



Letting The Cat Out Of The Bag: How The Auto Industry "Redesigned" The Dealer Invoice Price When The Internet Arrived

James Bragg

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The Long-Hidden Truth About The New-Car Business In the mid-1990s, in response to the sudden easy access to dealer invoice prices when the Internet arrived, the auto industry launched a secret program to “redesign” the automaker-dealer financial relationship from the ground up, a process that has continued ever since. This game-changing fact was deeply buried until 2012, when James Bragg, the country’s leading automotive consumer advocate/activist, “cracked the code” and unearthed the truth. He describes that discovery process and shows how the total reconstruction of the invoice-retail price relationship has (a) turned the long-held consumer perception of “dealer cost” into absolute fiction, (b) radically transformed the nature of dealer cash incentives and (c) outdated the core assumption behind all the “target price” negotiating advice on the Internet. He then tells you how to apply that knowledge when you’re car shopping. Letting The Cat Out Of The Bag lets all the hot air out of the “boomfog” of information and advice you’re finding elsewhere. It will change forever the way you approach the process of buying or leasing a new car.

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