

my address

July 28, 2006

Ford Motor Company
Customer Relationship Center
Post Office Box 6248
Dearborn, MI 48126

To whom it may concern:

I purchased a new 2004 Ford Freestar from Framingham Ford, in Framingham, MA, in August 2004.

This week, when I took it to a local service station for routine maintenance, they told me that two of my tires were defective and needed to be replaced – one has a bubble on the sidewall, and the other has a crack in the sidewall. All of the vehicle's tires are original, and the vehicle has less than 20,000 miles on it, so the tires (Michelin) should clearly still be under the manufacturer's warranty.

I called Framingham Ford's service department to make an appointment to get the tires replaced under warranty. The service advisor with whom I spoke said that I would have to deal with the tires' manufacturer directly. I asked, "Do you mean to tell me that although I bought this vehicle, including the defective tires, new from you, you are unable to honor the warranty on the tires?" and the service advisor confirmed that this was correct.

Later that day, I happened to be looking at the vehicle's Scheduled Maintenance Guide, where I found this text:

When your tires need to be replaced, consider visiting your Ford or Lincoln Mercury dealership for name-brand tires and people who know your vehicle. And if your Ford or Lincoln-Mercury dealership sells the name-brand tire, they can also honor the tire manufacturer's warranty.

I called back Framingham Ford and asked them to confirm that they sell new Michelin tires for Ford vehicles. Then I sent them the attached letter by fax.

Over four hours later, I got a call from someone at the dealership in response to my fax. Unfortunately, I did not record his name. He was rude and confrontational with me, refused to acknowledge that his service department was wrong to have refused to honor the tires' warranty, and tried to convince me that I would be better off going to a Michelin dealer in Cambridge.

I will never purchase another vehicle from Framingham Ford or have one serviced there.

I must tell you that this is merely the latest in a string of bad service experiences I've had at Ford dealerships (my wife and I own a 1995 Ford Taurus, which we bought used about a decade ago, in addition to the Freestar). In fact, *every single service experience* I've had with a Ford dealership has failed to live up to my expectations. I expect to be treated with respect; to deal with people who *want* to help me; to have my car finished when promised; to have my repairs done properly the first time; and to be charged a reasonable price. In over ten years of owning a Ford and in many trips to Ford dealerships, I can't recall all of those expectations being met even once.

I will never use another Ford dealership for service except for warranty or recall service. What's more, Ford has moved to the absolute bottom of the list of vehicle brands my wife and I will consider when we are in the market for our next car.

Every employee of every one of your dealerships would be well served by reading and internalizing the book *Customer Satisfaction Is Worthless, Customer Loyalty Is Priceless*, by Jeffrey Gitomer. Lord knows the way your dealerships treat people now isn't going to win you any loyal customers. And frankly, the quality of your cars and minivans isn't going to do it either.

Sincerely,

Jonathan I. Kamens