

New Car Dealers Association president visits

Williams Lake

Published: November 05, 2009 8:00 AM

It's an exciting time to buy a new vehicle, says the president and CEO of the New Car Dealers Association of B.C.

Blair Qualey stopped in Williams Lake Thursday to meet with dealerships about the current market situation.

A president's tour is done every year in communities throughout the province about what is selling, about market intelligence, and what dealerships should be doing.

He says sales are picking up in dealerships throughout B.C., as more people are starting to feel more comfortable buying a vehicle than they did a year ago.

"People are coming into dealerships feeling better about the economy," Qualey says. "People still need to get around."

He says there are many incentives to buy a new car, as used car prices have gone up and new car prices have gone down.

He says consumers tend to be interested in safety and fuel efficiency when buying a new vehicle. He says there are numerous hybrid models on the market, as well as gas-powered vehicles with such excellent fuel efficiency that they surpass some hybrid models.

He says the vehicles that will be available in five years from now will be even more impressive.

"The stuff we're going to be talking about we don't even know about yet," he says. "I can hardly wait. ... We're going to see all sorts of cool stuff in the next few years."