

Oily Rag

Great service without the friction

BICESTERFORD BUCKINGHAMFORD



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Only 30 sleeps until Christmas

It is now less than 30 sleeps until Christmas and days away from Buckingham's Sunday shopping extravaganza, only three weeks to the Christmas parade. Bicester's great Christmas lights will be on and Santa will be making his road trip.

It's at times like Christmas that we tend to spend more time with our families and doing more locally, hopefully this will include visiting and shopping with local businesses. We all know that the internet has opened up a whole new world to us, and it is so easy and convenient to shop by mouse in the comfort of our own homes, but have you ever sat back and thought what our high streets would look like if everyone did this.

This year as a company we have tried harder to shop for what we need closer to home, after all we are one of these local family businesses ourselves, and don't want to see our high streets decimated like so many others. We may have the Ford oval above the door as the franchise we represent, but we are still a small family business behind this, and as many of our customers know we still service, repair and MOT all makes of vehicle.

Along with shopping locally we like to employ local people to support the town. At both our branches the majority of the people you will see not only live locally but have served apprenticeships with us, and are now some of our most experienced employees

This newsletter is not just about us, this is about the local communities in which we work, socialise and play and enjoy all year round, so don't forget all your local companies this Christmas or next year.

Wishing you a very Merry Christmas and a Happy New Year from all of us at Bicester Ford and Buckingham Ford.



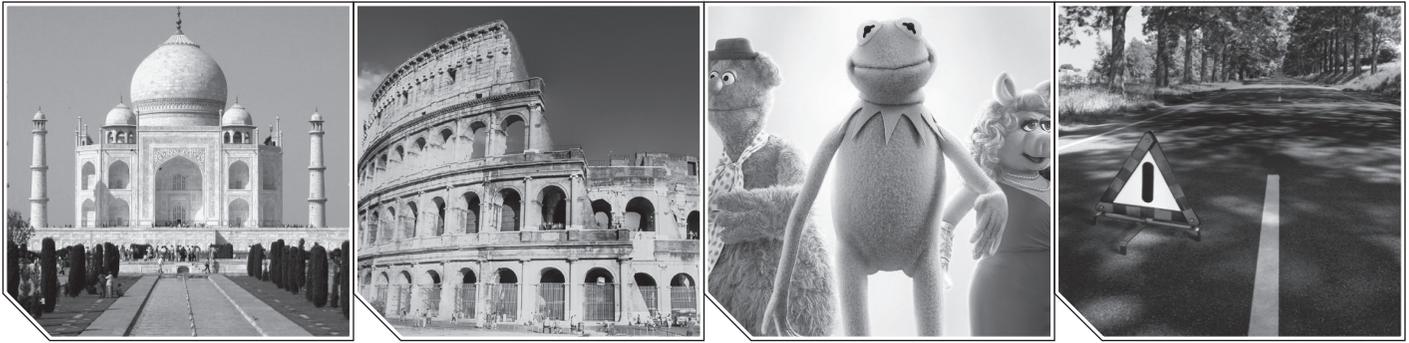
Free Accident Management Service

Call David in our bodyshop on **01280 825701** for your emergency assistance.
We will repair the smallest scratch to the biggest dent.

www.bicesterford.co.uk

www.buckinghamford.co.uk





Taj Mahal, The Coliseum, The Muppets and free Breakdown Cover

We even look after our clients between services

You are probably thinking what on earth have the above got to do with us, well we started giving away Free breakdown cover on all the Ford cars we service earlier this year, and to show just how comprehensive the cover is, we did a short video which is available on our website. Just see what the bear is doing!

The video was shot and edited by Rockhopper studios in Buckingham, and we received recognition for its content at a national marketing event in Newbury back in May.

If you own a Ford don't forget to ask for your FREE breakdown cover when you have your car serviced.

at home...

I first met Jenny and Sarah when I was a judge this year in the local Business Accelerator Competition for Bicester, Buckingham and Brackley. I am not the right person to judge their stock in the shop, my wife would be far more qualified for that, but Jenny and Sarah go out of their way to help you find the right gift and then wrap it up very nicely for you as well. Their shop in Well Street is an Aladdin's cave of great gift ideas and they are open every day up until Christmas including Sundays.

www.athomebucks.co.uk

Wonderful range of individual Christmas Gifts

at home....

No 1 Well Street, Buckingham, MK18 1EW

Tel 01280 821452

hello@athomebucks.co.uk

www.athomebucks.co.uk

Complimentary gift wrapping available



Newest Employee

Chloe joined us in October as our latest apprentice at our Buckingham Branch, yes you are right it is very unusual in such a male dominated job for Chloe to choose this path of training, but hopefully Chloe will be setting the pace for many more girls to follow in her footsteps. Chloe has made an unusual change in career as since leaving school she has worked in Hotels and a ladies lingerie shop while trying to find a place on a mechanical training course.

Local Sport



We have had many associations and sponsorships over the years, but none feel as successful as the two we have at present. This summer we helped Buckingham Cricket Club with a car for John Bell when he came over from Australia to Coach for the season. This is just part of a long association we have had with Buckingham Cricket Club.

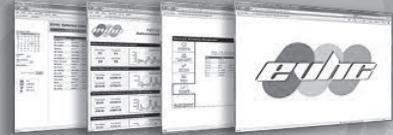
For the first time this year we are the shirt sponsors of Buckingham Ladies Hockey Club 2nd's. The hockey club as a whole has had great success over the last few years, with both the first and second teams winning titles and earning promotions, and we are proud of the association we now have, and may they go on to have as successful season as they had last year.

Claim your
free book
on our new
website

7 things
you need
to know
before you
visit a garage
to buy
a car



FREE Visual Health Check



Every vehicle can have this free of charge, this visual health check of your car will not just give you a report on future maintenance required on you vehicle, but will give you the peace of mind that a professional has visually checked your car for dangerous defects.

Available with an MOT

The visual health check, will give you more of a report than an MOT but both will check items not included on each other, The main difference is that you will get advisories on an Mot only if something is wrong but the report we will provide will tell you a lot more if there are issues that require your attention.

Easy to understand as easy as Red, Amber and Green

The report comes in an easy to understand format, with each item marked as above, for example if it is a tyre being inspected, it will be marked as follows:

5mm to 8mm is marked GREEN

3mm to 4mm is marked AMBER

Below 3mm are marked RED - close to the legal limit of 1.6mm and need your attention.

All tyres have their measurements recorded on the report so you can see and understand the recommendation.

If you wish to claim your FREE health check on your car just book it in today, it takes just 20 minutes for free peace of mind driving this winter.

Diary dates

Saturday 10th December 8.30 am to 12pm we are carrying out free anti freeze checks, just turn up.

Saturday 17th December 8.30am to 12pm free tyre checks just pop in.

Saturday January 14th second chance for a free anti freeze check 8.30am to 12pm

Free to Enter Prize Draw

PRIZE DRAW ENTRY FORM

Name

Address

Mobile number

Email address

By entering I am happy to receive further copies of this newsletter free of charge, and are happy for you to use my details in the future. We will not share your data with any other company, as we don't like it happening to us.

We have come together with two local businesses we Love to deal with, and come up with 3 great prizes

Two massages at PeaGreen Physio at Home Farm, Caversfield, Bicester worth £94

A £50 Voucher to spend from At Home in Buckingham

A Full Valet on your car, to bring that new car feeling back

All you need to do is enter your details here or email info@buckinghamford.co.uk with the same details; we will be making the draw on Friday 21st December and delivering the prizes the following day. We will publish the result by email to all entrants.

Maintenance Tips

Maintenance tips come from David this month, David is our Service Manager at Buckingham, but is also a fully qualified mechanic and long standing badge wearing trackside marshal at Silverstone.

1

Anti freeze often goes unchecked in older cars, and deteriorates with age and becomes ineffective.

2

Washer bottle top up. Make sure you have an additive in that washer bottle as you can get a lot more trouble than just frozen washers - as water freezes it expands and can split pipes or washer bottles.

3

Check your tyres more regularly in these winter months, we see a large amount of tyres with dangerous bulges or tears this time of year where a pothole has been hit as you can't see it in that puddle of water.

4

Check out our new websites, for more free tips on looking after your car, we are adding more all the time.

www.bicesterford.co.uk

www.buckinghamford.co.uk



Service from £99
**ALL MAKES
CATERED FOR**

Hand this over to
guarantee this price or
Free MOT with a
major service

Expires on 31st March 2013 ref xmasNL

FREE MOT
with a major service
SAVE £54

Expires on 31st March 2013 ref xmasNL

£15 off
an MOT
now only **£39**

Expires on 31st March 2013 ref xmasNL

We will not be beaten on price



All our work carries our price promise.

As long as we are comparing the same job and parts* and the repairer is recognised as a member of the "Motor industry code of conduct" we will not be beaten on price.

An alternative quotation must be provided by the customer either before work has been undertaken or within 14 days of the repair being carried out, in which case the lower price will be matched, providing the customer produces a written quotation for an identical job, including genuine supplied parts, from a repairer subscribed to the Motor Industry code of practice, within a five mile radius of our dealerships. In all cases, we reserve the right to check and validate the qualifying quotation and to refuse any claims under this programme which we reasonably believe do not meet the eligibility conditions.

Sticking with the shop local theme I started this news letter with, we have had a few incidents this year with sore backs and pulled muscle's, after all none of us are getting any younger. Scott one of our Senior Technicians pulled his back a few weeks back and was off to the doctors when I stopped him and sent him to see Ben (a customer of ours) who works at PeaGreen Physio in Bicester owned by Steph Smith (Olympic and ParaOlympic Physio who is also a customer of ours) there's a theme here, and they sorted Scott out very quickly, in fact I don't think he had any more time off than to get treatment.

Here is PeaGreens free MOT



Not sure if the **pea green clinic** can help?

Then why not try a **FREE** mini assessment, with this **you** will get:

- A diagnosis
- Some advice
- How we can help
- If we can't help ...
- We'll know someone who can!

INFO@PEAGREENPHYSIO.CO.UK
WWW.PEAGREENPHYSIO.COM

01869 876247

We couldn't do it without you



This year's 14 days of Love Awards run by the Bestof website was once again a great success for us, all thanks to you our customers, in true acceptance speech style " we couldn't do it without you", because if you didn't have so many nice things to say about us we couldn't even enter.



Buckingham Ford came first again in most loved business in Buckingham, with comments like this

"I feel so lucky to have Buckingham Ford as my local garage. While all my friends at work are driving miles to get their cars serviced I can just take mine to a garage that is on my doorstep with complete confidence that I will get high quality servicing and good customer service. I always feel that the staff are putting my interests first and always looking for the most cost effective way to handle any problems with my car."

Tracy Ironmonger February 2012



Bicester Ford had even more success this year with two awards

3rd most loved Garage in the UK

3rd most loved business in Bicester

Ian's personal favourite customer comment

Buckingham Ford is best by far,
For love and care of my car,
The service runs from door to door
You really couldn't ask for more.
The people are so nice and kind.
Which really gives me peace of mind!!

Thank you Maria for the kind words and the your time it took to complete.

"Having had experiences for many years with various dealers, Bicester Ford is by far the best we have dealt with. Jeff, Neil and all of the team have been very professional and honest and given us the best service and best deals on cars we have ever had. It is very rare to find a business that cares for its customers this much. Would highly recommend Bicester Ford to family and friends and look forward to doing business with Jeff and team in the future."

Martin Anderson June 2012



Pic from L to R Chloe, Carol, Nikki, Andrea, Kelly, Kate and Irene

Your car cared for with Girl Power

No we have not employed the Spice Girls, but we now have girl power in our workshops as well as many other areas of our business.

With Chloe now working in our workshop at Buckingham Ford helping repair cars, if you just want to speak to a female about your car you can in nearly every area of our business.

Carol is involved in the after sales departments at Buckingham covering both the Parts and Service side, while Andrea does the same at Bicester as well as helping Jeff there with the sales department.

At Buckingham we also have Irene, Kate, Kelly and Nikki who all help with the sales department when required, and are all there to keep James in line.

If you don't want to miss the next edition, you can sign up online at either of our websites or just talk to us, we will sort it out.



Yes James is slightly more excited than Jeff as not only have we already got one new model in the New Ford B-Max - you know the one - you must have seen the TV Advert of the man diving through the car - but next, and it is here this month, is the New Fiesta with all sorts of new wonders to talk about and have a play with, so if you want to come and have a play with or a serious test drive (we can do serious when we need to) just give us a call or pop in for a coffee and a chat with Jeff or James.

B ICESTERFORD

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andrea@bicesterford.co.uk for Service, Mot and Parts

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davids@buckinghamford.co.uk for Bodyshop

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