

Preston Ford in Maryland Offers the New Drive the Ford Difference Sales Event

Ford Motor Company now offers new cash bonuses on new Ford, Lincoln and Mercury models. The new incentives will help new buyers make their first three payments on a new Ford Lincoln or Mercury.

June 3, 2009 - [PRLog](#) -- In an industry where auto makers are struggling for money, Ford Motor Company is giving it away. The drive the Ford difference sales event is a new program developed to invite customers to test drive new quality, fuel efficient, Ford, Lincoln and Mercury vehicles. Maryland car dealer, Preston Ford began offering the new incentive program to its customers yesterday.

The drive the Ford difference is all about noticing the difference in quality, fuel efficiency, safety and the overall feel that Ford Lincoln and Mercury vehicles have to offer over the competition. Whether it is a foreign or domestic competitor Ford wants to prove the difference.

Some of the new incentives offered by Ford Motor Company include major cash bonuses and low percentage financing. When purchasing any 2008 or 2009, Ford or Mercury with the exception of the Mustang Shelby and any final pay vehicles, Ford Motor Company offers \$1500 cash back with 0% financing for 36 months or \$1500 discounted from the original sale price.

When purchasing any 2008 or 2009 Lincoln, Super Duty or Excursion, the cash bonus is increased offering \$2100 cash back with 0% financing for 36 months or \$2100 discounted from the original sale price. The incentives are not only for 2008 and 2009 year models; Ford has also planned cash bonuses for the brand new 2010 year models.

The 2010 Ford Fusion, Edge and Mercury Milan with the exception of hybrid models all offer \$1000 cash back or discount as well as 0% financing for 36 months. All 2010 Lincoln models and Super Duty vehicles offer \$1400 cash back or discount with 0% financing for 36 months. These new incentives are effective until the 31st of June.

David Wilson Jr., Vice President of Preston Automotive Group, stated, "What's great about the new cash back offer is that it helps customers make their first couple payments and they do not have to finance through Ford Credit in order to take advantage of the deal."

Ford Motor Company has also acquired the help of Maryland native, Mike Rowe to help spread the word about the great new program that Ford has to offer along with the help of Jill Wagner to be the spokesperson for Mercury.

Preston Ford of Preston, MD has been serving the Delaware, Maryland and Virginia areas for over 30 years and they are passing the amazing deals on to their loyal customers. Customers can expect advertisements with more details to be played in over 2,300 movie theaters nationwide as well as full page placements in USA Today.

For more information regarding Preston Ford or new incentives offered please visit <http://www.prestonford.com>

About Preston Automotive Group:

Preston Automotive Group services the Delaware, Maryland, Virginia, and Pennsylvania area with Chevrolet, Ford, Lincoln, Mercury, Mazda, Suzuki, Hyundai and Nissan brands. The auto group carries the

largest selection of new and used cars in the Maryland, Delaware, and Virginia area. Additionally, the dealership services all makes and models, both imported and domestic cars with ASE certified and factory trained technicians. Preston now does all Maryland State Inspections and also DOT inspection for both Delaware and Maryland.

For more about Preston Automotive Group, visit <http://www.prestonmotor.com/>

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New and Used car and truck dealer serving Maryland Delaware and Virginia. We also specialized in service work for all vehicles. We carry Ford Lincoln Mercury Hyundai Nissan Mazda Suzuki and Chevrolet brands.

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Source	Preston Automotive Group
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