

Craig Riley's

Markville



Times

Volume 1

Serving the Markham/Unionville community since 1973*

November 1, 2001

Greetings from Markville Ford Lincoln SVT

On behalf of the team at Markville Ford Lincoln SVT we are pleased to invite you to visit our recently renovated facilities on Kennedy Road, just north of Hwy 407.

Our recent purchase and consolidation of McArthur's Ford is complete. As such, we'd like to invite everyone to "take a look at us now!!!" Our customers have given us a clear direction, and changes have been made to ensure your complete satisfaction.

As Co-Dealer Principal I am able to offer direction and leadership from a woman's perspective. Until recently, males have dominated the industry, and my goal is to ensure that these qualities are consistently displayed towards each and every customer by every member of our staff.

Ford Motor Company's product lines dominate the industry with the #1 and #2 positions in each segment in which we compete.

With our 15 factory trained technicians and state-of-the-art equipment, our goal is to fix your vehicle right the first time, and on time. We offer loaner cars, two shuttle vehicles along with our complimentary 'superstretch' limousine service.

Craig & Cathy



ORDER YOURS TODAY



You've roared through life, making sacrifices for you and your family and doing your best to turn everything you touch into gold. It's time to reward yourself. Indulge in the compelling presence and head-turning style of the 2002 Thunderbird. Move forward and back at the same time. Comfort. While the styling of the Thunderbird recalls the classic Thunderbird look, the new model is anything but retro. It comes with a slew of amenities allowing it to proudly hold its place in the modern age. Performance and Safety. This Thunderbird merges the soul and mystical heritage of the classic Thunderbirds with the latest performance and state-of-the-art safety features. Luxury. A timeless cruising roadster that delivers relaxed sophistication.

LEASING VERSUS BUYING

What should consumers do?

From an article in MacLean's Magazine by Craig Riley, President, Markville Ford Lincoln & Secretary Treasurer of the Toronto Automobile Dealers Association.

Until the past few years, most people bought new cars through automobile dealer financing, or bank loans or in rare instances, straight cash. Leasing vehicles was for business, not consumers. "Today, all that has changed," says Craig Riley, a new car dealer in Markham, Ontario. "At our dealership alone, about 50 percent of our business is short term two- to three year leases for typical consumers, and we expect that percentage to grow." Is leasing for you? There are many factors to consider, but above all, Riley recommends that if you decide to lease, be sure to do it through a manufacturer's lease arrangement available at a reputable new car dealer. "All members of the Toronto Automobile Dealers Association offer manufacturers' leases with full disclosure, where the cost of borrowing, mileage restrictions, the capitalized or actual cost of the vehicle on which the lease rates are based and the optional purchase price at the end of the lease are completely spelled out," Riley emphasizes. Full disclosure enables prospective buyers to compare the advantages and drawbacks of a lease deal to a standard financing arrangement. "Keep in mind that typical leases today tend to be for a shorter period of time than financing arrangements: two to three years compared to 48 or 60 months. Purchasing may be for you if you like to own the same car for a longer period of time," he says. Leasing, by contrast, is designed at least in part for people who expect lifestyle changes and prefer to trade in more often. They may also prefer the advantages of driving a new vehicle under warranty, and are attracted by a lower monthly payment over a shorter period of time. Riley says.

What's New for 2002

- Focus All new ZX-5
- Taurus SEL No charge moonroof
- Mustang Low Finance Rates!
- Grand Marquis 2yr lease rates from 2.5%
- Cougar Front wheel drive sports car
- Cobra Special Vehicle Team
- Ranger Lease the all new "Value Edition"
- F-Series Truck Many models, low finance rates
- Super Duty Truck Ford's Flagship Work Trucks
- Escape The All New XLT Sport Edition
- Windstar 5 Star Safety & 5 yr Warranty
- Econoline 6 cyl, 8cyl, V-10 or Diesel
- Town Car American Luxury
- Continental Now Rebates up to \$4,000
- LS V6 or V8 - Leasing Specials on Now
- Navigator On Board Navigation System Now Available
- Expedition For Work or Play
- Excursion The King of Sport Utility Vehicles
- Lightning 330 Horsepower - Collectors Item

5 STAR SAFETY ★★★★★



5 stars! The highest government frontal crash test rating for the driver and front passenger. Windstar is the first minivan to earn this double 5 Star Rating for 5 years in a row and is the only domestic minivan to receive this exclusive award.

A 5 star rating means that in a head-on collision, the most dangerous kind, the Windstar gives the driver and front seat passenger the highest possible protection. During the government crash tests, a vehicle runs into a solid concrete barrier at 50 km/h, the equivalent of running head-on into an identical parked vehicle at 115 km/h. Results of government frontal crash tests show Ford Motor Company leads the industry, earning more top ratings for its vehicles than all other automakers combined. Virtually every Ford, Lincoln, and Mercury vehicle tested has earned four or five-star ratings.

*McArthurs/Markville Consolidation

www.markvilleford.com

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