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**New U.S. Quality Study Shows Ford is Tops**

*Ford of Ocala, the leading dealers for Ford vehicles in Ocala, Florida, is pleased to announce that the quality of Ford, Lincoln and Mercury brand vehicles rose to the top of the charts and equaled Toyota and Honda brands, according to the first quarter 2008 US Global Quality Research System ...*

**/24-7PressRelease/** - OCALA, FL, April 18, 2008 - The GQRS Study revealed that Ford matched Honda in initial quality, placing it at the top, on par with Toyota and Honda; Ford's vehicle quality has improved to 8 percent when compared to 2007; and every new car and truck, including the 2008 Ford Focus, has been launched with quality, far exceeding its predecessor.

The study shows Ford's domestic brands improved 8 percent versus last year with a combined average of 1,284 things-gone-wrong (TGW) per 1,000 vehicles during the first three months of ownership. This performance is statistically equivalent to the 1,250 TGW level of Honda and Toyota.

"Last year we tied with Toyota, and this year our quality performance is as good as industry-leading Honda's too," said Mark Fields, Ford's president of The Americas. "Our world-class quality is one of the most important aspects of our turnaround in North America. This, consistently strong quality improvement, should offer today's customer, renewed confidence, setting the stage for important new products like Ford Flex, which is launching this summer."

Ford's dramatically-improved vehicle quality will be highlighted in a sweeping new marketing campaign called "Drive one" that officially debuts Tuesday. The campaign tells the story behind Ford's rise to the top of the industry in initial vehicle quality as well as underscoring safety, smart technology and improved fuel efficiency.

The company earned best-in-class honors in two important engineering functions: interiors, which includes such areas as trim, seats and instrument panel appearance; and electrical, which includes entertainment systems. Ford tied for best-in-class in two other functions, paint and vehicle engineering, which includes such areas as ride and handling and cabin quietness.

Additionally, Ford's domestic brands pushed customer satisfaction up one point to 77 percent.

"There is an unprecedented level of teamwork at Ford. Everyone from the top floor to the plant floor is working together to deliver the highest quality vehicles for our customers," said Bennie Fowler, Ford's group vice-president of Global Quality. "We are extremely proud to be among the industry's quality leaders. But that's not why we're in the game. We want sole possession of first place, and we will keep working to earn it."

A total for 15 Ford, Lincoln, Mercury vehicles are ranked in the top three of their respective segments for either TGW performance, customer satisfaction or both.

The following models are segment leaders:

- Ford Mustang Shelby GT500 - TGW for sports car
- Ford Taurus - customer satisfaction for large car
- Ford Sport Trac - customer satisfaction for medium traditional utility
- Mercury Milan - TGW for midsize car
- Lincoln Navigator - TGW and customer satisfaction for large premium utility

The new 2008 Ford Taurus and Mercury Sable recorded quality levels that equate to less than one problem per vehicle, as did the Volvo S80 (947). The Ford Fusion and Lincoln MKZ were close, with 1,030 TGW and 1065 TGW, respectively.

The Taurus also led a string of impressive new vehicles launched in 2007. Taurus showed a 33 percent quality improvement

compared with the product it replaced. The new Ford Escape improved 16 percent over the out-going model, and the new Ford Focus improved 13 percent.

In fact, 36 of 40 Ford, Lincoln, Mercury, Volvo and Mazda nameplates improved this year, versus 2007.

The 2008 first quarter US GQRS study, which RDA Group conducts for Ford, asks customers of all major makes and models to comment on troubles and rate their overall satisfaction with their three-month-old vehicles. The survey includes vehicles registered from September 2007 through November 2007.

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Ford of Ocala, the Leading Ford car dealership in Ocala, Florida (FL). Ford of Ocala's online dealership provides useful information to Ford buyers to buy a new or pre-owned car, trucks or SUVs, ordering parts, or need service on your current vehicle. One of the top rated Ocala's Ford dealerships.