

# An open letter from Dana Ford Lincoln Mercury

**“Your family owned and operated Staten Island dealer.”**

During these uncertain times the news media continues to harp on the dire state of our economy, unemployment rates have reached a 25 year high, millions face home foreclosures and of course the much-publicized auto bailout. While these are legitimate concerns, I know that our nation can overcome these hurdles. This country knows the struggles of the past and with determination and

perseverance will stand with stability and face the future. We know that many of our neighbors have already been directly affected by these tough economic times, windows are boarded up and lots have been cleared of inventory and we sympathize with their struggles. I'm proud to be part of the automotive company that's driving a brighter future; not only for our community but for our country at large.

**There is a lot of commotion surrounding our nation's financial crisis and misperceptions abound.**

**I'd like to correct some misconceptions about Ford with one word:**

# SOLID.

The Ford Motor Company was named one of CRO (corporate responsibility officer) Magazine's top 40 best corporate citizens, the only automaker in the top 40. They also received the most honors from Strategic Vision's "Customer Delight" awards. Solid describes every aspect of Ford from products to value and the commitment to local communities.

## SOLID PRODUCTS, SOLID PERFORMANCE.

Ford continues to lead in both product quality and product innovation, with more safety rated vehicles than any other manufacturer. The new Fords look great and are fun to drive.

For example: For day in day out vehicle performance, Ford delivers consistently. Compare Ford Focus versus Toyota Corolla or Ford Escape versus Honda CRV and you'll find them superior.

- Our 2010 Fusion Hybrid delivers 41 miles per gallon. That's 8 miles per gallon better than the competition.
- Our 2010 Fusion gas engine delivers superior performance, and is considered "Best In Class" by leading industry analysts.
- Our 2009 F-150 is again Motor Trends "2009 Truck

Of The Year" and the overall best-selling vehicle for 27 years!

- Our Ford Edge Crossover is the number one selling crossover utility in America.

Only Ford offers "SYNC." This award-winning voice-activated communication system integrates Bluetooth enabled mobile phones and digital media players into the vehicle and incorporates 911 assist, which can notify a local 911 emergency operator in the event of an airbag deployment incident.

All Ford product lines are rated better than average by leading industry survey companies, and continue to improve at five times the average for all automakers.

## SOLID FINANCIAL FOOTING.

**Ford's progress in the past two years demonstrates why it doesn't need a bridge loan from Congress.**

## SOLID IS THE BOTTOM LINE.

Dana Ford Lincoln Mercury is excited about Ford's potential for continued success and our dealership is on solid footing. We continue to dedicate time to training, trimming expenses and increasing time efficiency where we can and evolving constantly to be more productive. We will continue to pass all achieved cost savings to our customers.

Dana Ford Lincoln Mercury has been your local family owned and operated dealership for over 29 years. During this time, we have created partnerships with a variety of organizations in our area. We believe in giving back to the community. I am also proud of our

ability to retain people of the highest caliber and I am grateful for the contributions that they continue to make to our community. Many of our employees have been part of the Dana Ford Lincoln Mercury family for decades and they share my passion for success.

Today, there is a new momentum at Ford. And there is a continued commitment to servicing all your automotive needs at Dana Ford Lincoln Mercury. I invite you to drive with us into the future. Drive green. Drive safe. Drive smart. Drive quality you can believe in. I hope to see you soon and I hope to see you "Drive one."

**Best regards,  
Jim Cagnetta  
President**

**DANA**



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