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**FOR IMMEDIATE RELEASE****PALMETTO TRUCK CENTER UNVEILS 2009 FORD F-150 PLATINUM**

MIAMI, FL – December 9, 2008 – Palmetto Truck Center recently unveiled the new 2009 Ford F-150 Platinum edition at a preview event for customers at their dealership that included food, refreshments and music.

Representatives from Ford were on hand to preview all the features of the Platinum truck, which include: automatic side steps, adjustable bed dividers, center console file storage, 10-way adjustable leather captain's chairs with top quality leather with tuxedo stitching and embroidered logos on the seatbacks, standard 20-inch polished aluminum wheels, satin chrome grill with fine mesh inserts, and many more features that are unique to the Platinum.

“Although Ford has not given a release date for the Platinum, we were very excited to showcase one of only 6 Platinum trucks that exist,” said Bob Yglesias, President of Palmetto Truck Center. “The new 2009 Ford F-150 Platinum will redefine luxury pickups as it replaces the Lincoln Mark LT.”

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 224,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com).

Palmetto Truck Center, Inc. is a second generation family-owned and

operated truck dealership. Serving the South Florida community since 1966, Palmetto Truck Center is the largest Ford wholesale parts distributor in Miami-Dade and Broward Counties servicing businesses throughout the area and exporting to countries around the world. While the dealership specializes in all size commercial truck sales, it has a sizeable retail business featuring sport utility vehicles, vans and light trucks. For more information, visit [www.palmettotruck.com](http://www.palmettotruck.com).

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