

Markville Lincoln: driving for leadership

Craig Riley's Markville Lincoln Mercury is Metro's newest Lincoln Ford Light Truck Dealer. Located at 4072 Highway #7 East in Unionville, Markville Lincoln Mercury leads its Metro Toronto dealer group for

Roomy and tough, Ford Econoline does the job

JIM ROBINSON
Metroland Car Critic

Many people buy cars based on an emotional response, but when it comes to a working truck, style often comes second to its hauling capabilities.

This has changed in the pickup market and now you can see the first breath of 1990s-thinking for cargo vans in Ford evergreen Econoline.

As cargo vans go, it's hard to find anything much bigger than our test model E250 in bright white.

The Regular Van version has an overall length of 5,380 mm (211.8 inches) or you can get the stretch Super Van which is almost six metres (5,888 mm or 231.8 inches) in length. Both sit on a 3,505 mm (or 138 inch) wheelbase.

Engine choices include: a 145 hp (265 ft/lb of torque) 4.9-litre, inline six; a 5.0-litre V8 of 185 hp (270 ft/lb); a 5.8-litre V8 of 200 hp (310 ft/lb); a mighty 7.5-litre V8 of 230 hp (390 ft/lb); and a 7.3-litre diesel with 185 hp (360 ft/lb).

My tester was the Regular Van with the optional sliding door on the curb side as a no charge option. The Regular Van has an interior volume of 7,385 litres or 260.8 cu. ft. while the two-foot stretch on the Super Van takes that out to 8,489 litres or 299.8 cu. ft.

Interior wise it was stripped for work, but a lot has changed since the Econoline was launched in 1960. The driver/passenger area was black and grey plastic and rubber. Someone had kindly Armouralled the interior before I

1993 in customer satisfaction - a remarkable feat for such a young dealership.

Riley attributes their success to their attention to customer satisfaction. In addition to competitive pricing, he said he

believes they offer an overall better value package.

"We believe in service - service that doesn't just meet customer standards, but service that goes beyond our customers' expectations," he said.

The service department is open two nights a week.

"Our customers are too important to us to even lose one to a competitor. In order to better serve our customers' needs, we have available free loaner cars by appointment, along with a shuttle service to transport customers to their

local destination."

Ford Motor Company has also reduced their MSRP pricing on Lincolns and other models, making them much more attractive to prospective buyers.

Riley also reports that the Canadian Imperial Bank of Commerce Ford Visa program has taken off.

"Whether or not you purchase a car or truck from us, we would love to service you and show you why we are #1 in customer satisfaction," said Riley.

picked it up so walking on the floor was like skating at Maple

(See page 19)

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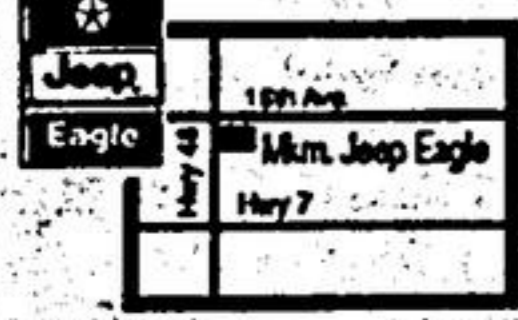


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