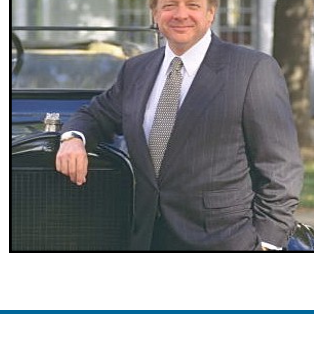




Jordan Ford Celebrates 51st Year

In September of last year, Jordan Ford celebrated its 50th anniversary with a visit from Henry Ford's great-grandson, Edsel Ford II. Ford proudly spoke about the success of the company and its employees, along with its positive influence in the community. "It is obvious that businesses, especially during the economic times we have all been through over the past couple of years, does not survive on luck alone. The impressive list of awards Jordan Ford has received over the past 50 years tells you a lot about the Kapson family and their business," Ford remarks. To watch Ford's speech, [click here](#).



Car Wash Giveaways Add Excitement to 2012

On a recent sunny day, we did over 350 car washes for our customers who purchased their vehicle The Jordan Way. Jordan is having some good, clean fun this year with daily and weekly prizes for lucky Value-Added Benefits members. Prizes include detail packages varying from a \$35 to a \$140 value. Customers chosen at random will have a chance to win wheel cleanings, carpet shampoos, or a total detailing, among other great freebies.

Washing Cars in Winter Weather

Winter is the most important time to be diligent with your car wash routine. Salt and snow from the roads threaten to wreak havoc on your clear coat and undercarriage. To best maintain your vehicle, it is important to keep the elements from corroding the surfaces of your vehicle. Apart from regular washings, one of the best ways to prevent damage is waxing a vehicle before the winter season. It's not too late! Jordan's Detail Department provides full paint conditioning and protection in addition to other great a la carte options.

The transition from the car wash to the outdoors, one extreme temperature to another, can cause damage to your vehicle, particularly the windows. For the safety of your vehicle, Jordan's car wash will be closed on days when the temperature drops below 15 degrees.

Winter Safety Tip: Always carry extra clothes, blankets, food, and flashlights in your vehicle during the winter months in the event that your vehicle breaks down.



Jim Canter, Assistant Service Manager

Ford Assistant Service Manager, Jim Canter, adds 40 years of tire experience to the Jordan family. He spent 11 years running Zolman Tire of Niles, Michigan, and has extensive automotive knowledge outside of his tire expertise. Jordan is happy to have Jim join our Ford service team.

Jordan Offers 5 of Top 10 Best-Selling Vehicles of 2011



MSN has named the 10 best-selling vehicles of 2011 which include five that Jordan Automotive Group proudly offers. The Ford F-Series pickup, Escape, and Fusion made the list of top vehicles, along with Toyota's Corolla and Camry.

Don't Let Weather Catch You by Surprise: Winterize!

Jordan offers information on replacing your vehicle batteries in preparation for winter weather.

It never fails that many vehicles need maintenance right around the winter season. One of the most bothersome vehicle issues, a dead battery, can be fixed by you and in the comfort of your own garage.

Safety is the most important part of battery replacement. Always examine for corrosion and loose connections, as well as the condition of the battery, terminals, cables and starter to find the source of the starting problems before replacing the battery.

Visit the Jordan Parts center to find the correct battery for your Ford, Volvo, Toyota or Scion. Make sure you have the correct safety accessories, such as disposable gloves and eye protection to avoid any issues with battery acid and grease.

Always remove keys from the ignitions when working on the vehicle and make sure there is no drain on the battery (close vehicle doors, turn off lights, etc.). Start by disconnecting the negative battery terminal followed by the positive battery terminal. Remove the hold-down bracket while being careful not to contact the positive terminal with the tools as sparking will result.

Remove the old battery without tipping or

tilting, and gently set it aside in a cardboard box. Once you have replaced your new battery, you can dispose of your old battery by bringing it to Jordan Toyota Service.

Inspect the battery cables and battery compartment to make sure everything is in good condition. If anything is corroded, wash with baking soda and warm water. Clean both battery terminals, cable clamps, and the hold-down bracket.

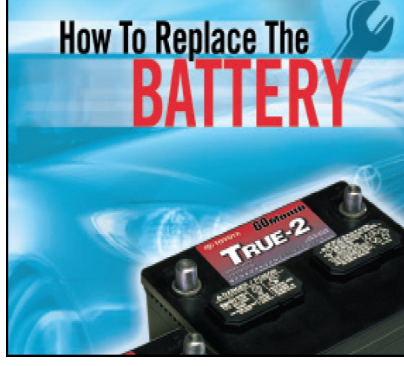
Install the hold-down bracket until firmly in place without over-tightening.

Connect the positive battery terminal cable followed by the negative battery terminal cable. Coat the terminal and clamp with grease or household petroleum jelly to help prevent corrosion. Install

the protective cover.

Record the date and mileage of the battery change in your service maintenance log. Refer to your Owner's Manual for additional information.

It is best to never take shortcuts when replacing parts on your vehicle. If you have any doubts, our experienced staff at Jordan Toyota will be happy to take care of the battery replacement for you.



Manicures and chair massages are available as part of your Value-Added Benefits package with Jordan. Enjoy these complimentary perks when you purchase a vehicle The Jordan Way.

Bethanny Brown, Cosmetologist



Monday 10am to 2pm
Tuesday 10am to 2pm
Thursday 9am to 5pm
Friday 10am to 2pm

Rebecca Clair, Masseuse



Monday, Wednesday, Thursday, Friday, Saturday 8:30am to 12:30pm

Tia Battenberg, John Thurin, & Ray Carich Join the Jordan Family



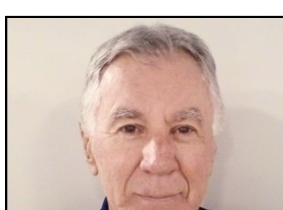
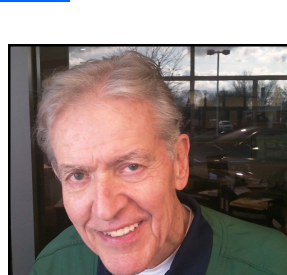
Tia, a Toyota Account Executive, earned her BA in photography from Columbia College Chicago. Before she joined the Jordan family, she worked as part of the management team for Paper Source, a high-end stationery store in Highland Park, Illinois. Quirky facts about Tia: She does impressions of people and animals and is classically trained to sing opera. Welcome to Jordan Automotive Group, Tia!

Call Tia at 574-259-1981 ext. 374 or [email her](#).

"A career in the automotive industry is about the last and only thing I have not done. As a communication arts major from Notre Dame, I have worked in virtually all media as writer, designer and producer. At the same time, I have taught marketing, advertising, public relations and promotion as an adjunct faculty member at Notre Dame. I ran my own agency for nearly 20 years as well as having created several philanthropic foundations in healthcare and civic organizations. As a "newbie" Jordan Way Account Executive, I am beginning a whole new program of concepts, processes and systems. It's a challenge for this "old school" guy but one he welcomes and plans to master. Of greatest satisfaction is meeting the needs of the customer and making them life-long believers in the Jordan Way," John explains.

Welcome to Jordan Automotive Group, John!

Call John at 574-259-1981 ext. 370 or [email him](#).



Ray, an Account Executive at Jordan's Pre-Owned Superstore, explains, "I began employment with Jordan in October 2011. Previous to that, I was Security Director at Goshen General Hospital. I served in that position for 11 years. Prior to that, I was chief of Nappanee Police Department for 4 years. Previously, I was an Indiana police officer for 26 years." Apart from his time with the Jordan family, Ray spends time with his wife, two children, & two grandchildren.

Welcome to Jordan Automotive Group, Ray!

Call Ray at 574-259-1981 ext. 329 or [email him](#).

Jordan is the Leader in Certified Pre-Owned Sales

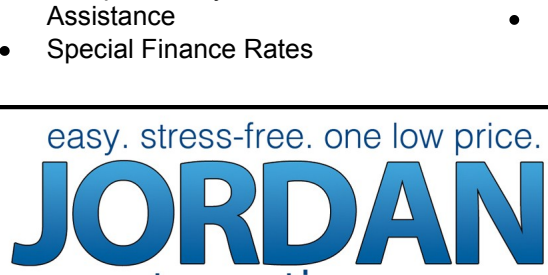


Toyota Certified Used Vehicles include:

- 160-Point Inspection
- CARFAX® Vehicle History Report
- 12-month/12,000-mile Comprehensive Warranty
- 7-year/100,000-mile Limited Powertrain Warranty
- Complimentary Roadside Assistance
- Special Finance Rates

Ford Certified Pre-Owned vehicles include:

- 169-Point Inspection
- Vehicle History Report
- 3-month/3,000-mile Comprehensive Warranty
- 6-year/100,000-mile Powertrain Limited Warranty
- Complimentary Roadside Assistance
- Special Finance Rates



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Follow us on Facebook, YouTube, and Twitter to stay posted on the latest specials, coupons, and incentives for Jordan service and sales!

