



Auto Don Rolls out Cost-Cutting, Quick Car Ownership Initiative for Lent

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Kingston, Jamaica - In recognition of the Lenten season as an important life-changing time for many people, Auto Don has implemented a new initiative designed to bring further value to new customers seeking to purchase a car during the 40 days that Lent lasts for.

Using the hashtag #40DaysOrLess, Auto Don launched the new cost-cutting initiative via their Facebook page on February 11, just one day after the observance of Ash Wednesday and the second day of Lent. Under the new initiative, the company has made a commitment to slash prices on its Nissan Tiida models by as much as \$120,000 while promising to get customers behind the wheels of a car in less than 40 days.

With the process of owning a car taking several months in some instances, the company has committed to lessening the time it takes for potential customers, especially those who are seeking to own their first cars. The sales team intends to work more closely with buyers and loan agents in an effort to lessen the time it takes for the securing of car loans and other paperwork which have to be completed and approved on the

way to owning a car in Jamaica.

In addition to the announced price reduction and reduced processing time, the company is also providing additional incentives to customers who come in during the promotional period, including a set of free rims. These are in addition to other incentives being offered on other models at the used car and auto parts hub.

The '40 days or less' promotion was developed in light of concerns expressed by many people who shop for cars. It is widely accepted that the process of securing financing and satisfying several criteria in owning a car is often too tedious and bureaucratic. The Auto Don team believes its commitment to lessening the car ownership process while adding value to its premium range of cars, will attract members of the market segment who may have intentions of buying a used car but have held back due to reservations about the length of time it takes.

Since launching its used cars division in 2013, Auto Don has quickly ranked among the top reconditioned car dealers in the corporate area. The company's quick car ownership and reduced cost initiative has so far been met with positive responses from their social media following.

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Auto Don Trading Co. Ltd.

We aim to serve our customers with honesty, and integrity; always giving of our best in order to enhance the quality of life for our customers, staff, and the wider society.

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