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**FOR IMMEDIATE RELEASE**

**PALMETTO FORD ADOPTS FORD ADVANTAGE PLAN**

MIAMI – April 8, 2009 – Palmetto Ford recently announced they have adopted Ford’s new job-loss protection plan, Ford Advantage Plan. In the event customers lose their job, Ford offers payment protection of up to 12 months on any newly bought or leased model.

“We are hoping to increase consumer confidence with these new benefits,” said Bob Yglesias, President of Palmetto Ford. “This is the best plan in the industry right now and I am certain this will provide consumers with some much needed peace of mind,” he added.

The Ford Advantage Plan comes as a response to the recent decline in consumer confidence. In addition to the 12 months of payment protection for any new or leased Ford up to a maximum monthly benefit of \$700, customers can also take advantage of 0 percent financing on select Ford models. The new vehicle must be purchased between March 31, 2009 – June 1, 2009.

Palmetto Ford Truck Sales, Inc. is a second generation family-owned and operated Ford/Sterling/Autocar truck dealership. Serving the South Florida

community since 1966, Palmetto Ford 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.

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