Chevy Offers Money-Back Guarantee On New Vehicles

The Associated Press

DETROIT (AP) — Chevrolet is trying to pull more customers into its dealerships by offering a money-back guarantee on new cars and trucks.

The General Motors brand said Tuesday that buyers can get refunds if they return their 2012 or 2013 vehicles for any reason. The guarantee lasts for up to 60 days from the date of purchase.

Chevy Marketing Chief Chris Perry says research shows that customers like it when companies show confidence in their cars and trucks.

Customers pay a set price equal to the discount GM offers to parts supply companies, including incentives. If they aren't satisfied with the vehicle, GM will refund their money.

Returned vehicles can't have more than 4,000 miles on them and they can't be damaged.

The offer ends on Sept. 4.

During the first half of the year, Chevy sales grew 6.3 percent to almost 962,000 cars and trucks. But the brand is growing at less than half the rate of overall U.S. auto sales. The total U.S. auto market grew almost 15 percent from January through June. Chevy is by far GM's most important brand. In the U.S., it accounts for more than 73 percent of the company's sales, according to Autodata Corp.

GM sales overall grew only 4.3 percent in the U.S. during the first half, pulled down by sagging sales of the Cadillac and Buick brands.

Globally, Chevy sold a record 4.76 million cars and trucks last year, and the brand had its best first quarter ever with 1.18 million sales worldwide. GM will release first-half global sales figures on Aug. 2.

Chevy also is offering no-haggle prices to clear out its 2012 models. Chevy is trying to clear out older versions of its two top-selling products, the Malibu midsize car and the Silverado pickup truck. New Malibus are hitting showrooms en masse later this month, and new Silverados arrive next spring.

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