

MISS-LOU'S

WHEELS 'n DEALS

NATCHEZ FORD'S ONLINE NEWSLETTER FOR FUN & SAVINGS

The air is crisp and the bleachers are ready for a new season of football. We are ready to enjoy everything that Fall has to offer and we want to share with you the latest from Natchez Ford.

Plus check out the specials and savings.

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13. Word Games, Sudoku, Recipes & Just Fun Stuff

Have a great Fall!!!



Brad Yarbrough
President, Natchez Ford



Natchez 
www.natchezford.com **LINCOLN**

BRAD TAKES THE ALS ICE BUCKET CHALLENGE

In a Big Big WAY!!!



Check out these pictures of Brad Yarbrough, owner of Natchez Ford, taking the ALS Ice Bucket Challenge. Not only did Brad take the Challenge but he also challenged his entire sales staff to take the Challenge. In conjunction Brad donated \$200 on behalf of Natchez Ford to ALS with hundreds of more dollars coming in from the employees taking the Challenge. As one customer said, "Go Big or Go Home."



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FORD NOW LEADS SALES CONSIDERATION WITH MILLENNIALS

YOUNG PEOPLE ARE LOVING OUR SUV'S

- Renewed interest in utility vehicles helping Ford sales consideration among younger buyers
- Beginning in 2012, Ford surpassed other manufacturers to become the No. 1 brand first considered by millennial buyers
- Millennial sales consideration for Ford moves from fourth place in 2008 to first place today



Growing interest in utility vehicles among America's 80 million-strong millennial generation – those born between the early 1980s and early 2000s – is bolstering purchase consideration for the Ford brand.

Maritz Research, a St. Louis-based marketing research firm, collects data from consumers as part of its annual New Vehicle Customer Study, asking would-be buyers and actual buyers about their new vehicle preferences and buying behaviors. The data in this study came from research conducted between 2008 and 2013.

Marketers understand purchase consideration to be a leading indicator for future purchases in what's known in the industry as the "sales funnel." In simplest terms, consumers move from awareness of a brand to consideration to eventual purchase. Strong consideration tends to correlate highly with future purchase decisions.

Small and midsize cars remain the top two segments both considered and purchased by younger buyers, but compact and full-size SUV segments – such as Ford Escape and Ford Explorer – show the largest jumps in consideration, with increases of 1.1 percentage points and 1.7 percentage points, respectively. *(continued on next page)*

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While these percentage point increases appear small, in terms of potential sales volume, they represent hundreds of thousands of vehicles. For instance, in a vehicle market of 16.5 million units sold, a 1.1 percentage point increase equates to roughly 181,000 vehicles and a 1.7 percentage point gain equates to approximately 280,000 vehicles.

In the same period in which millennials began to show greater interest in SUVs, Ford overhauled its high-volume utility vehicle lineup, most notably Explorer in 2011 and Escape in 2012.

“The trend of millennials starting families comes at the same time Ford is updating or replacing nearly its entire product lineup,” said Amy Marentic, Ford global car and crossover marketing manager. “These fastest-growing segments – like small utilities – coincide with Ford’s product strengths.”

Explorer sales were up 32 percent last month with 16,797 vehicles sold, for the best July sales since 2005. And Escape had its best July ever, with 26,558 vehicles sold – a 19 percent gain.

In 2008, Ford ranked fourth with millennials in terms of brand consideration. By 2013, it had jumped to first. Not only did Ford become the brand first considered most often, it also showed the biggest

jump in “first consideration” ranking, rising 5.5 percentage points.

Increasing purchase consideration and sales to millennials are important for Ford. The top millennial markets by population – California, New York, Texas, Florida and Pennsylvania – are those regions in which Ford’s overall market share has the most capacity to grow, especially in the “super segment” of subcompacts, compacts, midsize sedans and small utility vehicles.

“Millennials are an important group of buyers in the industry today,” said Chris Travell, vice president, strategic consulting for Maritz Research, “and not just in terms of sheer size. They are also helping to refine the vehicle shopping and ownership experience.

“These younger buyers are much more connected than previous car buyers,” he added. “The manufacturer that develops a strategy that resonates with millennial buyers will increase the likelihood of consideration the next time that customer is in the market. In turn, this will increase the likelihood of selling a car to that customer. It appears Ford’s millennial strategy is working.”



GOING ON A ROAD TRIP ?

A Simple Pre-Trip Vehicle Check Can Give You Peace Of Mind



- Road trip car trouble can be a real nightmare, but performing a pre-trip vehicle check helps drivers avoid a vehicle breakdown disaster. Before any trip you want to check the following.
- Check the tires including tire pressure and tread. Underinflated tires reduce a vehicle's fuel economy and uneven wear indicates a need for wheel alignment. Tires should also be checked for bulges and bald spots.
- Check the hoses and belts as they can become cracked, brittle, frayed, loose or show signs of excessive wear. These are critical to the proper functioning of the electrical system, air conditioning, power steering and the cooling system.
- Check filters and fluids including engine oil, power steering and brake, and transmission, as well as windshield washer solvent and antifreeze/coolant.
- Check the wipers and lighting so that you can see and be seen. Check that all interior and exterior lighting is working properly and inspect and replace worn wiper blades so you can see clearly when driving during precipitation.
- Check the brakes and battery to be sure the battery connection is clean, tight and corrosion-free and that the brakes are functioning properly.

*We will be glad to check these items for you. Just bring your vehicle in and tell us we invited you in our Newsletter and we will check these items for **FREE**.*



How To Buy a Car On-line

- 1** Come up with an idea of what type of car you are looking for. Decide on the size of the car, what type of features you would like the car to have, and whether or not you would like a used car or a new one. Also decide on a budget.
- 2** Check each Web site you visit to make sure it is registered with the Better Business Bureau. It is easy for people to fall prey to Internet fraud, especially when dealing with cars and other types of vehicles. Scan the Web site's homepage for the BBB seal. A couple of safe Web sites that are registered with the BBB are AutoTrader.Com, and CarsDirect.Com.
- 3** Browse the car selection of a few Web sites and compare prices in order to find the type of car you want at the price you can afford. Since you are shopping online you have a variety of places to shop, so do not make hasty purchases without doing some smart browsing to find your car at the best price possible.
- 4** Get a full vehicle history report on the vehicle you plan to purchase. These reports are especially helpful if you are buying a used car. These reports will tell you whether or not the car you are buying has been in an accident, been stolen or salvaged.

How to Improve Your Car's Gas Mileage We Have Some Helpful Hints!!!

DRIVING HABITS

- Keep your car clean. Mud on the undercarriage can weigh a significant amount and slow you down.
- Consolidate your daily trips and errands. This will also save you the cost of restarting your engine, which uses a lot of gas.
- Avoid air conditioning when possible. However, when driving at higher speeds, having your windows open also creates drag.
- Don't throttle the gas or brake pedal! Sudden starts or stops use more gas than gradual changes in speed.
- Don't idle for too long. Turn off the engine if you anticipate a lengthy wait.
- Limit car warm-ups in winter.
- Clear out the trunk. More weight equals more drag.
- Avoid high speeds. We know this is almost impossible to resist but you can improve your gas mileage by up to 15 percent driving at 55 mph rather than 65 mph.
- Use overdrive. If your car is equipped with overdrive gearing use it as soon as your speed is high enough.
- Use cruise control. Maintaining a constant speed is ideal for improving your gas mileage.

CAR SERVICE FOR YOUR VEHICLE

- Relace the spark plugs in your engine regularly. This way, the air and fuel mixture will burn cleaner and more efficiently.
- Improve the intake/output system. By allowing gas to get in and exhaust out of your vehicle you will improve the vehicle's overall performance and gas mileage.
- Reduce friction. Use high-quality or synthetic motor oil.
- Check your oil! Low oil makes your engine work harder.
- Change your filters. Dirty filters can sometimes increase the amount of fuel your vehicle uses by as much as 10 percent.
- Keep tires properly inflated and aligned. Check regularly to ensure your wheels are fully inflated and your alignment is good. This simple car service task can make a difference in multiple areas, as well as make driving safer.
- Get regular engine tune-ups and car maintenance checks. Without proper car care, a lot can go wrong with a car. Damaged spark plugs or transmission problems can also contribute to poor gas mileage.

SEPTEMBER'S BEST USED VEHICLE VALUES

CLICK ON ANY VEHICLE FOR MORE INFORMATION!!!



2006 BUICK LACROSSE CXL
\$6,500
 13054A



2012 FORD FUSION SE
\$15,400
 13036



2010 CHEVROLET CAMARO 2SS
\$21,700
 51226A



2014 CHEVROLET IMPALA LIMITED LT
\$16,800
 12979



2013 DODGE AVENGER SE
\$15,700
 14002



2012 DODGE DURANGO CREW
\$19,900
 B12990



2014 FORD F-150 PLATINUM
\$45,700
 51377A



2012 FORD EDGE SE
\$17,990
 13047



2007 FORD F-250 4WD CREW CAB
\$22,300
 13077A



2006 FORD F-250 4X4
\$13,700
 B13098



2010 FORD FOCUS SES
\$9,600
 51587A



2010 FORD FUSION SE
\$11,990
 13078A



2012 FORD F-150 2WD SUPERCAB 145 STX
\$20,500
 12986



2006 NISSAN TITAN LE W/FFV
\$11,500
 51589B



2007 CHEVROLET IMPALA LT W/3.5L
\$8,700
 12878a



2007 LINCOLN MKZ 4DR SDN FWD
\$16,990
 12922a



2012 VOLKSWAGEN JETTA 2.5L SE W/PZEV
\$14,150
 13079



2012 FORD SHELBY GT500 2DR CPE SHELBY GT500
\$45,990
 51609A



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LINCOLN

SERVICE TIPS OF THE DAY

Have records available on everything you do to maintain your car — and keep them in the car if possible. Well-kept records can be instrumental in correctly diagnosing a vehicle problem the first time. Incomplete records can lead to redundant auto repairs that waste your time and money. A vehicle with a well-documented repair service history also tells your mechanic that you value first-rate work at the recommended intervals, and have done your part to keep your vehicle in tip-top shape.

SERVICE SAVINGS CORNER

Print Out The Coupons And Save On Your Next Visit To Natchez Ford

PRESENT COUPON FOR
10% OFF
ALL PARTS PURCHASES
AT PARTS COUNTER

Must present coupon at time of purchase. Expires 10/31/14

\$29.95
OIL CHANGE

- **Plus Complete Tire Rotation**
 - **Plus 23 Point Inspection**
- At No Additional Charge!!!**

Must present coupon when order is written. Not valid with any other special or offer. Diesels, synthetic & Specialty vehicles extra. Up to 5 quarts of oil Expires 10/31/14

TIRE BALANCE & ROTATION WITH BRAKE INSPECTION

\$39.95

with Coupon Regular Price \$54.98

Properly balanced and rotated tires last longer, improve gas mileage and provide a smoother ride.

- Inspect tires for irregular wear and damage
- Check/Adjust tire pressure
- Balance all four tires/wheels
- Rotate tires as needed
- Inspect front/rear brake pad thickness

Prices may vary by model. Plus taxes and fees where applicable. Please present coupon during write-up. Not to be combined with any other discounts. Please refer to your vehicle owner's manual for correct rotation direction. Reservations recommended. Expires 10/31/14

FRONT OR REAR BRAKE SPECIAL

\$119.95

With Coupon Regular Price \$178.00

Replace front or rear brake pads*
Inspect discs, calipers, brake lines, hoses & master cylinder.

*Disc resurfacing or replacement, wheel cylinder and caliper repair, and master cylinder replacement extra, if needed. Prices may vary by model. Additional brake work can be done at additional charge. Plus taxes and fees where applicable. Please present coupon during write up. Not to be combined with any other discounts. Expires 10/31/14

MISS-LOU BODY SHOP SPECIAL

- **FREE ESTIMATE**
- **No Work Required**
- **WE HONOR ALL**

INSURANCE QUOTES

WE WARRANTY OUR WORK!

Must present coupon at time of purchase.

Expires 10/31/14

MISS-LOU BODY SHOP







641 U.S. Hwy 61 • Natchez 601-446-8102

ARE YOU READY FOR SOME FOOTBALL?

We Thought You Might Want The LSU Schedule Go Tigers!!!

Saturday Aug. 30		<u>Wisconsin Badgers</u> NRG Stadium, Houston, TX
Saturday Sept. 6		Sam Houston State Bearkats Tiger Stadium, Baton Rouge, LA
Saturday Sept. 13		<u>ULM Warhawks</u> Tiger Stadium, Baton Rouge, LA
Saturday Sept. 20		<u>Mississippi State Bulldogs</u> Tiger Stadium, Baton Rouge, LA
Saturday Sept. 27		<u>New Mexico State Aggies</u> Tiger Stadium, Baton Rouge, LA
Saturday Oct. 4		<u>at Auburn Tigers</u> Jordan-Hare Stadium, Auburn, AL
Saturday Oct. 11		<u>at Florida Gators</u> Ben Hill Griffin Stadium, Gainesville, FL
Saturday Oct. 18		<u>Kentucky Wildcats</u> Tiger Stadium, Baton Rouge, LA
Saturday Oct. 25		<u>Ole Miss Rebels</u> (HC) Tiger Stadium, Baton Rouge, LA
Saturday Nov. 1	---	Open Date
Saturday Nov. 8		<u>Alabama Crimson Tide</u> Tiger Stadium, Baton Rouge, LA
Saturday Nov. 15		<u>at Arkansas Razorbacks</u> D.W.R. Razorback Stadium, Fayetteville, AR
Saturday Nov. 22	---	Open Date
Thursday Nov. 27		<u>at Texas A&M Aggies</u> Kyle Field, College Station, TX
Saturday Dec. 6		SEC Championship Game Georgia Dome, Atlanta, GA

We Thought You Might Want The Mississippi Schedule Go Rebels!!!

Thursday Aug. 28		<u>Boise State Broncos</u> Georgia Dome, Atlanta, GA
Saturday Sept. 6		<u>at Vanderbilt Commodores</u> LP Field, Nashville, TN
Saturday Sept. 13		<u>Louisiana's Ragin' Cajuns</u> Vaught-Hemingway Stadium, Oxford, MS
Saturday Sept. 20	---	Open Date
Saturday Sept. 27		<u>Memphis Tigers</u> Vaught-Hemingway Stadium, Oxford, MS
Saturday Oct. 4		<u>Alabama Crimson Tide</u> Vaught-Hemingway Stadium, Oxford, MS
Saturday Oct. 11		<u>at Texas A&M Aggies</u> Kyle Field, College Station, TX
Saturday Oct. 18		<u>Tennessee Volunteers</u> Vaught-Hemingway Stadium, Oxford, MS
Saturday Oct. 25		<u>at LSU Tigers</u> Tiger Stadium, Baton Rouge, LA
Saturday Nov. 1		<u>Auburn Tigers</u> Vaught-Hemingway Stadium, Oxford, MS
Saturday Nov. 8		Presbyterian Blue Hose Vaught-Hemingway Stadium, Oxford, MS
Saturday Nov. 15	---	Open Date
Saturday Nov. 22		<u>at Arkansas Razorbacks</u> D.W.R. Razorback Stadium, Fayetteville, AR
Saturday Nov. 29		<u>Mississippi State Bulldogs</u> Vaught-Hemingway Stadium, Oxford, MS
Saturday Dec. 6		SEC Championship Game Georgia Dome, Atlanta, GA



JOKE OF THE MONTH

Q: Why did the belt get arrested?

A: He held up a pair of pants.

Quotes

“Smartness runs in my family. When I went to school I was so smart my teacher was in my class for five years.”

– *George Burns*

“Judge a man by his questions rather than his answers.”

– *Voltaire*

“We don’t stop playing because we grow old; we grow old because we stop playing.”

– *George Bernard Shaw*



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	4		6	9		7	2	
	8	1			6			9
2								8
6			8			1	7	
	9	3		6	2		1	
1							5	
			5	7		9		

A K W Q U K C A B F L A H A R
 T L I N E B A C K E R E R B T
 A C D C K R E C E I U V E K I
 S T E E K C A B R E N R O C G
 H E R S L E N A M E N I L A H
 N A E P T K R K H K I E N B T
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 E T R L O L A U R E K U N U C
 C E S I V P E F P R G O K Q R
 E R U N S S A F E T Y W E I T
 R E P P A N S G N O L H R I T

FOOTBALL POSITIONS WORD LIST

CENTER	PUNTER
CORNERBACK	QUARTERBACK
FLANKER	RECEIVERS
FULLBACK	RUNNING BACK
GUARD	SAFETY
HALFBACK	SLOTBACK
KICKER	SPLIT END
LINEBACKER	TACKLE
LINEMAN	TIGHT END
LONG SNAPPER	WIDE RECEIVER

RECIPE OF THE MONTH

FABULOUS ZUCCHINI GRINDERS

What you need:

Marinara Sauce:

- 1 tablespoon olive oil
- 2 cloves garlic, peeled and coarsely chopped
- 1 pinch crushed red pepper flakes
- 1 tablespoon chopped fresh basil
- 1 teaspoon red wine vinegar
- 1 teaspoon white sugar
- 1 (14.5 ounce) can diced tomatoes
- salt and pepper to taste

Grinders:

- 1 tablespoon butter
- 2 medium zucchini, cubed
- 1 pinch red pepper flakes
- salt and pepper to taste
- 1 1/2 cups shredded mozzarella cheese

Directions:

1. To make marinara sauce, heat olive oil in a saucepan over medium heat (see Cook's Note). Add garlic, basil and red pepper flakes; cook and stir for a minute or two until fragrant. Stir in sugar, vinegar, salt, and pepper. Pour in tomatoes with their juices and simmer over low heat for 15 minutes. Remove from heat and puree until smooth in food processor or blender.
2. Preheat the oven to 350 degrees F (175 degrees C).
3. Melt butter in a skillet over medium heat. Cook the zucchini in butter until browned and slightly tender. Season with red pepper flakes, salt, and pepper.
4. Spoon a generous amount of the zucchini mixture into each sandwich roll. Cover zucchini with about 1/4 cup marinara sauce per roll. Top with a handful of shredded mozzarella. Close the rolls, and wrap individually in aluminum foil.
5. Bake for 15 minutes in the preheated oven, until bread is heated through, rolls are soft, and cheese is melted.



SUDOKU SOLUTION

7	1	8	2	4	3	6	9	5
9	2	6	1	5	7	3	8	4
3	4	5	6	9	8	7	2	1
4	8	1	7	2	6	5	3	9
2	3	7	9	1	5	4	6	8
6	5	9	8	3	4	1	7	2
5	9	3	4	6	2	8	1	7
1	7	4	3	8	9	2	5	6
8	6	2	5	7	1	9	4	3