

# Oily Rag

Great service without the friction

Edition 2 - 2013

BICESTERFORD BUCKINGHAMFORD



Ian Redding

## Inside This Month

- 11 Reasons** Page 2
- Competition - Win Home Theatre System** Page 3
- Two go mad at Donington** Page 4
- 17 years in black Rubber** Page 5
- Not just an MOT** Page 6
- We love you too** Page 7
- Reclaiming a dream E-Type Jaguar** Page 8

## 25 years' service to Bicester

This year it will be 25 years since Jeff first started helping his customers in Bicester to select their new car and look after it.

Now that is a lot of cars as well as years, and we believe it would be 8500 cars Jeff has supplied since 1988, first from Jubilee Garage on the London Road, and here with us at Bicester Ford since 1999. As you can tell Jeff doesn't move around much, neither do his customers. He still has a long list of customers who come back to him regularly, even from his days on the dark side at Vauxhall.

He hasn't changed a bit in his approach (or his hairstyle, still modelled on Grahame Hill) offering a consultative style when selling a car. I can vouch for that because I was Jeff's trainee salesman back in 1987, and I have never witnessed Jeff trying a hard sell to anyone. This was one of our principles when we opened Buckingham Ford, we wanted to provide a service where we would be happy to shop, and Jeff believes the same, a hassle free showroom environment.



Although Jeff has been at Bicester Ford since we opened the doors in 1999, he still has customers coming in and recognising him from the days at Jubilee garage, recently he had a customer come in with the Vauxhall he sold them over 15 years ago, now that doesn't happen very often!

So, if like so many of our customers tell us, you also don't enjoy shopping for a car at great big impersonal showrooms come down and see Jeff, or James at Buckingham (there's another story) you too could enjoy a buying experience you could look forward to.



## 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](http://www.bicesterford.co.uk)

[www.buckinghamford.co.uk](http://www.buckinghamford.co.uk)





# 11 Reasons to trust us with your car

“ It’s just easier at Buckingham Ford and you are all so approachable ”

That is exactly what a customer just like you said about us

**1** Start with a warm welcome here, from the greeting you get as we valet park at the service drop off, or the smile of our drivers collecting your car, to the Free detailed report we prepare on your car, we will always speak to you and never presume what you wish us to do next – you will never get a surprising bill guaranteed.



**2** Price promise “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.

**3** No small print - if a part we have fitted fails it is replaced

All our work carries our 12 months warranty on parts and labour, you know your car is in a trustworthy place. No small print if a part fails we have fitted it is replaced.



**4** Comprehensive further maintenance report Free

As part of our service, we will give you a FREE report on your car outlining what further



maintenance you will need to consider in the next 12 months before your next service, existing customers are telling us this is great as they can plan their maintenance.



**5** Do you know about Ron

Ron could collect your car for servicing and MOT, and deliver it back to you, we have been doing this for our regular customers for years, Ron was one of best kept secrets until his picture appeared here.



**6** Courtesy cars

As an alternative to the collect and deliver service, come and collect a courtesy car while we are caring for your car, we insure it all you have to do is replace the fuel you use, and of course let us see your driving licence.

**7** Independent inspection by the RAC

Four times a year the RAC turn up without prior arrangement, and inspect the last two or three jobs we have completed in the workshop, they take the invoice, job card, technician check sheets and inspect the vehicle to make sure we have done everything we are saying and charging for. They then issue a certificate for each car. We are proud of our record of 100% achievement.



## 8 Ever forgotten to get an MOT or missed a service

With our free reminder service – this should never happen to you again. If you want to check you are registered or wish to register – It's FREE just go to our website, service page and submit an enquiry or call and ask at service reception and we will check your details and make sure you get a reminder, and make sure you get the right amount of notice for the next time.

## 9 Service History

Although we will always stamp your service book when we carry out the work, we also keep a more in depth history on what and when has been done to your car, this allows us to make sure your car is getting the right service at the right time, and will highlight any areas needing attention.

## 10 Training

With the speed of development in cars and vans, it is very difficult for technicians (mechanics) to keep up with all the latest trends, techniques in method of diagnosis and repair. We have accumulated rich technical expertise over many years and add to this the constant upgrading of technicians knowledge with regular courses and monthly communications.

## 11 Nectar points

For every £1 spent on labour with us we will give you 2 nectar points. Ford is the only automotive retailer that offers Nectar points so don't forget to bring your card with you and collect points on service, non-warranty repairs, MOT, tyres and exhausts.



\*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 Ford supplied parts, from a repairer subscribed to the Motor Industry code of practice, within a five mile radius of Buckingham and Bicester Ford. 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

**Who's got your car?**  
Your car is in safe hands with Andrea and Neil.  
Call them on 01869 323272  
andrea@bicesterford.co.uk  
neil@bicesterford.co.uk



16-18 Banbury Road, Bicester, Oxfordshire OX26 2HJ

**Recommend a friend.**  
If you've had a great service, perhaps you'd like to recommend a friend. Hand them this card to bring in to us and we'll offer them a half price MOT or £30 off a service on any car that we haven't seen before.  
**And there's a little something for you too...**



Call Bicester Ford on 01869 323272

## Have you got your recommend a friend reward card?

Recommend a friend and they get a half price mot or £30 off a service, and as a thank you we will give you the same on your next service or your car valeted while in for a service. The friend must bring in the tear off slip from your reward card for all to qualify.

## Competition Win Sony home Theatre System



Identify the 3 cars in the pictures above, and submit the entry form, or email your answers along with your name and phone number to [info@buckinghamford.co.uk](mailto:info@buckinghamford.co.uk) by April 12th when we will make the draw from all the correct entries.

BIG CLUE – yes they are all Fords and can be found in our showroom or on our website homepage  
[www.bicesterford.co.uk](http://www.bicesterford.co.uk) or [www.buckinghamford.co.uk](http://www.buckinghamford.co.uk)



### COMPETITION ENTRY FORM

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Photo 1 \_\_\_\_\_

Photo 2 \_\_\_\_\_

Photo 3 \_\_\_\_\_

Winners of the competition in the last edition Mr Harding from Steeple Claydon, Mr B Fowler from Bicester and Mrs Abbot from Milton Keynes

# Two go mad at Donington

written by James

**Recently, Jeff and I had a True Blue training day at the Henry Ford College in Loughborough.**

These days are designed to introduce dealer staff to new developments and new Ford products, and then for us to tell our customers...

## **This is what we learnt**

We had the opportunity to try the New Fiesta with the unique Ford MYKey. This amazing piece of technology enables the car's owner to program an ignition key to operate the car and its functions within certain set parameters. As an example if you have a teenage son who uses your car, you can set his key to...

- 1 Not let the car's entertainment system reach more than 45% of maximum volume. (Great if the car is in a built up area in the early hours piloted by your DJ son)
- 2 Restrict the maximum speed to 80 mph using MYKey. This is a sensible feature if you have a budding Lewis Hamilton asking to take the car out!
- 3 Sound a warning chime at 30, 45 and 65 mph, so that the driver is aware of their speed.
- 4 Restrict the disengagement of ABS or traction control, keeping occupants safer.

Back at the College, we were shown the Ford Sync system. This is another piece of new technology unique to the Ford brand that not only allows hands-free dialling and access to music from your phone or digital media player via voice control, but will phone the emergency services with your location in the event of a severe collision.

This system is smart enough to realise if the car is abroad, to contact the local emergency services in their own language, and to then speak to you in English !!!

After a light lunch (Ian's note - if you think James had a light lunch, think again) it was time to sample the New Ford Kuga. This we did on the Heritage loop at Donington Park racing circuit. We put the car through its paces to prove that despite the go-anywhere capability of the car its on-road performance is astonishing!! We also drove the VW Touran and a Mazda CX5 for comparison. I won't offer my opinion as I could be biased.

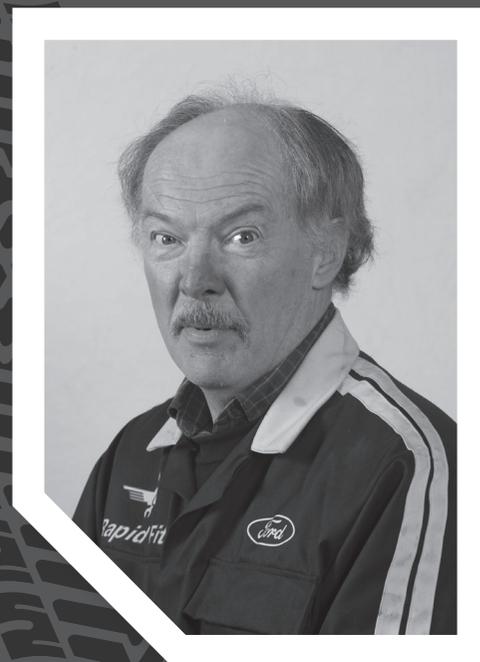


# Lucky 13

No it's not a game of Bingo or a scratch card, it's the new registration number for March "13" and the reason we are calling it LUCKY 13 is that all our New Fords will have 5 Years warranty. You won't get this at every Ford dealership, but something from us as we see greater reliability than ever in all our products, It's transferable with the car, so leads to better residual value Great peace of mind and worry free motoring for 5 years Another offer from us aimed to keep our customers happy.

# 17 years in Black rubber

Maintenance tips come from Pete this month. Anyone who knows Pete will know if you cut him in half he would have Michelin written through him just like a stick of rock, but what he doesn't know about tyres probably isn't worth knowing.



## Tyre pressure

Not everyone checks these as regularly as they should. The correct psi in your tyres not only enhances the ride quality of the car, but assists in the life of the tyre and helps with optimum fuel economy. Just a few psi's below the recommended pressure will increase the rolling resistance and therefore the vehicle's fuel economy enormously.

Incorrect pressures can also lead to uneven tyre wear and therefore premature replacement. Don't forget the spare wheel when checking your tyre pressures – you don't know when you will need it.

## Tread depth

All tyres sold in the UK have tread wear indicators built in at the point of manufacture; they are the little bats running across the tyre pattern. Don't let your tyres wear down to these as although they may be legal, braking distances and overall road holding will be greatly reduced. On my car I never let them go below 3mm as they are

the only thing keeping me in contact with the road, I could have great brakes, but if the tyres don't grip I'm not going to stop as effectively.

## Alignment

Wheel alignment also referred to as tracking, is important to ensure optimum handling and tyre wear. With the poor state of the country's roads at present it is easy to hit a pot hole and this can result in the wheel alignment being knocked out of tolerance. This will inevitably lead to uneven tyre wear and again premature replacement. In most cases though a simple check and adjustment is all that is required to get everything back 'on track'.

THIS WINTER, DO IT FOR  
**LOVE & MONEY**

Protect your car or van with a 30 point winter check for **£19.99** and we'll give you a **£20** Marks & Spencer voucher in return.

We have a free winter check campaign on at the moment for all Ford cars. I say it's free – it's £19.99 and we give you a £20 M&S voucher to spend, so you could say we are paying you so we can check your car.

## Diary dates

The cold weather is still with us, you don't need to book, just turn up

Saturday 2nd March	8.30am to 12noon	We are carrying out Free anti-freeze checks
Wednesday 13th March	9am to 12noon	More Free car health check
Saturday 16th March	8.30am to 12noon	Free tyre checks just pop in
Saturday 23rd March	8.30am to 12noon	Free Car health check again

**Remember – Look after your tyres, they are all that keeps you in contact with the road.**

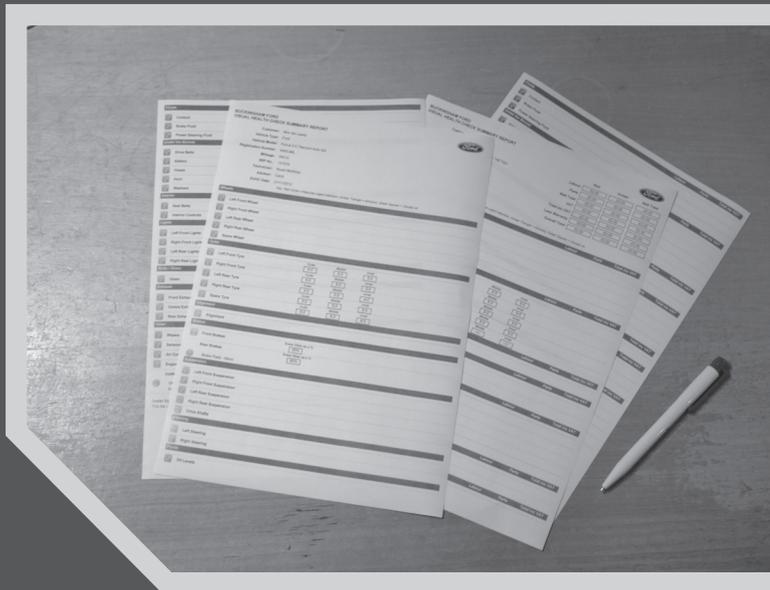
# Not Just an MOT

Are you getting everything you could with your MOT

From when your car is 3 years old it will need one. We all know that we have been getting an MOT done for years, but are we getting enough for our money?

Since the MOT certificate changed to a plain piece of printed white paper, we have been offering to give you a detailed report on your car. Why? Because the advisory items on your MOT are often missed, or ignored now that the 'red for danger' piece of paper with the pass certificate which highlighted the importance of them was phased out by Government cost savings.

The report is available on any make of vehicle of any age, for class four MOT. As I said at the beginning are you getting everything you could with Your MOT?



## Familiar faces at our service reception desks

### Andrea Wilton

Andrea lives in Bicester, and as a lot of her customers are familiar faces, everyone is treated as a friend.



### Carol Mosley

Carol lives in Brackley and has got to know a lot of our customers over the years, and has good technical knowledge, though she won't own up to this!



	Our MOT	Other Garages
Meet All VOSA Standards	✓	✓
Viewing Area Available	✓	✓
£15 Off Your MOT	✓	X
Free Car Health Check	✓	X
MOT While you wait	✓	?
Warm reception	✓	?
Free ReTests	✓	?
Free MOT Reminder	✓	?
Free Tea and Coffee	✓	?
Friendly reception	✓	?

# BREAKING NEWS

Just as this edition was going to press we received some great news from the lovely people at **thebestof** website.



**Buckingham Ford** has for the 3rd year running been voted "most loved business in Buckingham"

**Bicester Ford** has also come in first place as "most loved Business in Bicester"

And on top of that we have also come 3rd in our category "Most loved Car dealerships in the UK"

These awards are something we have entered for three years now, we would not achieve these great results without you, our customers, placing your votes, for that I am very appreciative.

**Thank You**

## Here are a just some of the entries that you submitted

"Andrea on reception is very friendly knowledgeable and always willing to help and accommodate your needs so that when your vehicle is out of action a courtesy car is arranged or someone from the garage will collect your vehicle from your place of work/home and return. All of the mechanics have always been very friendly and knowledgeable and represent Bicester Ford well."

- Sam M

"Ian and his team at Buckingham Ford are sooooo good. I have used them to supply a new Fiesta for my son and to undertake restoration on my 45 year old classic. What I love about them is the 'old-fashioned' way they conduct business. There's an authenticity and integrity about them which I love."

- Nigel B

They are terrific and the best customer service I have encountered and I am in my 60's - can't be beaten!"

- Mrs Glenice M

"You couldn't meet a nicer man than Jeff. Having been to other garages and being treated as just another sale it was refreshing to actually be listened to."

- Mrs Jo T

"They provide a great service, it is prompt, good value for money, they collect and deliver back your car, and do an excellent job! The people are great to deal with, trustworthy, professional and won't rip you off!"

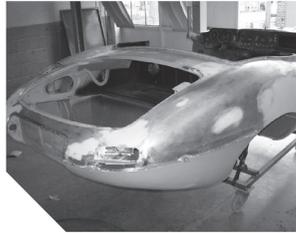
- Mrs Collette H



# Reclaiming a dream.

Not something your average Ford garage can help you with, but we love doing just that, and have done it so many times.

With this E Type Jaguar we did the total preparation and re-spray to this fabulous vehicle, while the owner was re-building the car.



This Porsche was bought with several different owners in the log book and with several different shades of paint (a shame it wasn't grey, there were nearly 50 shades), it was as if every owner had done a repair each and not quite got the paint match right. We did some homework and with the owner's blessing painted every panel to match the roof, which we believe was the original colour.



We have a library of these and even as you read this we are carrying out a full restoration of a 1968 Rover P5B coupe. We have helped restore all of the following:



For those of you viewing in black and white, this Mercedes is bright yellow, but was an off yellow until it got some brand new paint at Buckingham Ford.

- Several Porsche 911's
- MG Midget
- Lotus
- Caterham
- Sierra Cosworth and an XR4x4
- Mini Cooper
- TR7 and TR8
- Ferrari
- MGB GT

We have also been involved with preparation of both Rally and track cars from heritage to modern day, from Fiesta to Ferrari.



So not only do we take great care of your pride and joy when it comes in for a scratch or dent repair, whether through an insurance claim or not, we look after your car – it doesn't need to be a restoration, David is always on hand to give you advice and assistance.

## B ICESTERFORD

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