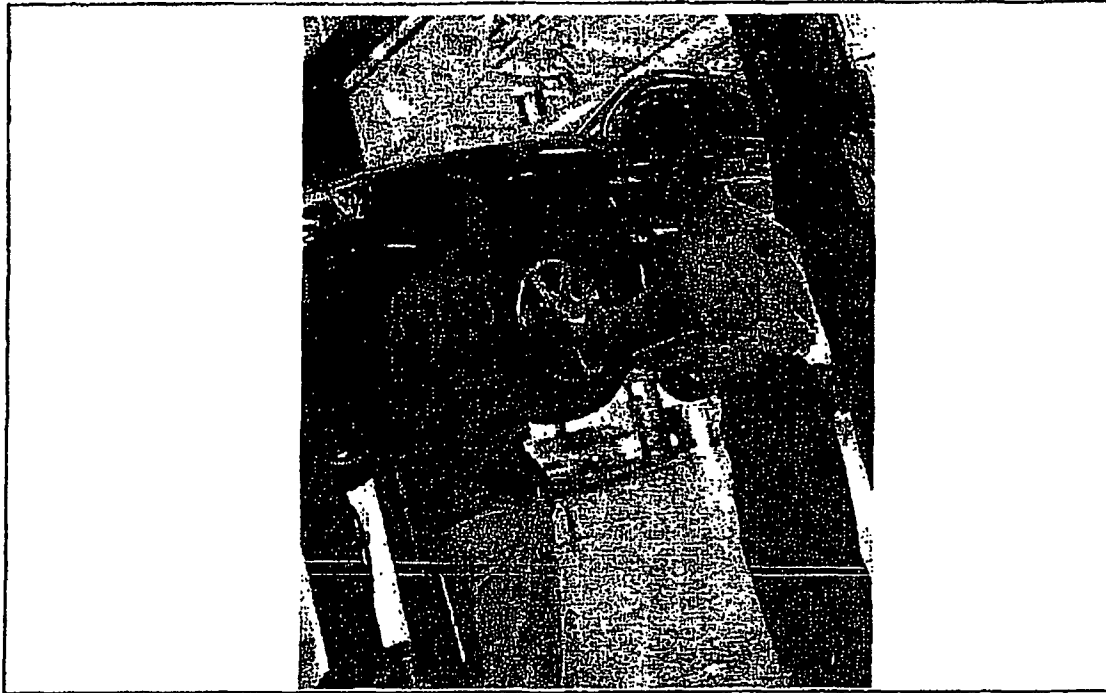

INTRODUCTION

WHAT IS THE VALUE OF SAFETY?



How much is the safety of your loved ones and yourself worth? In fact, the safety of those you love is priceless isn't it?

Most of us would never dream of cutting corners on any item that helps to ensure our safety. Yet, how many of us trust the care and maintenance of one of the most important safety systems that we depend on every day to personnel that often don't have the training or expertise to ensure that system is operating at its peak?

By now you might be wondering what system is being referred to. It's none other than the brake system on your car!

The brake system on any car is the most important safety system! Getting a car to move is important, but getting it to stop is critical. Additionally, modern brake systems not only stop your car, but also is the primary part of your vehicle stability assist and traction control systems too!

Yet how many drivers have their brakes serviced at muffler shops! Did the muffler shop technicians take more than 100 hours of intensive hands-on and electronic training on both conventional and advanced brake systems? Ford Brake Technicians do, and that is in addition to several web-based training courses on basic and advanced brake systems!

Additionally, Ford Brake Technicians use the best parts available for your Ford car or truck! Both Ford and Motorcraft parts are specifically designed and engineered for use on Ford vehicles. They must meet standards that are set well above those of aftermarket brake parts.

You don't have a plumber work on the electrical system of your house, why would you have a muffler mechanic work on the brake system of your car?

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