



NEWS



LES JACOBS FORD OF CASSVILLE EARNS FORD MOTOR COMPANY'S HIGHEST CUSTOMER SATISFACTION HONOR – THE 2008 PRESIDENT'S AWARD

CASSVILLE, MO, March 24, 2009 – Les Jacobs Ford of Cassville is among an elite group of Ford and Lincoln Mercury dealerships to be recognized with Ford Motor Company's 2008 President's Award. Only 385 out of nearly 4,000 dealerships received this prestigious award, which is based upon outstanding customer feedback.

“Receiving the President's Award is a reflection of the commitment of our entire staff to deliver the best customer experience possible,” said Darrin Jacobs of Les Jacobs Ford. “We couldn't be more proud to receive this recognition as it comes from the people we value most – our customers.”

The President's Award was developed in 1998 and is given annually to dealers who lead the nation in providing customers with first-rate treatment throughout the life of their Ford, Lincoln or Mercury vehicle. Dealers are made eligible through customer responses expressing their satisfaction with overall service and the dealership experience.

“The President's Award is a symbol of our appreciation for the elite group of Ford and Lincoln Mercury dealers who focus on customer satisfaction and sound business practices every day of the week,” says Bob Bremer, Ford Lincoln Mercury Kansas City Regional Manager. “Dealers who receive the President's Award are the best of the best, and are the local face of Ford Motor Company's renewed commitment to providing high quality service and products to our customers.”

Les Jacobs Ford is located at Hwy 37-76-86 Junction, Cassville, Missouri. The dealership can be reached at 417-847-2151.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 224,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.