



NEWSLETTER

www.dealersalliance.org

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DEALERS UNITE!

There is no question that we as dealers have had to confront some major changes in our industry over the past few years. What most of us could not have predicted is how deeply these changes have negatively impacted our method of making a living or—said another way—have negatively impacted our bottom line.

There is also no question that many of the factors that have contributed to this situation have been initiated by our own manufacturer—the Ford Motor Company. Its interference into our businesses has maximized our costs and, conversely, its pricing programs, have minimized our profits.

We hope that communicating our position on many of the programs

and policies introduced by our manufacturer will send a clear message—pro and con. Some of you may remember receiving and completing a Ford Dealers Alliance survey a few years ago, in which we resurrected the Company-to-Dealer Standards, first initiated by Ford, and consequently dropped by the Company. Although we commend NADA on its Dealer Satisfaction Survey, which measures through dealer input, all manufacturers against each other, we also recognize that NADA does not have the resources or the inclination to focus on the detailed performance of any one manufacturer. We can accomplish this through this survey. To avoid speculation by Ford that the wording of the questions has somehow skewed the results, many of the questions have been taken directly

from Ford’s original survey.

Please take the time to complete the survey, and return it to the Ford Dealers Alliance. There is only one way that change can begin and that is through our communicating our position on programs and issues. With the evolution of the new Ford management team, this is your means of achieving this communication—anonymously!

Although your individual survey will be kept in the strictest of confidence, the results of this survey will be communicated to the Ford Motor Company executives, as well as to the Ford Motor Company board of directors. Do not miss this opportunity to get your message heard!

Lincoln (Mercury) Dealers

The Alliance has been keeping a close eye on Ford’s termination of the Mercury brand and the impact this will have on the remaining Lincoln brand dealers. Please let us know your thoughts by responding to these two questions.

	Completely Satisfied	Very Satisfied	Fairly Satisfied	Somewhat Dissatisfied	Very Dissatisfied
How satisfied are you with your Mercury settlement offer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with Ford’s recent announcements concerning the future of the Lincoln brand?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>