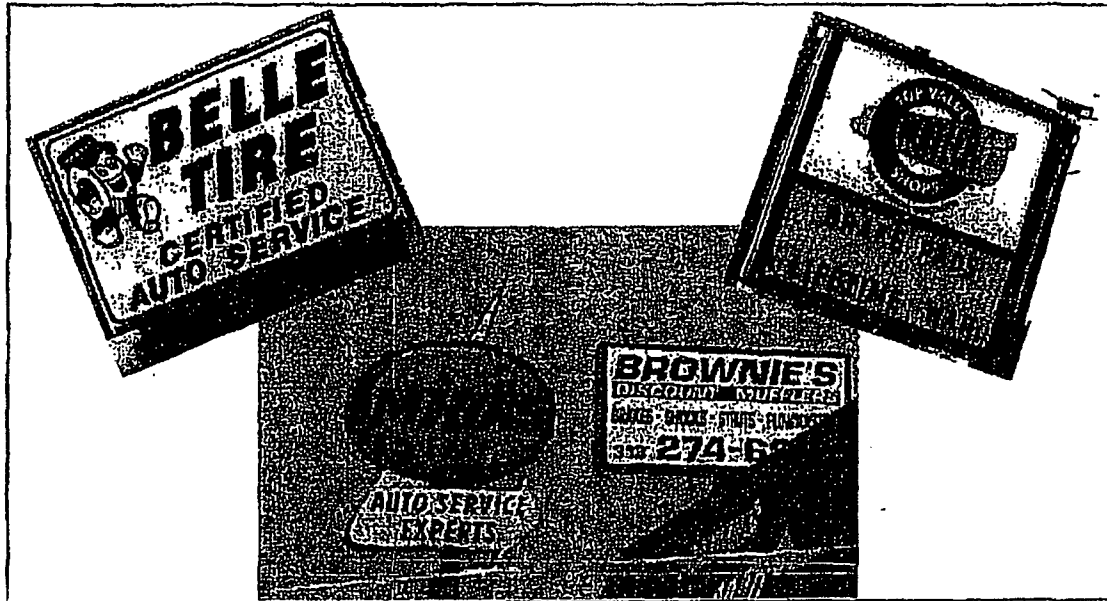


CUSTOMER RELATIONS

WHO IS DOING THIS WORK NOW?



Ford has committed considerable effort and money into advertising tire sales. Why? The answer is simple, when a driver thinks of tires they think of a tire store. Do you know what tire stores sell other than tires?

- Brakes - (Currently our share of the brake service is 18%, the other 82% go elsewhere!)
- Alignments
- Shocks
- Batteries
- Suspension parts

So if more of these drivers come to your dealership, will they only need tires? Not likely!

- These customers have already disrupted their busy schedule to have their vehicle serviced. Their time is important.
- They know they need tires, and often suspect there are other issues. If vehicle service is needed, and is identified during tires replacement, the customer will be inclined to have you perform this service. Why?
 - The customer has already disrupted their day, if possible they will not want to disrupt another day.
 - They know you are the expert on Ford and Lincoln-Mercury vehicles.
 - They expect dealership parts and service to be of a higher quality than they can get at an aftermarket facility.
 - Ford has priced it's Motorcraft parts to be competitive with aftermarket parts, yet they are designed, engineered, and backed by Ford!

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