

AMERICAN INSTITUTE *for* ECONOMIC RESEARCH

GREAT BARRINGTON, MASSACHUSETTS 01230-1000

WHAT YOUR CAR REALLY COSTS

**This expanded 1991 edition includes value rankings
for pickups, utility vehicles, and vans.**

August 1991

Dear Reader:

Each year we offer our annually updated booklet **What Your Car Really Costs: How To Keep A Financially Safe Driving Record**. Our 1991 edition is bigger and better than ever.

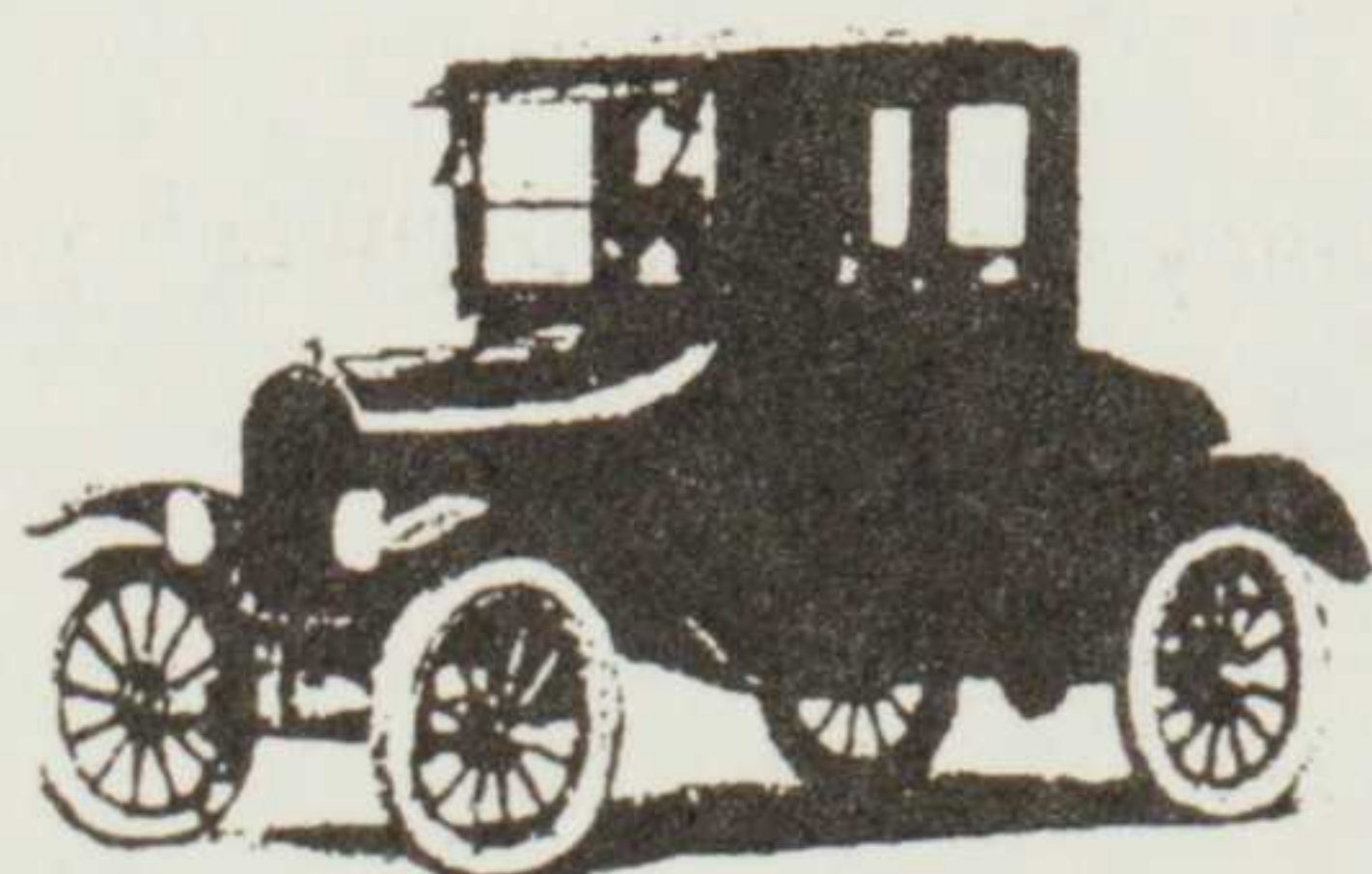
It tells you:

- how to keep your automobile expenses in perspective
- when to buy new and when to buy used
- how to use the N.A.D.A Official Used Car Guide
- whether to buy or lease
- how long you should keep your car
- how to buy cars that retain the most resale value.

Our booklet also includes value rankings of 1984 - 1990 used cars. This year we have expanded our rankings to include light pickups, utility vehicles, and vans. Whether you are buying used or new, you should consider the "investment value" of your automobile.

What Your Car Really Costs also is useful for younger drivers who may be looking for their first car. The actual costs of owning and operating an automobile probably are far different from what many now believe. You can help protect your family's financial future by introducing your young drivers to the fundamental financial responsibilities of car ownership.

Please use the coupon on the reverse to order today **What Your Car Really Costs**.



Ford Model T Coupe - 1923

Sincerely,

Robert A. Gilmour
President

PS: Please see other enclosed letter for our special Membership and booklet offer.