

## Myth No.1

Ford Workshops only cater for Fords bought within the Ford Network. In any case, today's vehicles are virtually maintenance-free



## Ford Fact

Not true - Ford Workshops cater for ALL Fords at ALL times and even modern vehicles need regular maintenance

It makes no difference if you bought your Ford vehicle outside of the Ford network, how old it is or even if it's under warranty or not. We still have special services designed specifically for you and your Ford.

Whilst it is true that brand new Ford vehicles have longer, flexible service intervals due to being more technologically advanced than ever before, they still require regular care to keep them road worthy, safe and fuel efficient. Furthermore, skipping servicing can lead to premature component failure, which can often lead to high cost repairs.

## Myth No.2

With all their overheads and higher technician labour rates, Ford Workshops are more expensive

## Ford Fact

Not true – according to industry insiders there is no appreciable difference in cost between Ford and non-Ford workshops

Labour is only one part of vehicle servicing costs. Non-Ford workshops usually charge retail prices for often substandard after-market parts. Ford technicians are required to use factory-original equipment parts, which are less likely to lead to further repairs at a later date.

And all Ford Workshops are given favourable terms by Ford Motor Company, so they can keep their service and parts pricing competitive and absorb any unforeseen costs.

Additionally, we're so confident about our value for money service and parts pricing that we have a **Price Match Guarantee**, which applies to any like-for-like quote for service and/or parts offered by any VAT-registered outlet located within 10 Km of a Ford Workshop.



## Myth No.3

There's no difference between a Ford workshop and any non-Ford workshop

## Ford Fact

Not true - using a Ford workshop guarantees quality and peace of mind for your Ford Vehicle

A Ford workshop protects the resale value of your vehicle, as every Ford technician has a duty of care to carry out an electronic health check (eCheck) on every vehicle that enters a Ford workshop and present the results to the customer.

Ford workshops also have access to specialised proprietary information on every vehicle we sell, including a free check for Outstanding Safety Recalls and Software Updates. Non-Ford workshops do not have this ability.

And with our Service Activated Roadside Assistance (SARA), if you break down on the road, you and your vehicle will be brought back to your nearest Ford Dealer by the AA.



## Myth No.4

Non-Ford Workshops understand my Ford vehicle just as well as Ford Workshops



## Ford Fact

Not true - No one knows your Ford vehicle like a Ford Workshop Technician

All Ford technicians are licensed by Ford Motor Company following a comprehensive learning and development programme, after which many achieve Ford Senior technician level and, ultimately, become a Ford Master technician.

This learning and development process ensures all Ford technicians are very familiar with your Ford vehicle and its proprietary technology, pinpointing problems faster and more accurately than anyone else, thereby reducing the cost of a repair.

Our innovative new video reporting technology means technicians can explain the status of your Ford vehicle's service and/or repair work via a simple, clear video.

## Myth No.5

The parts used in servicing and repairing my Ford vehicle are the same, wherever I go

## Ford Fact

Not true - only in a Ford Workshop are you guaranteed original equipment Ford parts

Unless original equipment Ford parts are specifically requested, parts used by non-Ford workshops are completely unknown. This brings the quality and safety of the parts, as well as the running of your Ford vehicle, into question.

Using a Ford workshop, you have peace of mind that the original equipment parts used to service and repair your Ford vehicle are the same quality parts that were used in your vehicle when it was first built. This ensures the smooth running of your Ford throughout your entire ownership experience.

