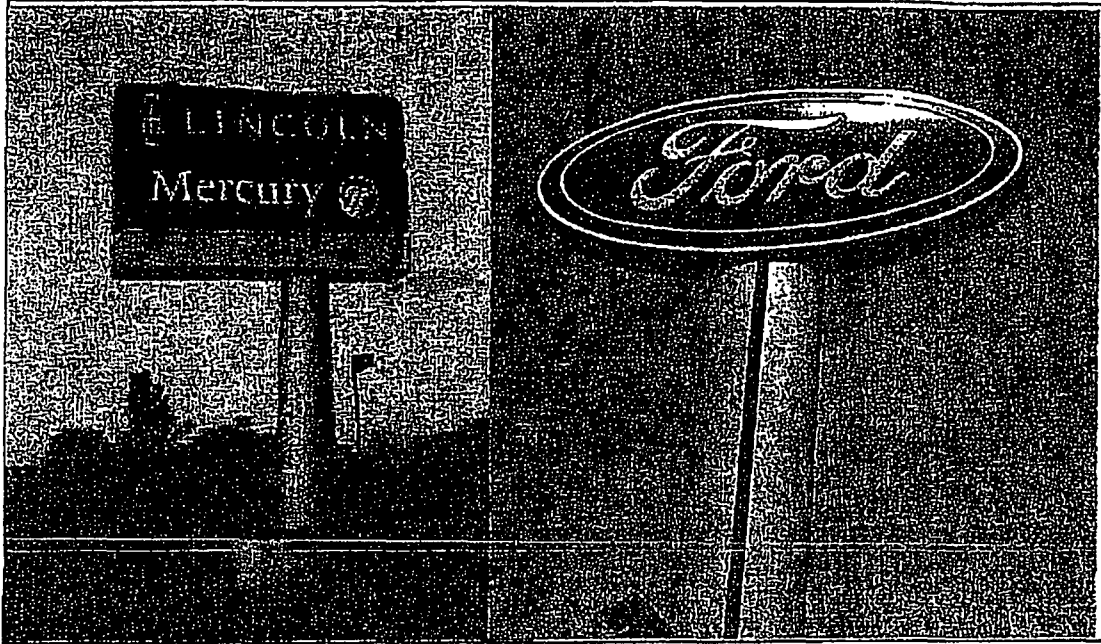

INTRODUCTION

THE DEALERSHIP DIFFERENCE



So why do drivers take their vehicles to muffler shops for brake service rather than to the dealership?

As you know, many drivers perceive (often correctly or incorrectly) that dealership prices are much higher than those of aftermarket facilities. Yet, what is the true value of the service the driver is receiving?

- Ford and Lincoln-Mercury Dealership Technicians have the best training in the industry.
- Ford and Lincoln-Mercury Dealerships are equipped with the special tools and equipment that is specifically designed for Ford Vehicles.
- Ford and Lincoln Mercury Dealerships offer genuine original equipment parts that are specifically designed for Ford Vehicles and meet the most rigorous standards in the industry.
- Motorcraft brake parts programs allow Ford and Lincoln-Mercury Dealerships to price their brake service competitively with aftermarket facilities.

These seem like bold statements, let's look at the merit of each statement individually.

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