



AUTOMOTIVE MESSENGER  
HAZELWOOD, MO.  
M. 13,400

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## First Mobile Service Offered by Ricart Ford

Columbus, OH — Wouldn't it be great if you could have routine service and minor automobile problems fixed at your home or office instead of wasting valuable hours taking your car to the dealer or repair shop for service?

A revolutionary service feature from Ricart Ford will make it possible to meet your automotive needs without disrupting your daily routine.

Ricart introduces the Mobile Diagnostic Unit, the first automobile service center on wheels. Ricart customers can schedule service right at their home or office. The centers will act as a 24-hour emergency road service as well.

"One of our goals is to provide the best service available anywhere to our customers. It isn't enough to sell quality cars and trucks to people; the dealer has to follow through with service to

keep customers satisfied," Fred Ricart, owner of the dealership, said.

As part of Ricart's commitment to matching quality vehicles with excellent service, the Mobile Diagnostic Center concept was born.

"As we talked to people about service, we found that one of their biggest gripes — regardless of what dealer or service shop they used — was the amount of time and general inconvenience they experienced in getting their cars serviced," Ricart explained.

Ricart's mobile service center helps customers with trouble-shooting as well. Instead of ignoring the symptoms of a problem because the customer may not have time to take his or her car to the shop, the Mobile Diagnostic Center goes to the customer. By taking the time to analyze these symptoms, drivers

can avoid more costly problems without the normal inconvenience.

"Of course, major service problems, like transmission replacement and body work, still require a trip to the dealership," Ricart said. "But most minor problems and routine maintenance needs can be corrected on the customer's premises."

Ricart Ford currently has two mobile diagnostic units operating in Central Ohio, with plans to expand its available services.

Ricart Ford, located at 4255 S. Hamilton Rd., is listed as the nation's largest Ford dealer, according to *Auto Age* and *Automotive News* magazines.