

DRIVING *times*

Redesigned 2008 Escape boldly moves Ford forward



Bold and brash, innovative in design and technology...are you sure you're talking about a *sport-utility*?

Indeed we are. Ford has crafted a winner with its completely redesigned 2008 Escape.

"A lot of people who see the new Escape are falling in love with it," says Neil Casimir, sales consultant at Fred Beans Ford in Doylestown. "It's fun to drive, good looking, reliable and safe—which is on everybody's mind. And with the hybrid, you save the environment and get ridiculously great fuel mileage at the same time."

Since 2001: an Escape odyssey
Ford engineers and designers seem determined to win over those who have remained lukewarm to the Escape's charms since its roll-out for

model year 2001. Taking their cue from the popular F-150 and Explorer, they developed a more muscular look with a lot of chrome outside and a more integrated, attractive interior.

For example, Casimir says, "the radio face, with its brushed aluminum-like look and feel, merges into the rest of the console. Ford's other radios aren't like that."



2008 Ford Escape Hybrid


Three years after the first Escape, the gas-electric Escape Hybrid hit the highway—the first SUV with hybrid technology. And what a long way it's come in four short years.

"The Hybrid exceeds anything else on the market, technologically speaking. Unlike some hybrids, where the electric motor assists the gas-powered engine, the Escape Hybrid is engineered to run fully on the electric motor at lower speeds. So you get virtually unlimited mileage driving around town, with your braking recharging the battery."

Feature-rich, trimmed to suit

Ford retained Escape's three trim levels but changed what goes into them. The XLS, XLT and Limited run from the XLS's base in the high teens to around \$30,000 for a fully loaded Limited. The XLS is also available with a manual transmission, which might make it more appealing to some people.

The Escape is available in 2-wheel drive, 4-wheel drive, 4-cylinder and 6-cylinder. Along with an impressive list of standard features—airbags all around, for one—are popular trim packages that appeal to different tastes.

"The ride is a lot smoother, and I feel safer with more 'meat' around the truck," says Casimir. "It's drop-dead gorgeous. I really think Ford made the right move with this vehicle." 



2008 Ford Escape interior



2008 Ford Escape Limited

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A QUARTERLY NEWSLETTER OF THE FRED BEANS FAMILY OF DEALERSHIPS

From wishes to reality!

Sampling hot new features

Last issue we told you what automotive extras we'd love to see in our next new car or truck. Apparently, the engineers and designers were already working on some of them. Here is a sampling, coming soon to a driveway near you.

Getting there

A heavy-duty hybrid gearbox, maybe the most complex transmission ever installed in an automobile, will boost fuel economy by as much as 25 percent in such large SUVs as the Chevy Tahoe and Dodge Durango this fall.

Push a button, start your car: now not just for the rich guys. Find it on Nissan's Versa and others. Push another button, slim down: Ford's new Super Duty pickup folds its side mirrors in or retracts them 3 inches.

When Cadillac's revamped CTS debuts this fall, it will sport General Motors' most powerful engine—and one of its most advanced. The 3.6-liter V-6, with its 300hp, high-pressure, direct fuel-injection system, special pistons and low weight, also has special insulation on the injectors that make it quiet, as well.

Getting there in comfort

Speaking of quiet, the Ford Escape Hybrid's drivetrain is so quiet that engineers were able to pinpoint and reduce other noisemakers...resulting in improvements they passed along to the gasoline-powered version of the popular SUV. *[Read more about Escape on page 1.]*

Hate sipping that sun-warmed can of soda? Reach instead for an air-conditioning-cooled pop from the Chill Zone, a storage bin in the glove box that holds four 12-ounce cans. This one is standard on several Chrysler models.



Illuminated hot and cold cupholders

The Dodge Caliber has illuminated cupholder rings that help you accurately perch your hot cup of coffee in its cradle during those dark-of-night forays. The center console cupholders in the 2008 Dodge Avenger sedan and Sebring convertible can cool your beverage to 35 degrees or heat it to 140. *[Read more about Sebring on page 6.]*

Allergies? Nissan has put natural grape seed polyphenol into its air filters to bond with certain particles that normal filters don't catch—like dust mites, cedar pollen and diesel soot—for cleaner cabin air.

Getting there safely

Wake up and pay attention! That's what the "lane departure warning system" tells you by gently vibrating the steering wheel or seat or by beeping. You slip too close to the center line or the road's edge, and the vehicle "catches your drift" and let's you know about it.

Here's a feature that targets pedestrians—so to speak. The latest Volkswagen and Audi vehicles' front grills are made softer and with more "give" to meet the European Union's pedestrian safety rules.

General Motors now offers 13 vehicles with a heated windshield wiper fluid

system to clear the glass of ice and frost. And already in luxury cars but coming soon to your budget, cruise control technology that tells you when you're getting too close to the vehicle ahead.

Because we can


Ho-hum, this DVD is so boring! Not to worry! Chrysler's back-seat television is available in its 2008 Town & Country and Dodge Grand Caravan...with channels geared to the interests of the kids.



Back seat television and DVD Entertainment

General Motors is working on plastics and metals for vehicle components that repair themselves after minor accidents by snapping back to their original shapes when you apply heat or electricity.

This is too easy: a button on the Ford Expedition that folds the third-row seats flat automatically...press it again and the seats are up and ready. And Chrysler has added Swivel 'n Go second-row seats that spin so you can play cards or chat with the guys in the back.

Wait...weren't some of these on our wish list in the last issue? Darn, we're good prognosticators. 

Arts 'n automobiles: Taking our kids to work

The fourth Thursday in April is always a special day for Fred Beans Doylestown employees. That's the day when you might very well find a kid at the cashier's desk, a pint-sized salesperson in the showroom or a "short employee" filing papers in an office.


That's Take Our Daughters and Sons to Work Day®. This year marked the tenth that Fred Beans' own daughters—who spent quite a few hours of their youth at their father's workplace—organized their version of the national event. After a morning spent at the adults' work sites, kids and parents came to the Ford store for lunch and a terrific program.

Tapping your passion

It isn't easy to keep close to 100 youngsters and their adults engaged and entertained for nearly an hour. But Peter Catalanotto, award-winning local children's author and illustrator, did it easily. He spoke enthusiastically about his work as a professional artist and writer, about creating art—or anything you feel passionate about—and how he gets his ideas.

Catalanotto passionately encourages young people to think of themselves as artists, even if they aren't grown up and aren't getting paid for their work. "If you draw, you are an artist now."

He told them to use the two words writers love: "what" and "if." "What if" something in your life happened a little differently? How could you use that to make a story more interesting for others?

"Try new things, new ideas, new techniques," he urged his listeners. 



Hailey Brown with her dad, Matt Brown, IT administrator



Artist Tricia Shepard is the daughter of Jim Shepard, Saturn parts manager.



Jim Duncan, Fred Beans Parts Warehouse, with Nick and Jake.



Peter Catalanotto, left



Pilot's Log

In May, we received some great news from our friends in Mississippi. The Hancock County Human Resources Agency Child Development program has been recognized as the State of Mississippi's "Child Care Provider of the Year."

Executive Director Lora Mederos shared the agency's success with the Bucks Mont Katrina Relief Project, which built the new Hancock County Child Development Center. The \$1.2 million facility, furnished with \$113,000 in contributions from Fred Beans employees, has become a model for centers across the state.

It feels very good to have brought hope to so many people whose lives changed when Katrina blew through in August of 2005. I'm proud of our employees for rising to the challenge for this effort, as well as for the many acts of kindness they do every day.

Fred Beans

Ed's got the Edge, and he's liking it

Hi, everyone,

I just wanted you all to know the 2007 Ford Edge really has the edge.

On a past beautiful weekend, I filled the tank in Allentown... drove to Doylestown over the hills in traffic (good ol' Route 313) and averaged 18.7 mpg. With those miles remaining in the calculation, I rolled into Avalon, N.J., on Saturday and had a reading of 21.7 mpg (including a 30-minute delay on the expressway going through Philly). Feeling good about that, I reset the computer for the trip back to Doylestown and was averaging close to 23 mpg on the highway.



The roof was open, giving some wind resistance, but what a joy, I could still listen to the music on the radio while it was open—and I only have one good ear.

This is one sweet, smooth-riding vehicle. It also was getting a lot of "eyeballing" while sitting on the street in downtown Stone Harbor.

Ah, after all of that, the tank is getting a little low. I guess I'd better fill it up tonight.

—Ed Sadowski
Corporate Auditor
Fred Beans Family of Dealerships



Family Happenings

News about our people and activities around the organization

Wellness van back in town

The Independence Blue Cross Wellness Van came to the Doylestown Fred Beans employees this April, with 76 employees taking advantage of the free total cholesterol and body composition checks. Earlier in the year, the company's Healthy Living Committee also ran Weight Watchers® and smoking cessation classes.



Maureen Maag, Saturn service admin assistant, tells Kim Kreitz, RN, how she keeps her cholesterol so low.

Fred Beans of Boyertown Earns Ford's 2006 President's Award

For the second year in a row and fifth time ever, Fred Beans Ford of Boyertown has earned the coveted President's Award, the highest honor bestowed on its dealerships by Ford Motor Company. The award acknowledges those Ford and Lincoln Mercury dealerships whose employees have led the nation in providing exceptional service and



Fred Beans Ford of Boyertown

vehicle ownership experiences for their customers. It is given annually to the top ten percent of dealers who provide their customers with first-rate treatment throughout the life of their Ford, Lincoln or Mercury vehicle.

"This is especially rewarding," says Dennis Malloy, president of and Beans' partner in the Boyertown dealership for the past 20 years, "since it recognizes the efforts of the entire team at the Boyertown store. Also, we won it handily, with a wide margin between our score and the nearest competitor."

Malloy and his team earned this recognition in 1991, 1993, 1994 and 2005.

Pinewood Derby time: Let 'er roll!

Auto dealerships are great spaces to showcase vehicles of all kinds... including the handmade cars of Scouting's endearing competition, the Pinewood Derby. Fred Beans



Crossing the finish line at Chevy!

Buick Pontiac GMC of Limerick and Fred Beans Chevrolet in Doylestown have hosted derbies for the last two years, and it's hard to tell who's having the most fun: the adults or the kids.

Pack 173 held its Pinewood Derby at Chevy in January, while Limerick's big event took place in the spring. Special guests in Doylestown included Police Chief Duane Hasenauer, race car driver Scott Campbell and the Campbell Race Team (with two of their race cars). Showing up at Limerick's Derby Day were the Phillie Phanatic and Channel 6. Both locations are already making plans for 2008's "derby season."



And the Limerick crowd goes wild!

Students write thank-yous to soldiers

Mrs. Davidheiser's students at the Spring-Ford Area School District Fifth-Sixth-Grade Center in Royersford wrote cards expressing gratitude to our soldiers, sailors and marines as part of the national "A Million Thanks" campaign. Fred Beans Buick Pontiac GMC of Limerick assisted in the collection, which aims to distribute a thank-you to every active-duty member of the military and their families.



Fifth-graders send thanks.



He's the 'one and only'

When a vehicle has rolled over 313,000 miles—yes, you read that correctly—and has had only one owner, the word that springs to mind is "maintenance." In the car world, that sometimes equates with "love." And Ed Ziobro, Fred Beans Parts Warehouse, has so lovingly maintained his 1994 Ford Explorer that it is *still* delivering on its Ford promise.



Ed Ziobro takes very good care of his '94 Explorer.

Limerick Nissan takes top honors

The service department at Nissan of Limerick was recently recognized for earning the highest CSI (customer satisfaction index) in 2006 of all Nissan dealerships in its district.



Nissan of Limerick employees are all smiles with their award.

Fred Beans wins alum award

This May, George School honored Fred Beans '57 with an Alumni Award at his class's 50th Reunion at the Newtown, Pa., campus. The award is given to those whose lives model the kind of people George School wishes its students to become as well as to celebrate an alumnus'



Fred Beans addresses the audience in George School's Quaker Meeting House.

successful life. In his well-received remarks, Fred spoke to classmates, friends, family, other alumni and students about how his era formed him and what led the farm boy into the automotive business and his ongoing philanthropy.

Subaru day a success

Fred Beans Subaru's King of Parts (www.KingofParts.com) hosted the first Mid-Atlantic Subaru Owners' Meet at the dealership in April. It showed that "Everything Automotive" goes beyond sales, service and O.E. parts to include aftermarket parts for "tuner" enthusiasts. Everyone had so much fun, they plan to repeat it next year.



Nearly 70 cars and 100 people attended.

Family TalkTalkTalk

...as great as your sales team is, your service department has managed to beat them! I want to particularly commend to you **Mercedes Vega**. Mercedes... oversaw the process and stayed in communication with me until my car was just as good as new. They even detailed it after the repairs were complete! I really feel that Mercedes went above and beyond her job and even Fred Beans' standards to make sure I was satisfied. ...Mercedes worked very hard to make sure I would have only good things to say about the service department at Fred Beans VW of Devon.

—Rebecca Bisbing, via email

This is the second email I have ever sent to a corporation with whom I do business. The other was also to Fred Beans regarding service. To be honest, I feel like I am dreaming. I cannot believe how efficiently my car was serviced at little expense to me. I was kept informed the whole time, with **Mike McGinty** [Saturn of Doylestown] calling both my home and work numbers. Get this, I even found a card in my car where my programmed radio stations had been written, so they could be re-programmed after the work! A touch like this is truly impressive. Unless there are drastic changes, I would never consider buying or having my car serviced anywhere but Fred Beans. It is rare these days to find a merchant one can trust so much, but I am amazed with your entire service team.

—Carol Seufert, via email

Thank you so very much for a wonderful dinner and learning experience [The Fred Beans Pontiac Buick GMC of Limerick New Owners' Clinic was] ...a great idea. We have purchased cars for the 53 years of our marriage and have not been treated as respectfully as we have by you [**Chris Mancini**] and **Tom Dean**.

—Allan & Janice Hartshorn

Sebring shows off dramatic changes

A classic convertible carries an appeal that roadsters and sedans can't match. When designers take one such classic and completely redesign it, adding impressive features but keeping its pricing reasonable, the result is worth close examination.

That's the 2008 Chrysler Sebring convertible, all-new and "all-uring."

"The car is extremely classy," says David DeFazio, sales manager at Fred Beans Dodge Chrysler Jeep in Doylestown. "It looks like a fifty-thousand-dollar convertible—that you can buy for under \$30,000."



2008 Chrysler Sebring convertible.

Options in triplicate

In simplest terms, the '08 Sebring convertible has two doors, seats four and is available in three trim levels: base, Touring and Limited. The three available engines are the 2.4L, 4-cylinder World engine; the 2.7L flexible-fuel V6, which runs on ethanol or gas; and the powerful 3.5L V6 that generates 235hp. Unlike any other convertible, its roof also is offered in three choices: cloth, vinyl or a retractable hardtop.

The basic version starts around \$26,000; Touring runs to around \$33,000; completely loaded, the Limited can be \$38,000.



Now that those details are out of the way, what's so appealing about this car?

Edgy and responsive

"The styling on it is phenomenal," says DeFazio. "It's edgy, and dramatically different from the previous version to this. It has tighter handling for a more refined ride, a lot of acceleration—especially with the 3.5L V6. It's very responsive."

DeFazio also likes other changes Chrysler has made. The Limited comes standard with wood-grained accents over silver-colored bezels and a wood-grained and leather steering wheel.

By adding several inches to the length, designers have created a convertible that's "very roomy. I'm over 6-3 and I can even sit in the back seat. And even with the hardtop retracted, you can still fit two golf bags in the trunk."

Sounds like a plan! **D**





Your AutoRewards Points

Celeste and Dave Wetzel
 2008 Saturn VUE
 Saturn of Doylestown
 Savings: \$1,858



This new VUE is the Wetzel family's eighth Saturn and is driven mainly by Celeste. A few years ago, with her children grown, Celeste followed her heart and entered a new career: kindergarten teacher. Dave tends to follow his head, though, when it comes to taking care of his cars.

"I think Steve Zduncyk (service manager) is the best," says Dave, who takes all five of the family vehicles to Steve because his team delivers consistently excellent results. "We're ecstatic about the service we get from your organization."

Win a year of oil changes Fred Beans AutoRewards

Like random acts of kindness, Fred Beans AutoRewards is randomly selecting one member each month to receive one free detail service and up to four free lube, oil and filter changes in the next 12 months.

Okay, you say, but what's the catch? There isn't one, really. We just need you to confirm your email address with the cashier next time you're in one of our dealerships. That's it. The cashier passes it along for entry into our AutoRewards database, and you're automatically entered into that month's contest.

If you're a winner, we'll notify you—by email, of course!—and invite you to come in to the dealership to claim your certificate, which you'll need to redeem your prize. We have two winners already, and you could be next.



Sue Smith, cashier at the Buick Pontiac GMC store in Limerick, recorded the email that won the May drawing.

Fred Beans AutoRewards promises never, ever to sell or give away your email address. We will use it only for reminders and to inform you of special offers and members' only events. And should you ever wish to be removed from our emailing list, you have only to ask.

Featured MERCHANT

Water ice and soft-serve ice cream
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Featured MERCHANT

The Intelligencer
 2006 Reader's Choice
THE BEST
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1st place
 Thank you for voting
 us the BEST!

**One FREE
 medium
 water ice**

Not valid with any other promotion or discount.
 Present coupon and valid AutoRewards card to redeem
 offer. No cash value. Coupon valid 7/1/07- 8/31/07.



**Remember
 to log on!**

Follow your points balance and stay up-to-date on new vendors and special offers at fredbeans.com, "AutoRewards."

Family Listings

A complete listing of the Fred Beans Family of Dealerships

Dealerships

- Fred Beans Cadillac Saab **phone** 215-345-7222
- Fred Beans Buick Pontiac GMC **phone** 215-345-7100
- Fred Beans Chevrolet **phone** 215-348-3586
- Fred Beans Dodge Chrysler Jeep Subaru Suzuki **phone** 215-348-7500
- Fred Beans Ford Lincoln Mercury Mitsubishi **phone** 215-348-2901
- Fred Beans Hyundai **phone** 215-345-8200
- Fred Beans Nissan of Doylestown **phone** 215-345-6900
- Saturn of Doylestown **phone** 215-348-5990
- Fred Beans Ford of Boyertown **phone** 610-367-2081
- Fred Beans Volkswagen **phone** 610-254-8000
- Fred Beans Pontiac Buick GMC of Limerick **phone** 610-495-1800
- Fred Beans Nissan **phone** 610-495-1800
- Saturn of Limerick **phone** 610-495-5900
- Fred Beans Ford Lincoln Mercury of West Chester **phone** 610-696-4700

Subsidiaries

- Autorent of Doylestown **phone** 215-348-5151
- Fred Beans Collision Center **phone** 215-345-8080
- Fred Beans Detail & Accessory Center **phone** 215-230-0364
- Fred Beans Fleet Group **phone** 215-489-1000
- Fred Beans Parts **phone** 215-348-0202
- Fred Beans Management **phone** 215-345-8270
- Fred Beans Towing **phone** 215-345-8080
- NAPA of Doylestown **phone** 215-348-5057
- Noble Advertising **phone** 215-348-3040

Family Advantages

Hand Wash & Wax

CODE: DT1

\$45 plus tax **YOU SAVE: \$15**

Includes: Hand wash w/ tar removal, hand wax (Carnauba Wax), tires & white-walls scrubbed & dressed, towel dried & door jams wiped dry, windows cleaned and interior vacuumed.

Please call for an appointment & directions: **215-230-0364** 3960 Airport Blvd Doylestown



Not to be combined with any other offer. Present at service write-up. Trucks & vans priced slightly higher. Good until 9/15/2007.

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Bring this coupon to any Fred Beans Dealership and receive \$20 off your next purchase of 4 tires.



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FREE*

*Free with any service purchase.



Expires 9/15/2007. Cannot be combined with any other offer. Present at service write-up. Offer good on most vehicles.

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