



## 2009, Audi A4

4dr Sedan Auto 2.0T quattro Prem Plus



**Great Price**  
 LESS THAN **\$38,528**

LESS THAN **\$494**   
 above Invoice

**Good Price**  
 LESS THAN **\$38,828**

LESS THAN **\$794**   
 above Invoice

### VEHICLE PRICING TABLE

Valid on May 17, 2009

Description	Actual Dealer Cost	Factory Invoice	Average Price	Sticker Price
Base Vehicle	\$30,737	\$30,737	\$31,476	\$33,050
Options	\$5,882	\$5,882	\$6,019	\$6,325
Incentives	(\$0)	-	(\$0)	-
Destination Fee	\$825	\$825	\$825	\$825
Reg. Ad Fees	\$590	\$590	\$590	\$0
<b>TOTAL</b>	<b>\$38,034</b>	<b>\$38,034</b>	<b>\$38,910</b>	<b>\$40,200</b>

### TC Your TrueCar Price Analysis FOR THE 2009 Audi A4

- **The Average Price Paid** for a Audi A4 is \$38,910\*
- **The Actual Dealer Cost** for a Audi A4 is \$38,034\*
- **The Good Price** for a Audi A4 is less than \$38,828 or \$794 above Invoice
- **The Great Price** for a Audi A4 is less than \$38,528 or \$494 above Invoice
- **Audi A4 prices have been trending** downward by 0.33% since November 9
- **To view the actual price distribution** of what others paid, [click here](#).

Your 2009 Audi A4 as configured is \$38,910

## Color

- **Exterior:** Not Available  
Included in Sticker Price
- **Interior:** Cardamom Beige  
Included in Sticker Price

## Incentives

- **No Incentives Available**

## Options

- **18-INCH SPORT PACKAGE**  
\$1,450 Sticker Price
- **PREMIUM PLUS PACKAGE**  
\$4,000 Sticker Price
- **METEOR GRAY PEARL**  
\$475 Sticker Price
- **DARK WALNUT INTERIOR WOOD TRIM**  
\$400 Sticker Price

## KEY DEFINITIONS

### Factory Invoice

The Factory Invoice, or dealer invoice, is what the manufacturer theoretically charges the dealer for the vehicle. However, this price does not include discounts, incentives, or holdbacks (money allocated back to the dealer upon sale), making the dealer's actual cost lower than the Factory Invoice.

### Sticker Price (MSRP)

The Sticker Price, also known as the Manufacturer's Suggested Retail Price (MSRP), is the retail price set by the factory. According to AAA, the Sticker Price is marked up by an average of 13.5% from what the dealer actually paid for the vehicle. Therefore, this price is almost always open for negotiation.

### Actual Dealer Cost

This is an estimated value of what a dealer paid for a vehicle. Though it is impossible to give an exact Dealer Cost, since every dealer has a different set of fixed and variable costs, the Actual Dealer Cost is the Factory Invoice minus holdbacks and any applicable incentives.

### Average Price Paid

This is the price that the average person paid for his or her new vehicle. In other words, roughly half paid more and roughly half paid less than this amount.

## 1. Understanding The “Deal”



Understanding the “Deal” will help you get the best possible price. The Deal is comprised of four major elements: vehicle price, trade-in value, financing options, and future service potential. Your goal is to obtain the best possible price or rate for each element. If you're offered a great price on your car, be aware that the dealer will be looking to make money elsewhere; so a “too good to be true” price could indicate other strings attached to the Deal. Make sure that you negotiate each element individually in order to get the best overall Deal.



## 2. Good and Great Price Ranges

TrueCar analyzes data from real car sales in a given market area to determine realistic good and great price ranges. Although negotiating a price below the great range is possible, those prices typically represent deals in which the dealers have made significant money in other areas, such as financing or trade-in value.



### Negotiation Checklist

Before negotiating, make sure you have the exact car specified!

- Do you have the right vehicle?
- Did you use your local zip code?
- Have you selected all options?
- Have you checked all incentives?

## 3. Negotiation Tips

Using the Factory Invoice as the primary guideline for negotiation is a good idea because it serves as a helpful baseline for price. Dealers know it already represents a small profit margin for them and they can now determine their desired profit range on the sale. As you can see in your report, we have given you target ranges based on the offset to Factory Invoice. This is the price range you should use to communicate with the dealer (i.e., "I would like to pay \$500 over Factory Invoice"). Unless a vehicle is in high demand, do not negotiate a price based on Sticker Price.

**Negotiation Checklist:** Before negotiating on your new car, make sure you have specified (i.e., model year, model, trim level, options, incentives, etc.) the exact vehicle you wish to purchase! Then consider these questions:

Did you use your local zip code?

Do you have the correct model year?

Have you selected the correct options?

Have you checked the correct incentives?