

JOHNSON



Newsletter ~ The Tailgater ~ 8 June, 2017

Letter from the Editor

Thank you so much to all of our readers, the first issue of our newsletter was a great success! Many thanks to those of you who sent us your feedback as well, it was most helpful. This is for you to enjoy and stay informed with what is happening here at Johnson Ford-Lincoln, so we want to make sure it is catered well to you!

There are a couple of changes to the newsletter this month, the main alteration being the title from *The Drive By* to *The Tailgater!* We found that this new name suits us much better, as we like to maintain that sense of family and warm-hearted fun! In the "New Vehicles on the Lot" section, we included the online prices. Also included in this issue are Service Coupons, new campaigns, Get to Know Us: Service Edition, this month's incentives, and much more!

Unfortunately, some sad news has happened this month. Our beloved Johnson Ford-Lincoln dog Brew has passed away. He greeted everyone who came in to the store and helped bring the atmosphere of home we all felt. This newsletter is dedicated to him, with all our hearts.

As always, your feedback is greatly appreciated and we hope that you enjoy our second edition, *The Tailgater!*

Best regards,

Adrianna Bridge
Internet Coordinator &
Customer Service Representative



In loving memory of Brew
~10/10/10 to 6/1/17~

New Vehicles on the Lot



2012 Volkswagen Jetta 2.5L
SE Convenience & Sunroof
\$9,999

2015 Jeep Wrangler
Sport
\$24,899



2014 Ford F-150 XLT
\$29,749

2013 Ford F-150 Lariat
\$24,999



2014 Ford F-250 SD
Lariat
\$36,999

2017 Ford Escape
Titanium
\$30,999



2013 Ford F-350SD
XL DRW
\$32,999

2014 Ford Escape Titanium
\$21,842



2014 Ford F-150 King Ranch
\$39,994

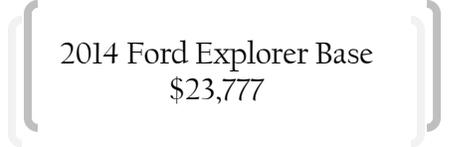
New Vehicles on the Lot (cont.)



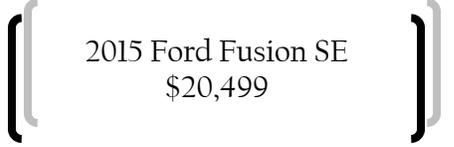
2014 Ford Escape SE
\$19,994



2014 Ford Explorer Base
\$23,777



2015 Ford Fusion SE
\$20,499



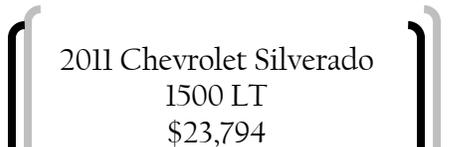
2009 Lincoln MKZ Base
\$12,999



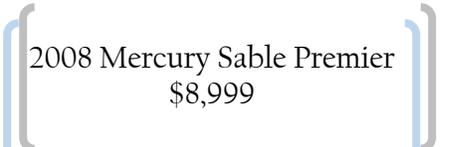
2013 Ford Fusion SE
\$12,692



2011 Chevrolet Silverado
1500 LT
\$23,794



2008 Mercury Sable Premier
\$8,999



If you're interested in these vehicles, contact us at 413-443-6431!
Jeff Shepard ext 264 ● Jim Russell ext 271

Incentives of the Month Ends July 5th, 2017

- ⊕ 2016 Fiesta: Buy for just \$14,900!
- ⊕ 2016 Taurus: \$4,400 factory incentives; UP TO \$6,884 in savings
- ⊕ 2017 Explorer: \$2,000; UP TO \$7,000 in savings
- ⊕ 2017 Escape: \$3,400 OR 0% for 60 mo.
- ⊕ 2016 F-150 Supercrew/cab XL/XLT: \$5,150 financing with Ford, standard rate; UP TO \$8,696 in savings
- ⊕ Military Heroes and First Responders get an automatic extra \$750 off

If you have any questions or would like more incentives, give us a call or stop by!



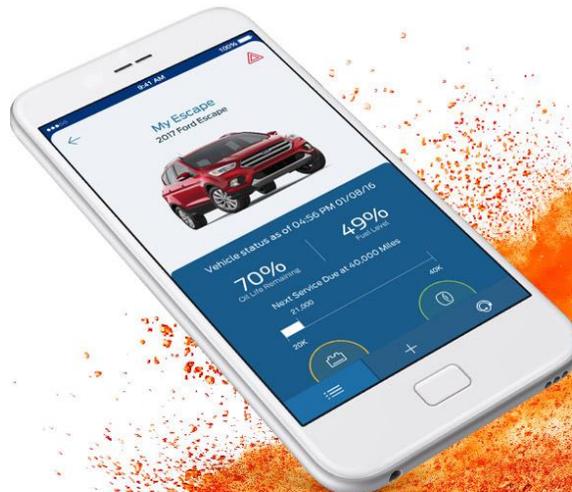
FordPass

FordPass App

Compatible with iPhone and Android, it's the must have tool for every Ford owner! Using the app, you can:

- 🌀 Have a preferred dealer set
- 🌀 Schedule service appointment
- 🌀 Have your vehicle's entire service history and info
- 🌀 Access to your Ford Credit Account
- 🌀 Access to FordGuides support
- 🌀 Find, reserve & pay for parking in advance
- 🌀 And so much more!

Convenience at your fingertips! Download the app today!



Follow Us!



Snapchat username:
jford-lincoln

Get to Know Us: Service & Parts

Brian “Bucky” Lussier

Loves spending time with his dog, Shadow!

Brian Secord

Eats, sleeps, and breathes work!

Chris Brown

Loves going camping with his kids on the weekend!

Mike Alkinburgh

Likes doing anything to make his kids smile!

Jacob Pierce

Loves what he does for work!

Austin Shepard

Likes to race!

Ken Girard

Loves ice cream a lot!

Jon Smith

Started working here when Reagan was president!

Bud Dupree

Loves what he does!

Matt Williamson

Eats, sleeps, and breathes his work!

Eric Young

Has traveled to 15 countries!

Michael Kisselbrock

Always in a good mood!



Matt Melita

Works on dirt modifieds outside on work!

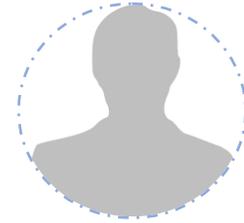


Arthur "Smitty"

The oldest member of the team!

John G

Also known as the invisible man!



Mark Phillips

Son is a black belt in Taekwondo!

George Rouse

BBQ time is here!

Lenny Griesemer

Is one of 10 kids, 5 girls, 5 guys!

Luke Steiner

His wife makes wicked good cakes!



Our job is to keep your vehicle performing to its fullest potential. We're here to make sure all of your needs are met so you can drive away knowing you're in a safe vehicle you love!



Current Campaigns & Events

- ⊕ Certified Pre-Owned
 - Relax, it's covered!
- ⊕ Win This Car!
 - Donate to United Way for a chance to win the Fiesta!
- ⊕ Red, White, and Thank You!
 - We're celebrating our military and first responders!

If you have any questions on these campaigns, contact the Internet Coordinator, ext 280!

Just a Reminder

Service is more than happy to help you with anything you need, from inspections to oil changes and everything in between. Oh, and don't forget about the free car washes!

We also service all fleet vehicles!

Featured Programs:

Certified Pre-Owned

Relax, it's covered!

When buying a vehicle, especially pre-owned, you want to have that peace of mind that it's safe and up to date in its design. You don't want to cross your fingers and hope that one of the biggest purchases in your life will get you where you need to go in stay in one piece. That's where Ford's Certified Pre-Owned Vehicles shine, as they take out all of the worry of pre-owned vehicles!

Every pre-owned vehicle that gets the title of "Certified" has to pass a rigorous inspection process.

- ⊕ Only vehicles current or five previous model years and have fewer than 80,000 miles can qualify
- ⊕ Ford's go through a 172 point inspection by certified mechanics, and Lincoln's have a 200 point inspection
- ⊕ We make sure that you know *everything* about the vehicle in its history report
- ⊕ You'll have 24 hour roadside assistance
- ⊕ Warranty coverage!

With Ford Certified Pre-Owned, we take the risk out of buying a previously owned vehicle and you can drive away knowing you're in good hands. For more information or any questions, call 413-443-6431, or come stop by today! If it's a Certified Pre-Owned, relax, it's covered!



BUY FOUR SELECT TIRES, GET A \$140 REBATE BY MAIL WHEN YOU USE THE FORD SERVICE CREDIT CARD.*

On these name brands: Goodyear, Dunlop, Continental, Pirelli,® Hankook, Yokohama,® and Bridgestone

*Dealer-installed retail purchases only. Limit one redemption per customer. \$70 tire rebate includes Michelin® and BFGoodrich.® Tire rebate by prepaid debit card or apply to an active Owner Advantage Rewards® account. \$70 credit card rebate by prepaid debit card only. Subject to credit approval. Complete purchase must be made on the Ford Service Credit Card. Offer valid 4/01/17 to 6/30/17. **Submit rebate by 7/31/17 by mail-in rebate form or online at fordowner.com.** Cannot be combined with any other tire manufacturer-sponsored or Ford Service Credit Card rebate/offer. See Service Advisor for vehicle applications, rebate and account details. Offer valid with coupon.

Expires: 06/30/17



MOTORCRAFT® PREMIUM CONVENTIONAL WIPER BLADES \$19.96 MSRP*

*Per pair. Taxes extra. See Service Advisor for installation, vehicle applications and details.

Expires: 06/30/17



THE WORKS® \$39.95 OR LESS.*

- Synthetic Blend Oil Change
- Tire Rotation and Pressure Check
- Brake Inspection
- Multi-Point Inspection
- Fluid Top-Off
- Battery Test
- Filter Check
- Belts and Hoses Check



FORD PARTS WARRANTY: TWO YEARS. UNLIMITED MILEAGE. INCLUDES LABOR.*

Ford parts are original equipment for Ford, Lincoln and Mercury vehicles and can help restore new-vehicle-like performance and reliability. And now they're covered for a full two years with unlimited mileage. Even limited labor costs are included.

*See your U.S. dealer for a copy of the limited warranty and details.

Expires: 12/31/17



MOTORCRAFT® COMPLETE BRAKE SERVICE \$179.95 OR LESS*

- Brake pads or shoes
- Machining rotors or drums
- Labor included

*Per-axle price on most vehicles. Exclusions apply. Taxes extra. See Service Advisor for details.

Expires: 06/30/17

SERVICES
S Z O P U O C C E H I C E



GET A \$50 REBATE BY MAIL WHEN YOU USE THE FORD SERVICE CREDIT CARD ON ANY MOTORCRAFT® BRAKE SERVICE.*

*Retail purchases only. Dealer-installed Motorcraft or Omnicraft™ brake pads or shoes. Exclusions apply. Limit one redemption per axle. Taxes extra. Subject to credit approval. Complete purchase must be made on the Ford Service Credit Card. Offer valid 4/1/2017 to 6/30/2017. **Submit rebate by 7/31/2017 by mail-in rebate form or online at fordowner.com.** Rebate per axle (\$50 with Ford Service Credit Card, \$25 without Ford Service Credit Card). \$25 credit rebate by prepaid debit card only. Brake rebate by prepaid debit card or apply to an active Owner Advantage Rewards® account. See participating U.S. dealership for vehicle applications, rebate and account details through 6/30/2017.

Expires: 06/30/17



BUY FOUR SELECT TIRES AND GET A \$70 REBATE BY MAIL.*

On these name brands: Goodyear, Dunlop, BFGoodrich,® Michelin,® Continental, Pirelli,® Hankook, Yokohama® and Bridgestone

*Dealer-installed retail purchases only. Limit one redemption per customer. Tire rebate by prepaid debit card or apply to an active Owner Advantage Rewards® account. Offer valid 4/01/17 to 6/30/17. Submit rebate by 7/31/17 by mail-in rebate form or online at fordowner.com. Cannot be combined with any other tire manufacturer-sponsored rebate/offer. See Service Advisor for vehicle applications, rebate and account details. Offer valid with coupon.

Expires: 06/30/17

LOW PRICE TIRE GUARANTEE

LOW PRICE TIRE GUARANTEE*

Why buy tires anywhere else when your Ford Dealer offers all of this:

- 13 major brands
- 30-day price guarantee
- All makes and models

*Valid on Dealer-installed retail purchases only. Requires presentation of competitor's current price ad/offer on exact tire sold by dealership within 30 days after purchase. See Service Advisor for details.

Expires: 12/31/17

Questions?
Call 413-443-6431
ext 282 for
Service!



MOTORCRAFT® TESTED TOUGH® MAX BATTERIES STARTING AT \$129.95 MSRP*

With 100-month warranty.

No Appointment Necessary.

*With exchange. Taxes and installation extra. Warranty includes FREE towing on dealer-installed battery. See Service Advisor for vehicle applications and limited-warranty details.

Expires: 06/30/17



MOTORCRAFT® BRAKE PADS INSTALLED \$99.95 OR LESS*

*Per-axle price for pads or shoes on most vehicles. Exclusions apply. Taxes extra. See Service Advisor for details. Offer valid with coupon.

Expires: 06/30/17



MOTORCRAFT® WARRANTY: TWO YEARS. UNLIMITED MILEAGE. INCLUDES LABOR.*

Motorcraft parts are original equipment for Ford, Lincoln and Mercury vehicles and help restore new-vehicle-like performance and reliability. And now they're covered for a full two years with unlimited mileage. Even limited labor costs are included.*

*See your U.S. dealer for a copy of the limited warranty and details.

Expires: 12/31/17



GET A \$25 REBATE BY MAIL WHEN YOU USE YOUR FORD SERVICE CREDIT CARD TO MAKE A QUALIFYING PURCHASE OF \$250 OR MORE (BEFORE TAX).*

*Subject to credit approval. Rebate valid on qualifying purchase before tax; not valid on prior purchases. Complete purchase must be made on the Ford Service Credit Card. Offer valid 4/1/17 to 6/30/17. **Submit rebate by 7/31/17 by mail-in rebate form or online at fordowner.com.** Limit one \$25 rebate per visit. Rebate by prepaid debit card. Cannot be combined with other Ford Service Credit Card offers. Valid at participating U.S. Ford Dealerships.

Expires: 06/30/17



MOTORCRAFT® TESTED TOUGH® PLUS BATTERIES \$99.95 MSRP*

With 84-month warranty.
No Appointment Necessary.

*With exchange. Taxes and installation extra. Warranty includes FREE towing on dealer-installed battery. See Service Advisor for vehicle applications and limited-warranty details. Offer valid with coupon.

Expires: 06/30/17



HAVE YOUR BRAKES INSPECTED. FREE.*

Performed by an expert technician.

*Inspect brake friction material, caliper operation, rotors, drums, hoses and connections. Inspect parking brake for damage and proper operation. See Service Advisor for details. Offer valid with coupon.

Expires: 06/30/17



LIFETIME BRAKE PAD GUARANTEE.*

*Available for Motorcraft® brake pads purchased after 7/1/14. Nontransferable. Replacement requires copy of original repair order and completion of any other necessary brake service, such as brake rotor service. Motorcraft brake pads must be installed by a U.S. Ford or Lincoln Dealership or Quick Lane® technician to be covered; pads only; labor costs not included. Restrictions and exclusions apply. Offer valid with coupon. See Service Advisor for details.

Expires: 12/31/17



HAVE YOUR BATTERY TESTED. FREE.*

Be sure you have the starting power you need.

*Visually inspect and test battery using tester. Hybrid battery test excluded. See Service Advisor for details. Offer valid with coupon.

Expires: 06/30/17

