

# WHY Ford? WHY now?

**By** not taking any government assistance, we are in control of our own future. We'll just stay focused on making the best cars and trucks possible.

**We're** doing our part to keep the economy moving in the right direction by offering you value for your money. You'll find this value in any of our fuel-efficient, high-quality, technologically advanced cars and trucks.

## QUALITY

We take durability testing to the extreme to make sure our vehicles will last. In fact, we have more trucks on the road with 250,000 miles than any other brand.<sup>1</sup> And not even Honda or Toyota can beat our quality.<sup>2</sup>

## GREEN

With unpredictable fuel prices and deepening concerns about the environment, we are dedicated to building fun, fuel-efficient vehicles. That's why we've created the most fuel-efficient midsize sedan and SUV in America.<sup>3</sup> And our EcoBoost™ technology allows our engines to create the power of a V8 with the efficiency of a V6.<sup>4</sup> You won't find that in any other showroom.

## SAFETY

Ford Motor Company has more Top Safety Picks from the Insurance Institute for Highway Safety (IIHS) than any other manufacturer. The exclusive AdvanceTrac® with Roll Stability Control™ is the element of calm you need in an unstable driving situation, helping to keep your wheels firmly planted on the road.

## SMART

Ford has more industry firsts than ever. With voice-activated SYNC® powered by Microsoft®, making calls and playing music has never been easier.<sup>5</sup> And SIRIUS Travel Link™ helps you avoid traffic jams, check sports scores, and can even find the lowest fuel prices<sup>6</sup>—something all of us could use right about now.



<sup>1</sup>Based on vehicle registration data and latest odometer readings available to R. L. Polk & Co. for 1992 and newer model year full-size pickups still on the road in the U.S. as of 4/08. <sup>2</sup>Based on RDA Group's cumulative survey at three months of service in three surveys of 2008 Ford and competitive owners conducted 9/07-5/08. <sup>3</sup>EPA-estimated 41 city/36 hwy mpg, Fusion Hybrid, Midsize class per R. L. Polk & Co. 34 city/31 hwy mpg, Escape Hybrid. Actual mileage will vary. <sup>4</sup>Coming summer 2009 on 2010 Taurus SHO. <sup>5</sup>Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. <sup>6</sup>Real-time traffic monitoring available in select markets. Some features are unavailable while driving. Service available in the 48 contiguous states and Washington, DC. SIRIUS Travel Link is a trademark of SIRIUS XM Radio, Inc.

**AUBURN**  **LINCOLN**  **Mercury** 

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Sat 8:30 am - 7:00 pm  
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**530-823-6591**