



February 15, 2010

My Dear Customers,

Over the last 9 years we have worked really hard to provide you with a great sales and service experience at Van Bortel Ford. However, our facility in Victor has made this extremely challenging. We have a leaky roof, a poor heating and air conditioning system, an uncomfortably small customer waiting room, and a total lack of privacy in the showroom. In fact, we have no indoor display area and an inadequate amount of space to service your vehicle.

The Ford Motor Company has encouraged us to buy Fairport Ford and consolidate the two dealerships. This facility is located across from Hoselton's at the corner of Marsh Road and Fairport Road. With the new, more central location, we can do incredible things. So, as of Monday, February 15, we are moving to Fairport.

Nevertheless, we make this move with a heavy heart. Without question, this new facility will make it possible for us to service your needs far beyond your expectations. However, for some the distance will be greater. I feel badly about that. Also, Victor has been our home. It was a tough decision for us.

We have enclosed a map and a free oil & filter change coupon. **Our new service hours will be from 6:30 AM to 8:00 PM Monday through Saturday.** Please call us at 585-924-9525, or at our new number, 585-586-4415. Or please come in, we're really anxious to see you!

Our goal is to make this Ford dealership the greatest, most exciting, yet, most comfortable auto dealership in the whole area. I need your help and your support. If you have any concerns or questions, please feel free to e-mail me at [kitty@vanbortelford.com](mailto:kitty@vanbortelford.com) or call me on my cell at 585-721-0580.

Sincerely,

Kitty Van Bortel

HAVE YOU DRIVEN A FORD LATELY?  
CALL, CLICK OR COME IN TODAY

**Van Bortel**   
EVERYONE PAYS THE SAME LOW PRICE®