




DOWNTOWN



LINCOLN

AROUND DOWNTOWN

Merry Christmas!

We are just a few days away from our annual Spirit of Giving Day, and the need here in Stark County is so great.

Please join us on Friday, December 4th as local radio station personalities come together for the 16th time in our Service Department to broadcast their morning shows and collect donations for area non-profit agencies. Donations will be collected for A Community Christmas, Salvation Army, Stark County Hunger Task Force, and Toys for Tots. In appreciation for your donations, you will receive a coupon for the Quick Lube redeemable through January 31, 2016. Read on in this issue to find out more about the Spirit of Giving Day!

As winter approaches, we need to prepare for the harsh conditions. Stop by the Service Department to have your battery tested, tires checked, oil changed and heater inspected. Check out the service coupons on the back of this newsletter for great deals.

Winter driving tips:

- Drive slowly and take time to slow down for stoplights
- Watch the weather reports before going out into harsh conditions
- Keep at least half a tank of gas in your vehicle at all times
- Warm up your vehicle outdoors before driving it

As the year comes to a close, I want to thank you for your business and continued patronage of our dealership.

I wish you a Very Merry Christmas and Healthy, Happy New Year!



Brad Black
General Manager



EMPLOYEE SPOTLIGHT

THE "DOES-IT-ALL" WOMAN!

Catherine Halter has been a part of the Downtown Ford and Lincoln team for over 15 years. She first began her career working on Internet Sales at the dealership. Since then, she has moved her way on up to the "Does-It-All Woman".



"I am busy from the time I sit down, until the time I leave," says Catherine. When Jayne Montgomery and Steve Oakleaf were asked what Catherine does during a day at Downtown Ford and Lincoln, both of their replies were, "She does everything!"

So what does the boss Brad Black say about Catherine? "I knew I was going to hire Catherine within 45 seconds of meeting her," said Brad Black. "If I need something, I know I can count on her to get it done."

Just some of the work Catherine does includes ordering inventory and processing the order when the carrier arrives. She inputs and updates credentials, goes through the deals from the previous day, updates the digital sign outside and even looks stylish while doing all of this! While interviewing Catherine, she opened her desk drawer and showed us all of the different colors of glasses she has to go with each outfit!

Catherine has a son who lives in Maryland with her two granddaughters, ages one and four. Catherine said she and her husband visit them as much as possible throughout the year and on the holidays.



FICKEY FAMILY SAYS "THUMBS UP" TO THE 2015 FORD TRANSIT!



Rebecca and Matthew were more than happy to find a vehicle from Downtown Ford and Lincoln that fits their family of nine and one on the way! The whole family had just gotten back from vacation with their 12 passenger Chevy Express Van and said, "Never again!" The Fickey's needed something much larger and able to accommodate them all more comfortably.

Rebecca was doing some on-line searching for an automobile that would fit her family's needs. Liking the features of the Ford Transit led her to the Downtown Ford and Lincoln website. After a visit to the dealership, the Fickey's left purchasing a 2015 Ford Transit that allows for 15 passengers and plenty of room for their growing family.

Matthew, who used to swear by the Chevy Van said, "Now that we have a Ford vehicle, it's way better."

"The kids love that they can stand up in the Transit and, since it has bus like seating," said Rebecca, "it's so much easier to get in and out."

Matthew likes the power of the EcoBoost engine and Rebecca thinks the rain sensor wiper blades are pretty special.

The Fickeys worked with Scott Halley who they said was very nice and welcoming. "It was just a different experience, a great one!" said Rebecca. "Everyone was so accommodating!"

Originally from Marlinton, the Fickeys now live in Mogadore and are parents to seven (four of their own and three adopted) and one on the way. Matthew works at Heritage Trucking as a supervisor. Rebecca home-schools the children, whose ages range from five to 16 years of age.

Every year, the Fickeys travel to the Smokey Mountains and stay in a cabin. "The Transit is such a great transportation vehicle for all of our travels," said Matthew.



Rebecca and Matthew with children (not in order) Zaria, Mackenzie, Ashlyn, Isaiah, Jaedon, Logan, Aubrie, and baby on the way give a "thumbs up" for the new vehicle!

STARK'S GIVING KEEPS ON GIVING!

SPIRIT OF GIVING DAY Friday, December 4th 6 am - 1 pm

It's that time of year again! Downtown Ford and Lincoln will hold its 16th annual Spirit of Giving Day on Friday, December 4th. What makes this community so special is the way the residents come together to give to those in need and volunteers who give of their time to make our community a better place to live. Over the years, we have seen thousands of donations come through our doors on our annual Spirit of Giving Day. Generous area residents donate items to the following organizations

A COMMUNITY CHRISTMAS

- Provides assistance to those in need during the holiday season
- Accepts new or fairly new toys, clothing, bedding, shoes, etc.
- Monetary donations
- All ages

TOYS FOR TOTS

- Provides a new toy at Christmas to those less fortunate
- Accepts all new, unwrapped toys
- Ages 3-12

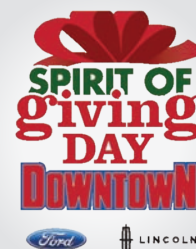
STARK COUNTY HUNGER TASK FORCE

- Over the past 30 years has increased their services by 900%
- Supports over 30 pantries in Stark County
- Serves more than 27,000 people with free groceries each month
- Accepts cereal, peanut butter, soup, canned meats, fruits & vegetables, pasta, etc.

SALVATION ARMY

- Helps the poor, feeds the hungry, cares for the elderly and educates the youth
- Accepts monetary donations

Each year local radio stations come together in support to spread the word so that area residents in need will have a very special Christmas. We hope you will join us this year! Our service doors will open at 6 a.m. to accept your donations. Help us make Christmas merrier for members of our community!



GO AHEAD, EXPLORE
THE ALL-NEW 2016
FORD EXPLORER



The all-new 2016 Ford Explorer is outfitted to exceed your expectations of the “perfect” vehicle. We are all well aware that winter is on its way. In the 2016 Explorer, you will be more prepared than most. The Terrain Management System four-wheel drive lets you explore, even in the worst winter conditions. When the road is full of pot holes and bumps, you will still be driving comfortably.

The aerodynamic exterior of the Explorer is rather spectacular. The grille and LED headlamps have been raised, a spoiler has been added, and the roof rack is now lower, allowing rain or snow to easily flow off the vehicle. With the new 2.3-liter EcoBoost engine, you receive 280 horsepower. How powerful and highly efficient!

Explore the inside and you will discover a very unique, flexible interior. Use the second and third row to fit more people or make use of the large 81.7 cubic feet of cargo space for all of your travels. Check out the many technological features including SYNC with My Ford Touch, hands free parking and ultrasonic sensors that allow you to see what’s around you.

When it comes down to choosing a vehicle that is perfect for the wintry weather, why wouldn't you choose to explore the all-new 2016 Explorer?

CHAMPION CUP WINNERS... AGAIN!

The Service Department Team at Downtown Ford and Lincoln added another Champion Cup trophy to the case! We want to congratulate Lamont Jordan, Joanne Clark, Tim Dockrill, Chad Bowling, Kylynn Johnson (shown left to right) and Rob Maylor (not shown) on receiving the 2015 Ford Service Satisfaction Champion Cup! The Downtown Ford and Lincoln Service Department team is fully committed to provide its customers with exceptional customer service.

Keep up the great work!



**MINIMIZE DOWN TIME WITH
QUICK & PROFESSIONAL REPAIR**



Need your heavy duty truck repair done quick and correct? Downtown Ford and Lincoln is the place to go! Two diesel master technicians with over 33 years of combined experience are available six days a week to work on your heavy duty truck - up to F550 including diesel. A well-stocked parts department and quick turn around on all emergency repairs will have you back in your truck in no time!

*Downtown Ford and Lincoln
is your **Truck Headquarters.***



CANTON • OHIO

1423 West Tuscarawas St., Canton, OH 44702
330-456-2781 • 1-800-274-1001

**DOWNTOWN FORD AND LINCOLN
HOURS OF OPERATION**

We service all makes and models.

NEW / USED SALES

Mon & Thurs 8:30am - 8pm
Tues, Weds & Fri 8:30am - 6pm
Sat 9am - 3pm

SERVICE DEPARTMENT

Mon-Fri 7:30am - 6pm • Sat 8am - 3pm

PARTS DEPARTMENT

Mon-Fri 7:30am - 5:30pm • Sat 8am - 3pm

BODY SHOP

Mon-Fri 7:30am - 5:30pm • Sat 8am - 12pm

QUICK LUBE CENTER

Mon-Fri 8am - 5:45pm • Sat 7am - 2:45pm

Closed Sundays

Around Downtown is a Preferred Customer Newsletter



Stop down to Downtown Ford
and Lincoln to explore the all-new
2016 FORD EXPLORER

www.downtownford.com

Save Double WHEN YOU USE YOUR Ford Service Credit Card!

**BUY FOUR SELECT TIRES
GET A \$70 MAIL-IN REBATE**

- Good Year
- Dunlop
- Continental
- Pirelli
- Hankook
- Bridgestone
- Yokohama
- Michelin



EXPIRES 12.31.2015

See Service Advisor for details. Entire purchase must be on the card. To receive the service rebate, go to FordOwner.com/rebates. Have your repair order handy and enter information. May not be combined with any other credit card offers.



**BUY FOUR SELECT TIRES
USING THE FORD SERVICE CREDIT CARD
GET UP TO \$140 IN MAIL-IN REBATES**

- Good Year
- Dunlop
- Continental
- Pirelli
- Hankook
- Bridgestone
- Yokohama
- Michelin



EXPIRES 12.31.2015

See Service Advisor for details. To receive the service rebate, go to FordOwner.com/rebates. Have your repair order handy and enter information. May not be combined with any other credit card offers.



MOTORCRAFT SPECIALS

**BRAKE PAD REPLACEMENT
\$99.95**

**TESTED TOUGH PLUS BATTERIES
\$99.95**

**TESTED TOUGH MAX BATTERIES
starting at \$119.95**

**WIPER BLADES
\$20 or less per set**

**BRAKE PADS FOR LIFE
with purchase of Motorcraft Brake Service**

EXPIRES 12.31.2015



LOW PRICE TIRE GUARANTEE

Low Price Tire Guarantee every day, up to 30 days after the sale. We beat any competitor's pricing on the tires we sell.

**USE THE FORD SERVICE CREDIT CARD
ON A QUALIFYING PURCHASE OF \$250 OR MORE
RECEIVE A \$25 MAIL-IN REBATE**

To receive the service rebate, go to FordOwner.com/rebates. Have your repair order handy and enter information. May not be combined with any other credit card offers. \$250 purchase before tax.

EXPIRES 12.31.2015

