

## Staying Connected Outside Your Vehicle



### FordPass™ – A Smarter Way to Move™

Transforming the customer experience is a core part of our plan as Ford becomes both an auto and mobility company. FordPass will play a critical role by supporting both core and emerging businesses. It will also continuously develop over time, delivering more features to help make people's lives better.

**My Vehicles** – Add a vehicle, view maintenance schedule and other information.

**My Dealer** – Assign a preferred dealer and schedule service appointments.

**My Wallet** – FordPay makes it easy and secure to pay for FordPass Services.

**Park** – Search for available parking in select cities, sort by price and features, then reserve and pay. You can filter parking by factors like distance to a destination. You can also “pin” a parking location and get step-by-step guidance back to your vehicle.

**Ford Credit** – Use the Ford Credit mobile site to manage your Ford Credit account (Ford Credit users must log in using their secure Ford Credit credentials, which may be different from the FordPass credentials).

**Perks** – Start getting Perks delivered to your email inbox.

**Vehicle Controls** – Start, lock and unlock your SYNC® Connect-equipped vehicle and even schedule starts<sup>1</sup>.

**Roadside Assistance** – A tap-to-call button enables members to receive help quickly<sup>2</sup>.

**Messages** – Receive timely messages such as important notifications and service needs.

**Guides** – Get one-on-one help via phone or live chat from a friendly FordGuide, or search a topic for an answer from the self-help articles.

<sup>1</sup>SYNC® Connect, an optional feature on select 2017 model year vehicles, is required for certain features. <sup>2</sup>Roadside assistance is included for certain Ford owners and available to everyone for a per-service fee. Ford reserves the right to change program details at any time without obligations.

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### SYNC® 3 PLUS APPLE CARPLAY™

SYNC 3 brings the power of Apple CarPlay\* to your Ford vehicle. This gives iPhone® users access to Maps, Messages, Phone and Music through Siri® voice or the touchscreen.

- Use Siri to interact with your iPhone.
- Make calls, return missed calls and listen to voicemail, as well as send, read and reply to text messages.

When you're connected to Apple CarPlay, many SYNC 3 features will be unavailable. You can access available SYNC 3 features by tapping the SYNC icon on the touchscreen.

Tap the Apple CarPlay icon at the bottom of the SYNC 3 screen to return to the CarPlay environment. To disable CarPlay, tap the Apple CarPlay Preferences button on the home screen (also available through Settings).



\*Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Message and data rates apply. Apple CarPlay and Android Auto are available on 2017 models with SYNC 3; owners of 2016 models with SYNC 3 are required to perform a software upgrade. Requires phone with compatible version of Apple iOS or Android Auto and active data service. SYNC does not control Apple CarPlay or Android Auto while in use. Apple and Google are solely responsible for their functionality. Apple CarPlay is a trademark of Apple, Inc. Android Auto is a trademark of Google Inc.

## YOUR COMPLETE FORD DEALER

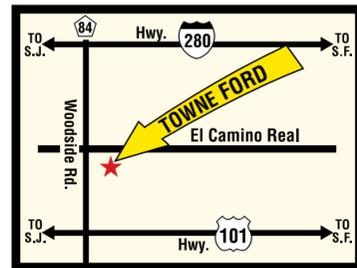
Sales and Leasing | Service and Parts



Est. 1926

1601 El Camino Real, Redwood City, CA 94063

650-562-2225



JBA DESIGNED & PRODUCED IN USA | '17 JBA | 1-510-889-1960

**Service Department Hours:**  
Monday - Friday 7:00am to 7:00pm  
Saturday 8:00am to 5:00pm

**Parts Department Hours:**  
Monday - Friday 8:00am to 6:00pm  
Saturday 8:00am to 5:00pm



Tips from  
our experts  
inside!

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## FLEET BUSINESS NEWS

# TOWNE



TOWNE FORD FLEET

VOLUME XV SPRING 2017

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www.towneford.com

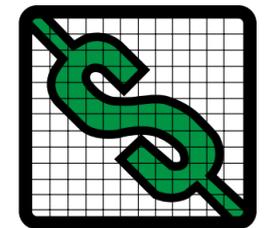
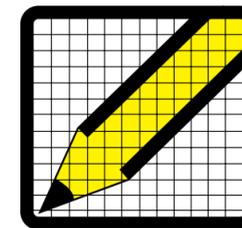
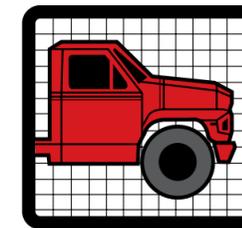
## Build it your way

At Towne Ford Commercial Vehicle Center, we recommend to get it right the first time! When you factory-order a commercial, fleet or personal vehicle, you will be able to customize the vehicle that will meet your needs- at no additional cost for business or personal applications. This can potentially save on fuel expense with the correct axle ratio for highway driving, or have the correct axle ratio selection for trailer towing applications.

We have a staff of Ford professionals with an average of 25 years of experience selling Ford products!

We will take the necessary time to make certain that you receive all available information, so you can make the right decision the first time. You will not be pressured into buying a vehicle the same day that might appear to be a good deal, but in reality might not do the job. Or worse yet, you could find out additional information that could make a big difference in your business or personal usage!

There is no additional charge to custom order your vehicle from Towne Ford's commercial team. Simply give us a call at 650-562-2225 and set up a time to visit, and start getting all of the information from A-Z to make the right selection the first time!

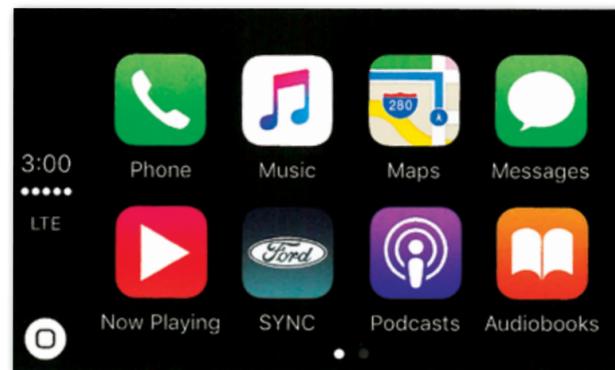


Call Towne Ford Commercial Fleet Department at 650-562-2225  
for a complete fleet, commercial or personal quote!

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# 2017 FORD COMMERCIAL VEHICLE CENTER



## See what we have available for you!



TRANSIT CONNECT



STRIPPED CHASSIS



TRANSIT CC-CA



E-SERIES CUTAWAY



TRANSIT



SUPER DUTY PICKUP



CHASSIS CAB

## Is Your Ford Covered?

Towne Ford offers one stop shopping for all of your Commercial Vehicle servicing requirements. Let us show you how our Ford Commercial Business Solution can:

- Reduce your life cycle operational expense
- Maximize your cash flow
- Support improving the operational efficiency of your fleet
- Reduce service "downtime"
- Provide you with line of sight repair detail
- Reduce your service cost variability
- Allow you to accurately forecast your future vehicle service expenses
- Benefit from the quality of the repair

It's a comprehensive vehicle protection strategy available for you to reduce your operational expenses and minimize the variability in having your vehicles maintained properly. We can protect your vehicle for as long as 8 years and/or 150,000 miles. Call one of our dedicated Commercial Account Managers TODAY to learn more.

**Towne Ford Fleet Quick Quote Line: 1-650-562-2225**



Lizbeth Peraza

Lizbeth has been handling custom fleet deliveries for the last two years for Towne Ford. She has been recently promoted to handle contracting for our fleet team. Her attention to detail has been a great asset to our company!

Direct Line: 650-562-2257



Bridget Miller

Bridget is one of the newest members of Towne Ford's fleet department. Joining the retail side of Towne Ford a little over 2 years ago, she brought over 15 years of automotive experience with her. Specializing in contracts, accounting, along with DMV knowledge, she looks forward to being a part of Towne's team for years to come.

Direct Line: 650-562-2370

## Ask us about the new Full Maintenance Lease Plan!!!

Call us for a quick quote today!



Peter Verducci

Peter has experience in both Commercial and Retail Finance and Sales Management. Although he has experience in many aspects of the business over his 20 plus years in the automotive industry, his passion lies in fulfilling the needs of commercial customers. Peter works with taxis, shuttle vans and rental car companies, as well as local and national companies. Whether it is a single vehicle for personal use or several vehicles for your business, Peter is happy to assist you.

Direct Line: 650-888-8721



Alicia Garcia

Alicia is the newest member of Towne Ford's fleet department. She has been with the Towne Ford service team for seven years, specializing in customer service. We are very excited to have her join our fleet team.

Direct Line: 650-562-2222



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Redwood City, CA 94063

**650-562-2225**

FORD CREDIT  
Commercial Lending Services

### Commercial Red Carpet Lease VS. Commercial Lease

For predictable-use vehicles, choose this closed-end lease with no residual risk. When you complete your lease as agreed, simply bring the vehicle to your Ford Dealer. You are only responsible for any excess mileage and wear and use charges.

You have the opportunity to enjoy the quality and technology of a new Ford more often, as well as select from a variety of flexible terms, mileage options and payment choices.

#### Benefits

- Lower monthly payments
- Allows for increased cash to be invested in your business
- Lower maintenance costs
- Short-term leasing means new vehicles more often
- Combined billing
- Advantage of Gap protection

#### Plus

- Financing of Ford ESP
- Availability of Commercial Service Plus<sup>SM</sup>

Note: Not all vehicles and/or lessees may be eligible.  
\*Longer terms may be available subject to credit approval.

Our TRAC lease program puts you in control. This customizable, open-end lease program allows flexibility to set the residual based on your business requirements. At lease-end, you are responsible for the residual. This program can accommodate:

- High-mileage and heavy-usage vehicles
- Vehicle modifications and upfits

#### Benefits

- Lower monthly payments
- Flexible terms ranging from 12 to 60 months\*
- Continued billing
- No acquisition, up front administration or termination fees

#### Plus

- No mileage restrictions
- No wear and use lease-end charges
- Financing of Ford ESP

For a full-service fleet solution, combine Commercial Lease with Commercial Service Plus<sup>SM</sup>



Don Beyer

Don has 25 years experience working in the automotive industry. He has worked extensively with national commercial accounts, specializing in lease services.

Direct Line:  
650-562-2204



Frank Ginotti

Frank brings over 35 years of automotive expertise. He has gained experience in finance, insurance and since 1988 he has worked as a specialist in government and utility sales. With his extensive knowledge, he is ready to help with all sales needs, from personal vehicles to fleet or business vehicles.

Direct Line: 650-562-2267



Christopher Irwin

Christopher has 25 years of experience in every facet of the fleet and commercial sales industry.

- National fleet and leasing
- Specialty truck bodies
- New and used vehicles
- Commercial and personal use

He is available to consult you with any of your transportation needs!

Cell: 650-642-1321



Lloyd Pratt "Chip"

Chip brings with him, over 25 years of automotive experience in parts and vehicle sales, and is well versed in commercial lending, leasing and sales. He is available to assist you with all of your commercial, fleet or personal vehicle needs whether it be a custom built truck, specialty bodies and chassis or passenger vehicles.

Direct Line: 510-384-7447