

Ford? WHY now? WHY

**“The real difference is in our plan
the strength of our great new products, and
our quality, fuel efficiency, safety and value.”**

– Ford CEO Alan Mulally

Dear Friends & Neighbors,

For over 68 years, the Heller family has been proud to represent Ford here in North San Diego County. Even from the beginning, Heller Ford was all about people building the future. Smiling faces and hard working men and women have brought together a unique sense of the American Dream.

In 1941, my grandparents Homer and Helen Heller began their commitment to our community that continues today. My grandmother proudly served as the first female Ford dealer. It's what makes us unique.

Today Ford Motor Company has separated itself from other auto makers. No Bailout Money – No Chapter 11. Ford remains independent and is in a position to succeed. There are plenty of reasons to buy a new Ford – and not simply because we're American. Ford is different, and we're out to prove it.

As a Ford Dealer, I'm proud to be a part of this new direction. The plan is simple: make FULLY competitive vehicles. Offer quality that more than competes with everything else out in the marketplace.

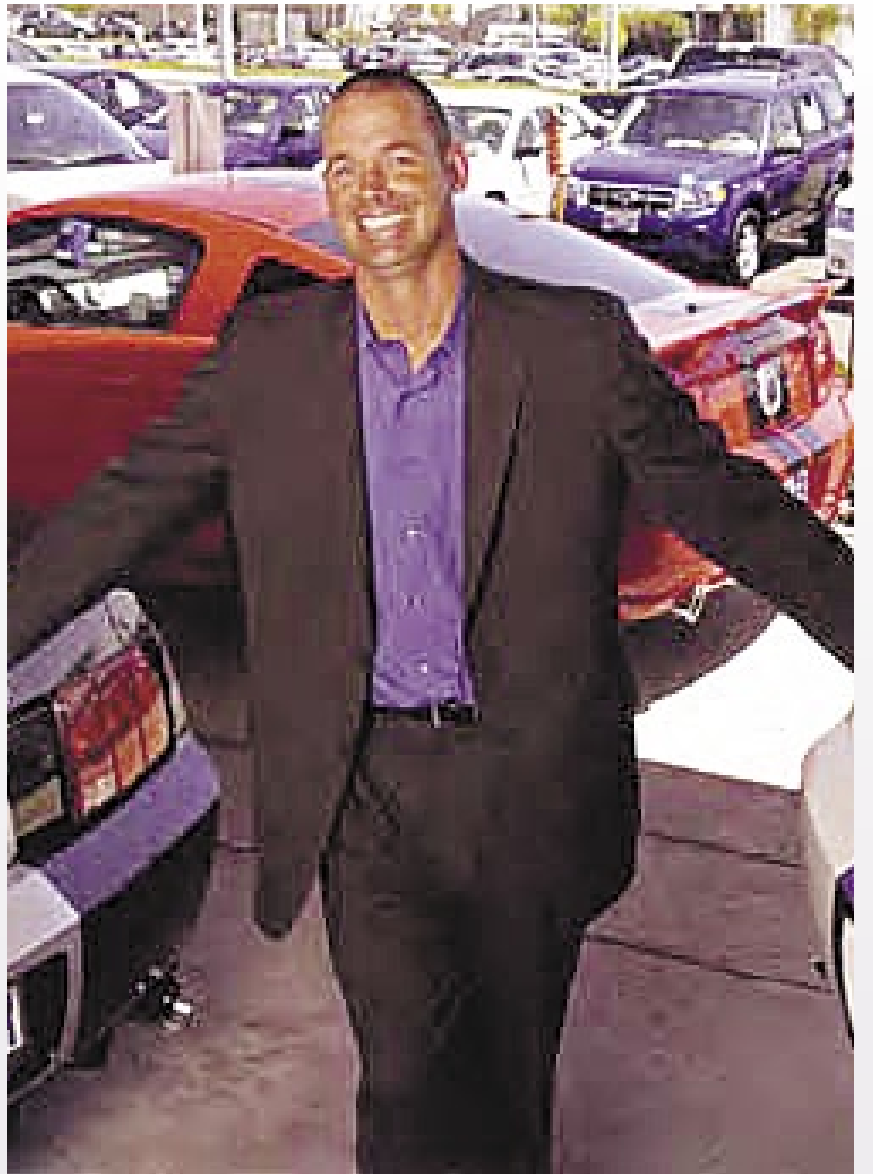
We take responsibility for our business and our neighbors very seriously. We know that the American dream was built with hard work and a true commitment to our community and country. And we believe that working hard together – our family, your family, and the Ford family.

Together, we are still committed to our hometown and the wonderful people who live and work here.

Sincerely,



DJ Heller
Vice President
General Manager



D. J. Heller

*Third Generation
Ford Dealer*

***“We at Heller Ford are PROUD to
represent the Strongest American
Auto Maker.”***



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