

[Used BMW dealers London](#) have the perfect opportunity to turn car browsers in to buyers, after-sales customers and lifelong cash cows. They are located in a prime geographical location, nestled amongst the stock broker districts and affluent financial districts. New and second hand BMW do tend to command higher prices in the City, due to demand versus supply and the lack of car buyer desirability to shop further afield for a cheap car. Whilst this is good for car dealers and keeps profit per unit on an upward curve, this has the reverse effect on the car finance department. Many people do not require finance and those that do will easily pass with prime lenders and screw the dealer down to the lowest rate. I would recommend driving further afield and visit Big Motoring World in Kent.