

L.B. Smith Ford Lincoln Mercury Delivers Old-Fashioned Customer Care



The towering FORD blue oval on Market Street, in Lemoyne, stands as the lodestar of transportation needs for the entire Susquehanna Valley. The largest Ford retailer in the Harrisburg area since 1940, LB Smith Ford recently consolidated its two Lincoln Mercury dealerships into the flagship Ford site and is enlarging and renovating the showroom and service bays to meet increased customer demands.

"We are privileged to sell to four generations of buyers," says Homer Hetrick, president and grandson of LB Smith. With a corporate heritage unrivaled among dealers and a service department whose mantra is 'Fix It Right the First Time,' LB Smith Ford Lincoln Mercury has earned an enviable reputation for genuine, old-fashioned customer care and kindness.

Deeply rooted in the community, the LB Smith team has an amazing 1,400 years of combined automotive experience

that provides a richness and dimension far exceeding the ordinary purchase of a car. "Our Saturday service hours as well as our newly remodeled service department speak to our obsession with customer satisfaction," says Jim Galloway, vice president.

On the 12-acre facility, buyers and browsers can choose from over 500 of the finest new and used cars, trucks, and crossovers with easy, accessible financing.

Drive Smart. "Our Escape Hybrid is the most fuel efficient SUV on the planet," says CEO Richard E. Jordan II. "Without sacrificing quality or style, the Escape Hybrid and Focus both deliver more than 34 mpg and can still meet a growing family's demands." LB Smith's biggest vote of confidence comes from the loyal owner base. Its overall "Voice of the Customer Satisfaction Rating" of 93% is among the highest in the United States.

Drive Safe. No LB Smith customer has to surrender performance or style for safety. "We have more 5 Star-rated vehicles than any other automaker, including the new 2009 Ford F-150," says Hetrick. Sixteen 2008 Ford vehicles were rated *Best Pick* by the Insurance Institute for Highway Safety.

Drive One. "We provide the finest vehicle selection, the most enjoyable purchasing and service experience, and the best combination of intellectual and mechanical horsepower of any dealer, anywhere in the country," claims Jordan. "Our customers remain our No. 1 priority. Deb Johnson, a third generation family customer, said it best, 'Honestly, I'd be afraid to buy a car anywhere else.'"

"I take deep pride in our LB Smith team," says CEO Richard E. Jordan II (right). "Our customers value our honesty and integrity. LB Smith's staying power through many economic cycles is no surprise—it's all about our people." Jordan, President Homer S. Hetrick (left), and Vice President James W. Galloway III (middle) have a 110-year combined service record.



L. B. SMITH



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