

JOHNSON



Newsletter ∞ The Drive By ∞ 6 May, 2017

Letter from the Johnson's

Welcome to the first edition (of many) of our newsletter, *The Drive By!* We hope you find it informative & fun, as lots of exciting things are happening here. We will be giving away our 17th car to one lucky United Way donor on May 11th and we will soon be doing a little remodeling in our main showroom. And of course our Ford & Lincoln line-up has never been better! The ever popular, best selling 40 years straight, now all aluminum F-Series trucks are in stock and in just about every color & trim level. The SUVs & crossovers are always a fan favorite, as well as all the sedans available in front wheel & AWD. Not to mention the all new, 100% oozing in luxury Lincoln Continental—all are a must see!

The most exciting news of the year is we are home to the 2017 Time Dealer of the Year nominee, Gary Johnson! He was chosen out of over 400 Massachusetts new vehicle franchise dealers to represent the State. He was honored at the 100th annual National Automobile Dealers Association Convention & Exposition in New Orleans earlier this year along with 48 other dealers from across the country! And a little fun fact: these 49 dealers were chosen from 16,000 dealers nationwide. The award recognizes Gary for his years of community service & industry accomplishments, truly a wonderful honor!

Stay tuned for more exciting news in 2017, and happy reading!

All the best,
The Johnson Family



New Vehicles on the Lot



2014 Chevrolet Silverado
1500 LT Z71 Extended Cab

2015 Ford F-150 XLT
Crew Cab 6



2014 Ford Escape
Titanium

2016 Chevrolet Silverado
1500 LT Extended Cab



2012 Subaru
Forester Premium
SUV

New Vehicles on the Lot (cont.)

2014 Nissan Sentra
SV Sedan 4



2014 Ford Flex SEL AWD
SUV 6

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

- ⊕ 2017 Fusion: \$2,150 rebate OR 0% for 72 mo. + \$1,000
- ⊕ 2017 Focus: \$750 +0% for 72 mo.
- ⊕ 2017 Explorer: \$2,000 OR 0% for 60 mo. OR \$4,250 RCL Cash
- ⊕ 2017 Escape: \$3,400 OR 0% for 60 mo.
- ⊕ 2016 F-150 Supercrew: \$3,500 + 0% for 60 mo. OR \$5,150 financing with Ford, standard rate
- ⊕ 2017 F-150 Supercab: \$3050 OR \$3,550 lease cash

What's Your Ford Adventure?



Take a picture of you, your family, friends, or dog having a great time together with your Ford in the background. Go fishing, have a picnic, go star gazing—anything! We'll pick a few to go into our next edition of *The Drive By!* Have an adventure!

Send pictures to adrianna@drivejohnson.com, or find us Facebook, Twitter, Instagram, and Snapchat!

Get to Know Us: Sales Department

Jeff Shepard, Team Leader for New Vehicles

Loves spending time with family and friends, skiing, and hiking with his dog!



Bryan Beauregard

Is a star-gazing extraordinaire!



Vince Leydet

Loves to be with his friends and family, and rocks at basketball!



Jeff Snow

Likes what he does and taking care of customers, and thanks the Johnson family for having him!



Sarah Baran

Loves being outside, is a workout junky, and loves watching movies, especially if they're classic Disney!



Jim Russell, Team Leader for Pre-Owned Vehicles

Is proud to be a Berkshire County resident and a Johnson team member for the last 11 years!



Chris Burnham

Loves his kids, teaching boxing lessons, and spending time in nature!



Zack Bonney

Is the great-great grandchild of Billy the Kid!



Jason Crawford

Has been in the car business for 30 years, owned a repair shop for 23 years, and loves his twin daughters!



Our goal is to find you the right vehicle and make it affordable! 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'll 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!
 - Join us May 11th at 5 p.m. to find out the winner of the previous Fiesta!
- ⊕ Got Gas?
 - Come test drive a Fusion for a chance to win a \$50 gas card!

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

Follow Us!



*Snapchat username:
jford-lincoln*

Featured Programs:

Vehicle Xchange Program

Are you looking for a change in your vehicle? Do you have equity? If you said yes to both questions, then the Vehicle Xchange Program is the one for you!

With the Xchange Program you could trade in your current vehicle for a newer one while making payments similar to what you're currently making.

So take advantage of the benefits:

- ❖ New vehicle
- ❖ New technology
- ❖ More money for your trade
- ❖ Savings on gas with a model that has better MPG
- ❖ Full warranty

What is equity? Equity is the difference between what your car is worth in its current state and the payoff that you have left on it. Have you checked if you have equity? Talk to a sales consultant to find out today. Call, email, text, or even come stop by, we're happy to help!

