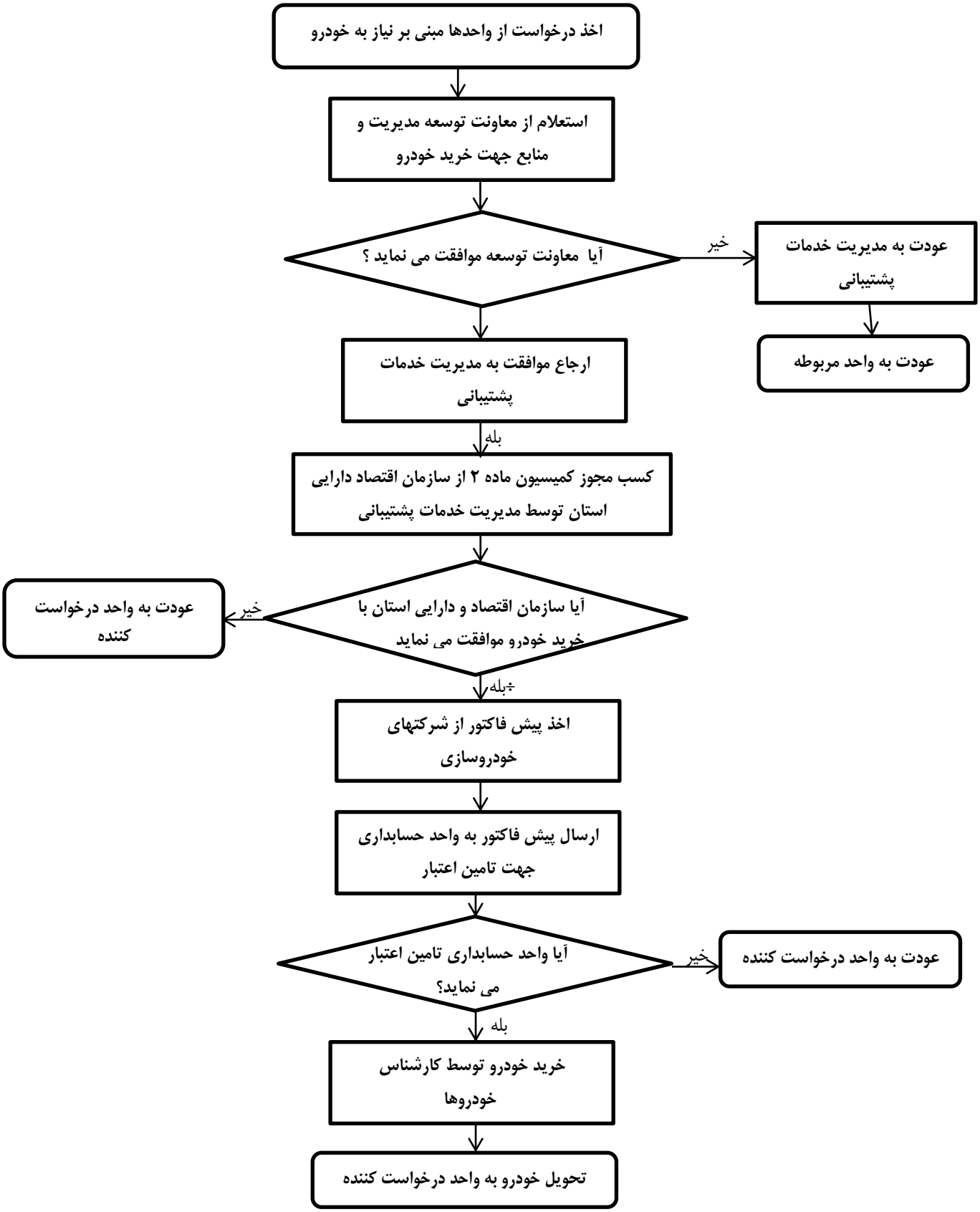۱ـ فرآیند خرید خودرو