



**CAR
DEALER**

HELL

THE TRUTH ABOUT DECEPTION

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You’ve met this guy—in your nightmares! He’s the mouthy car dealership sales minion. His great-grandfather was a sneaky horse trader, so it runs in the family.

CHAPTER 1: MY STORY: CHARLES AND CHRISSELLE.....1

Its one thing for the old man to be taken advantage of in the course of a few deals, but the devil be damned if I’ll let my sweet, lovely, trusting daughter be lied to and financially ravaged by these beasts. A father must teach his children well!

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When you read these true tales of old-time horse traders, you realize that the writer of Ecclesiastes was right: There is nothing new under the sun. Every underhanded, switch-and-bait trick used by car dealerships was first perfected by horse traders, who eventually went to hell, where they taught aspiring car dealers. Learn it all here so you don’t repeat the mistakes of your Great-Great Uncle Bartholomew.

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Did you ever wonder what happened to professional horse traders? They bought plaid sports jackets, opened car dealerships and hired other “hoss swappers” as their salespeople. There wasn’t much to sell at first, but a man who could turn a tidy profit on a blind horse could certainly peddle a used car with a little hail

damage. Car dealerships grew from the talents of bold American entrepreneurs, showmen, ad writers with liquid language and a few outright geniuses.

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Until recently, people thought they could only experience eternity in two places: heaven and hell. Turns out there's a third location—car dealerships! In this chapter, normal nice people like you tell their true tales of eternal woe with dealerships. They've learned their lessons; now they want to spare you the agony of eternal torment.

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Unless you've never bought a car at a dealership, you wouldn't believe the dark lies and swampy scams employed by these demons—The Bump and Grind, the Ten Surprises of Fine Print, Fiendishly-Clever Psychological Manipulations, and then the famous Must Have Been a Misprint in that Ad Come-on. That's just for openers! Learn how you can counter these nefarious deceptions so you can keep some light in your life.

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You've heard all the lawyer jokes, but lawyers themselves think the funniest punch line is when they can take an unethical car dealership to court, where he loses his pants – or rather, his suit – and is exposed for the slimy creature he really is. Now that's funny!

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Finally, some good news! You are in charge of your own eternal car dealership destiny. Armed with the information and strategies in this chapter, you will be so powerful that you'll never need to spend time in car dealer hell, or even purgatory. Don't be a wimp; be a champion warrior. Slice through the darkness and let the sunshine in!