



Former GM Reveals Shocking Car Dealership Secrets in New Book

Former General Manager confesses to every scam and deceitful trick used by car dealers to rip people off everyday. Everything detailed in new book titled, "CarBuying Scams, Auto Dealer Executive "Breaks Code of Silence!"

Dickinson, ND ([PRWEB](#)) May 4, 2004 - Dozens of insider secrets, gimmicks, and scams used to trick consumers into paying thousands more than necessary for a new car are exposed in an illuminating new book.

Car Buying Scams, written by Consumer Advocate Peter M. Humleker, Jr., goes beyond typical car-buying-tip books. It explains in detail how car dealerships employ shady—perhaps even fraudulent—tactics to take advantage of unsuspecting buyers.

"The biggest scams are used on the people who can least afford it," Humleker said, "people with bad credit and low incomes. They are bombarded with slick sales tactics and psychological tricks that get them to pay too much for the car, and then they're further ripped off by hidden financing fees and artificially inflated interest rates on the loans."

Humleker knows first-hand how the car sales industry operates. "I spent six years in the business, working my way up from salesman to general manager of a dealership. I'm ashamed to admit it took me that long to decide I no longer wanted to earn a living by taking advantage of people."

Now he's exposing what goes on behind closed doors. "People will be shocked to learn what really goes on at car dealerships," Humleker said. "I reveal information in my new book that has never been made public before. Many people realize that salesmen are paid to get the highest price they can, but very few know the incredible extent of the deceitful tactics they use—before, during, and after the sale. I strip away that veil of secrecy and reveal the truth."

"My book covers everything car buyers need to know to easily save \$2,000-5,000," Humleker said.

Further information about this book is available at www.CarBuyingScams.com or by calling (701)290-9214.

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