

# YOU CAN FACTORY ORDER YOUR VEHICLE



Ralph Seekins

Sometimes, when you've spent 40 years in a particular industry, it's easy to forget that not everyone is as familiar with how that industry works as you might be. That was once again made very apparent to me when I asked a friend who couldn't find the precise truck he was looking for if he wanted to special order a truck with exactly the options he wanted and nothing more. He gave me that blank deer-in-the-headlights stare and asked: "Can I actually do that?" Yes! With many makes, you actually can!

Here at our dealership (most others are the same), every vehicle on the lot is individually ordered based on what we believe are the most sought after models, options and colors. We constantly refine our order process based on what sells the fastest. So, in many respects, every single vehicle on the lot is a "special order." We, like most Alaska dealerships, continually have about a six week supply of new cars and trucks on order or on the way to the dealership at any given time. That, of course, is in addition to what's already on hand at the dealership.

However, if you have either the time or the inclination to wait for

about six weeks (depending on model), you can order exactly the car or truck you want from the many different models, options and colors offered by the manufacturer of your choice that assembles their vehicles in North America. And you can get a very good idea of the available combinations by going on line before you visit a dealership. You, of course, know we have a Ford-Lincoln-Mercury dealership. Hence, I will illustrate using a Ford model - keeping in mind that you can do much the same with other manufacturers.

Most dealerships have their own professional web site. Ours, for example, is [www.seekins.com](http://www.seekins.com). On that site, there is a tab that directs you to a page that lists every model we sell and lets you spec out exactly the model you are interested in with all the compatible options and colors. And, while you are there, you can see any factory incentives or finance plans that are in place for whatever model you choose. You can do the same thing by going to [www.fordvehicles.com](http://www.fordvehicles.com)

or [www.compareford.com](http://www.compareford.com). After doing your on-line homework, you then need to visit your local dealership to agree on the price and then order your vehicle.

Or, you can do it the old fashioned way by simply visiting the dealership of your choice and sitting down with one of their salespeople who will step through all the different models, options and

packages as well as the current factory incentive programs. That also gives you the opportunity to actually see the different paint colors and interior colors, to walk around, sit in and test drive a similar vehicle and to see how the different options work. Sometimes folks find that a car or truck exactly or almost exactly what they wanted in the first place was already sitting on the lot and they didn't have to wait the 6 or more weeks it takes to get a factory order delivered to Fairbanks. Any way you do it, the dealership has to order the vehicle for you.

I generally special order my own truck. I sit down with the factory order guide, go on line to see the colors, etc. and then check with one of our professional salespeople to make sure I got it right. I get the model, color, engine, transmission, radio, tires and other options that I want and I'm always excited to see it roll off the truck when it gets here.

Good luck and safe motoring.

*Ralph Seekins has more than 40 years' experience in the automotive industry. He started as a mechanic, worked in sales, and for the past 32 years, has been the owner of Seekins Ford Lincoln Mercury. If you have an automotive question you'd like answered, forward it to [ralphs@seekins.com](mailto:ralphs@seekins.com).*