind the cost of a house, this book should be a valuable addition to any library.”

Thomas Blum, an associate editor with Consumer Report Books in New York City also gave Krol high marks for his original work. “You have a good product and timely one. ... I’d sorely like to do a book in this area. Increased coverage has been given to purchasing a new car in Consumer Reports. Your book, of course, goes into greater depth. I thought your research very interesting. Particularly liked Chapter 6, ‘Car Buying Techniques:’ and your original appendices. Good stuff! Very consumer oriented.”

With the advent of another new car-buying season, Krol is hoping that his handbook, now available via the Internet, will assist both first-time and veteran car buyers in achieving greater satisfaction in their pursuit of their dream vehicle. However, Krol’s mission goes far beyond just providing tips and suggestions for dealing with the automotive industry. Krol’s approach involves incorporating common sense, self-control and patience into the process. “If I can help even one person save some time and money in meeting their transportation needs, without ruining their quality of life, then I feel I’ve done my job,” Krol said.

For more information about the contents of Krol's car-buying handbook, or to place an order, visit: <http://www.dkrol.com/>.

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Contact Information

tim morse

RMK & Associates

<http://www.dkrol.com>

757.631.3206

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