



Dear <First Name>

Congratulations! As a loyal customer of Universal Ford, you have qualified for a Ford service booklet. Your Ford service booklet contains:

- **Three Lube, Oil, & Filter Changes for only \$12.95**
- **Seven Service Coupons good for a 20% Discount on Parts and Services**
- **One coupon good for a Free Rental Car with a Major Service**
- **One \$500 Vehicle Purchase Voucher**

Universal Ford, conveniently located at 10751 West Broad Street in Glen Allen, is a Factory Authorized Ford Service Center and is your official service book redemption center. As you can see, the service coupons are an extremely valuable offer and are valid at any time through October 31, 2008.

We are confident you will be very pleased with the convenience and tremendous savings that this program offers. So enjoy your service coupons and, once again, thank you for your loyal patronage.

Sincerely,

Service Director

**UNIVERSAL FORD**

10751 West Broad Street  
Glen Allen, VA 23060

804-273-9700

[www.myuniversalford.com](http://www.myuniversalford.com)



**GENUINE**  
**PARTS & SERVICE**

**Program Headquarters**

6804 Summerhill Ridge Dr.

Charlotte, NC 28226

PRST STD  
U.S. POSTAGE  
PAID  
PERMIT 97  
HUNTSVILLE, AL

SAMPLE





**2008 Ford Taurus**



**Universal Ford**

**10751 West Broad Street  
Glen Allen, VA 23060**

**[www.forduniversal.com](http://www.forduniversal.com)**

**804-273-9700**



# Universal Ford

10751 West Broad Street  
Glen Allen, VA 23060

## Sales Hours

Mon - Thu: 9:00am - 9:00pm  
Fri & Sat: 9:00am - 7:00pm  
Sunday: 12:00am - 5:00pm

## Quick Lane

Mon - Fri: 7:00am - 7:00pm  
Saturday: 8:00am - 5:00pm  
Sunday: Closed

## Parts & Service Hours

Mon - Fri: 7:30am - 6:00pm  
Saturday: 8:00am - 4:00pm  
Sunday: Closed

## Universal Ford

10751 West Broad St.

Glen Allen, VA 23060

804-273-9700

www.forduniversal.com

REDEEM TO  
THE ORDER OF

*Universal Ford*

## *Lube, Oil, & Filter Change*

This is not a check. Not redeemable for cash. One transaction only. Valid only at Universal Ford. Expires 10/31/08.

- One coupon per visit (must present at time of write-up).
- Includes up to 5 quarts of oil (5W-20 or 5W-30).
- **Excludes diesels.**
- Does not include shop charges or disposal fee.
- Not valid with any other offer.

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YOU PAY

**\$12.95** Plus Tax &  
Disposal  
Fee

REGULARLY: \$24.95

Customer Signature

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Glen Allen, VA 23060

804-273-9700

www.forduniversal.com



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<b>\$12.95</b>	Plus Tax & Disposal Fee
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Customer Signature

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804-273-9700

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*Lube, Oil, & Filter Change*

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**GENUINE**  
PARTS & SERVICE

YOU PAY

**\$12.95** Plus Tax &  
Disposal  
Fee

REGULARLY: \$24.95

Customer Signature

## Universal Ford

10751 West Broad St.

Glen Allen, VA 23060

804-273-9700

www.forduniversal.com



REDEEM TO  
THE ORDER OF

*Universal Ford*

**\$25.00**

Based on retail parts & service  
of at least \$125.00.  
(If less, 20% ratio applies)

*Twenty Five Dollars and <sup>00</sup>/<sub>100</sub>*

**VALUE OF COUPON**

This is not a check. Not redeemable for cash. One transaction only. Valid only at Universal Ford. Expires 10/31/08.

- One coupon per visit (must present at time of write-up).
- Not to exceed 20% of total parts & service.
- Based on retail service.
- Not valid with any other offer.
- Excludes tires, menu items, and all collision repair services.

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Customer Signature

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Glen Allen, VA 23060

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Glen Allen, VA 23060

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www.forduniversal.com



REDEEM TO  
THE ORDER OF

*Universal Ford*

**\$50.00**

Based on retail parts & service  
of at least \$250.00.  
(If less, 20% ratio applies)

*Fifty Dollars and <sup>00</sup>/<sub>100</sub>*

**VALUE OF COUPON**

This is not a check. Not redeemable for cash. One transaction only. Valid only at Universal Ford. Expires 10/31/08.

- One coupon per visit (must present at time of write-up).
- Not to exceed 20% of total parts & service.
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www.forduniversal.com



REDEEM TO  
THE ORDER OF

*Universal Ford*

**\$50.00**

*Fifty Dollars and <sup>00</sup>/<sub>100</sub>*

Based on retail parts & service  
of at least \$250.00.  
(If less, 20% ratio applies)

**VALUE OF COUPON**

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- Not to exceed 20% of total parts & service.
- Based on retail service.
- Not valid with any other offer.
- Excludes tires, menu items, and all collision repair services.

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## Universal Ford

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804-273-9700

www.forduniversal.com



REDEEM TO  
THE ORDER OF

*Universal Ford*

**\$75.00**

Based on retail parts & service  
of at least \$375.00.  
(If less, 20% ratio applies)

*Seventy Five Dollars and <sup>00</sup>/<sub>100</sub>*

**VALUE OF COUPON**

This is not a check. Not redeemable for cash. One transaction only. Valid only at Universal Ford. Expires 10/31/08.

- One coupon per visit (must present at time of write-up).
- Not to exceed 20% of total parts & service.
- Based on retail service.
- Not valid with any other offer.
- Excludes tires, menu items, and all collision repair services.

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Customer Signature

## Universal Ford

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REDEEM TO  
THE ORDER OF

*Universal Ford*

**\$75.00**

Based on retail parts & service  
of at least \$375.00.  
(If less, 20% ratio applies)

*Seventy Five Dollars and <sup>00</sup>/<sub>100</sub>*

**VALUE OF COUPON**

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- One coupon per visit (must present at time of write-up).
- Not to exceed 20% of total parts & service.
- Based on retail service.
- Not valid with any other offer.
- Excludes tires, menu items, and all collision repair services.

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## Universal Ford

10751 West Broad St.

Glen Allen, VA 23060

804-273-9700

www.forduniversal.com



**REDEEM TO  
THE ORDER OF**

*Universal Ford*

**\$100.00**

Based on retail parts & service  
of at least \$500.00.  
(If less, 20% ratio applies)

*One Hundred Dollars and <sup>00</sup>/<sub>100</sub>*

**VALUE OF COUPON**

This is not a check. Not redeemable for cash. One transaction only. Valid only at Universal Ford. Expires 10/31/08.

- One coupon per visit (must present at time of write-up).
- Not to exceed 20% of total parts & service.
- Based on retail service.
- Not valid with any other offer.
- Excludes tires, menu items, and all collision repair services.

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804-273-9700

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**REDEEM TO  
THE ORDER OF**

*Universal Ford*

**FREE!**

*Free Rental Car with Major Service*

This is not a check. Not redeemable for cash. One transaction only. Valid only at Universal Ford. Expires 10/31/08.

- One coupon per visit (must present at time of write-up).
- Major service minimum \$300.00.
- Based on retail service.
- Not valid with any other offer.
- One (1) day rental maximum.

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## Universal Ford

10751 West Broad St.

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804-273-9700

www.forduniversal.com



**REDEEM TO  
THE ORDER OF**

*Universal Ford*

**\$500.00**

*\$500.00 Vehicle Purchase Voucher*

This is not a check. Not redeemable for cash. One transaction only. Valid only at Universal Ford. Expires 10/31/08.

- One voucher per purchase (must present at time of arrival).
- Not valid with any other offer.
- Not valid with Ford A, X, or Z plans.

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**Customer Signature**

**Thank you for  
your business!**

