

# Can you trust the base price of a new car?

By [Nicholas Pillay](#)

26 Apr 2024

Ah, the allure of a brand-new car. Gleaming paint, plush interior, that 'new-car' smell and the promise of open-road adventures – it's enough to make anyone's heart race.



But before you get swept away by the shiny exterior and the enticing base price advertised in bold, take a deep breath and hold on. The truth is, the base price of a new car, particularly in the luxury segment, can be an illusion.

It's often a starting point that conveniently leaves out many features that have become essential for modern driving.

Let's take a closer look at the bait-and-switch tactics often employed by some car manufacturers. Some premium are notorious for showcasing a base price that might seem attractive at first glance.

But dig a little deeper, and you'll soon discover that this price represents a stripped-down version of the car, lacking features many would consider essential for safe and comfortable driving.

Continue reading the full story on [Double Apex](#)

For more, visit: <https://www.bizcommunity.com>