

# Lemoine Ford Dealer Announces Ford Partner Recognition Purchase Program (X-Plan) For Everyone!



L.B. Smith Ford Lincoln Mercury, 1100 Market Street, Lemoine, 717-761-6700

**Lemoine - L.B. Smith Ford Lincoln Mercury, Central Pennsylvania's largest volume Ford Dealer in Lemoine, is offering Ford X-Plan Pricing to EVERYONE now through June 30th, 2010.**

General Sales Manager, Brett Corcoran says: "We felt this would be a great program to offer everyone now through June 30th, on all of our New 2010 Ford, Lincoln and Mercury inventory because we have nearly one hundred New 2011 vehicles to be delivered from Ford Motor Company in July. We simply need to move out the current inventory to make room for all of the new inventory coming. With that said, people like the benefit of saving thousands of dollars (in most cases) with the Ford Partner Recognition Purchase Program (X-Plan) and it's easy purchase experience. "

And it's Simple: You select a vehicle that you like, in stock, L.B. Smith Ford Lincoln Mercury shows you the Factory Invoice and the X-Plan Price determined by the Ford Motor Company...Plus, You Keep the Rebates and Incentives that you qualify for.

## What is Ford X-Plan Pricing?

Ford Partner Recognition (X PLAN) pricing is a pre-determined, below market value price established by Ford Motor Company, not the dealership. It is printed on the factory invoice. This program was developed to reward the employees of certain suppliers, fleet customers, higher learning institutions, organizations and business partners. Additionally, friends and neighbors of Ford Motor Company employees qualify for this program when sponsored by a Ford employee. **Now through June 30th, only at L.B. Smith Ford Lincoln Mercury, EVERYONE gets X-Plan Pricing on over 300 new 2010 vehicles in stock.**

## Who's Eligible for Ford X Plan Pricing?

Employee's (full time, part-time and contractor), retirees and their spouses of eligible partner companies and universities where Ford recruits. Members, customers and spouses of selected organizations/associations with close strategic ties to Ford Motor Company. Selected individuals

sponsored by a Ford Motor Company employee or retiree through the Friends and Neighbors Program. Participation is by invitation only, not all suppliers, fleets, etc are eligible. **Now through June 30th, only at L.B. Smith Ford Lincoln Mercury, EVERYONE is eligible on over 300 new 2010 vehicles in stock.**



## What do you get with Ford X Plan?

Thousands of local residents qualify for Ford Motor Company's "Ford Partner Recognition Program" and aren't aware of it. This program is better known as Ford X Plan pricing, which could save you hundreds if not thousands of dollars. **Now through June 30th, only at L.B. Smith Ford Lincoln Mercury, EVERYONE is eligible on over 300 new 2010 vehicles in stock.**

About Ford X Plan Pricing - A pre-determined below market value price established by the Ford Motor Company. This price is clearly marked on the factory invoice. Factory Incentives - All factory Rebates and/or Special Interest Rates are passed on to the Ford X Plan customer. Additional Ford X Plan Incentives - Periodically, Ford offers additional incentives to the X Plan customer that are not available to the general public.

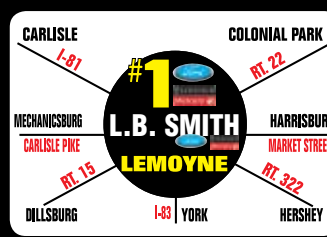
**Now through June 30th, only at L.B. Smith Ford Lincoln Mercury, EVERYONE is eligible for Ford X-Plan Pricing on over 300 new 2010 vehicles in stock.**

\*excludes Raptor, Shelby Mustangs, 2011 Mustangs, Harley Davidson Edition F150's.  
\*in stock units only.  
\*Prior sales are excluded.

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