
INTRODUCTION

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OBJECTIVES	CONTENTS
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| <ul style="list-style-type: none">• Upon completion of this lesson the student will be able to:<ul style="list-style-type: none">– Identify the course objectives– Describe the what advantages customers gain by having brake service performed at Ford or Lincoln-Mercury Dealerships when compared to aftermarket repair facilities.– Explain that Ford Brake Training is the most advanced and comprehensive in the automotive industry.– Understand that Ford or Lincoln-Mercury Dealerships are best equipped to perform service on Ford/LM vehicles.– Describe the basic advantages of Ford OE and Motorcraft parts. | <ul style="list-style-type: none">• What is the Value of Safety• Introduction• The Dealership Difference• Ford Service Technician Brake Training• Ford Dealership Special Tools and Equipment• The Best Technicians Deserve the Best Parts |
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