

PRESS RELEASE  
ATT: North County Incorporated

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For immediate release

PAUL CERAME CELEBRATES ZERO FEDERAL DOLLARS GOING TO FORD

Long-time North County car dealer Paul Cerame Ford and Lincoln Mercury is proudly promoting the fact that unlike rivals GM and Chrysler, Ford Motor Company has not asked for – nor received – any federal bailout money.

“These are difficult times”, said Bob Cerame, dealership President. “Federal tax dollars are being used to prop up struggling companies. But Ford remains the healthiest American automaker and has not needed any federal assistance. We’re proud that the company whose products we sell is still an independent American company producing outstanding cars, trucks and SUVs.”

Cerame added that Ford’s product line-up is the best he’s seen in a long time, and it’s those products – along with great dealer service – that will keep Ford strong and vibrant. “The new Ford Fusion, Mercury Milan, and Lincoln MKZ, for example, are all world class in quality, performance, and fuel economy. Plus you have the new Mustang, the new F150, the new Ford Flex crossover, and the luxurious Lincoln MKS sedan. Plus a new Ford Taurus is on the way that is absolutely astounding. All produced without the aid of federal tax dollars.”

Paul Cerame is the St. Louis area’s only one-roof Ford and Lincoln Mercury dealership, with a recently completed brand-new showroom located at 11400 New Halls Ferry Road in Florissant. To contact Paul Cerame, call 314-838-2400, or go on-line at [www.cerame.com](http://www.cerame.com).

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