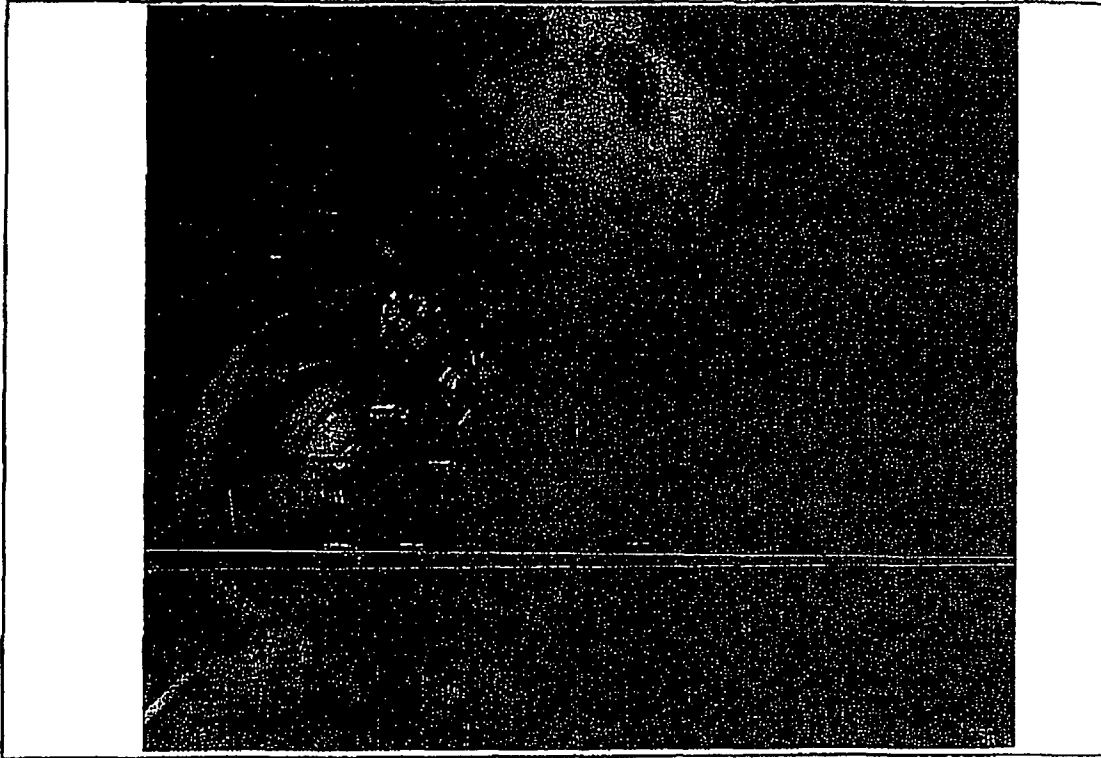


CUSTOMER RELATIONS

Why Do We Want This Brake Work?



Obviously these vehicles brakes were serviced somewhere, so what could have been done to motivate the customers to have them done at the dealership?

Many customers believe that dealership prices are too high. At one time this may have been the case, however in today's *competitive automotive service market* it's essential that we change this belief.

Why?

- Over the past few years the amount of warranty work performed by dealerships is declining!
- The potential profit source of the service department in many dealerships has been underestimated!
- Highly trained and skilled Ford Service Technicians repair vehicles for a living, not for a hobby. These technicians are paid by the amount of work they do each day. Would they rather spend their day earning money or standing around drinking coffee?

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