

## **Maryland Ford Dealership, Preston Ford, Breaks Top 100 Ford Dealers in the Nation for 3rd Time**

*Preston Ford of Preston Automotive Group breaks into the Top 100 Ford Dealers in the Nation for the year 2013. The result of a strong marketing and sales push allows Preston Ford (population of est. 803) to have record breaking December new Ford sales month. Making the Top 100 would not have been possible without the tremendous help of the local community.*

Preston, MD ([PRWEB](#)) January 06, 2014 -- Ford cars, trucks, and SUVs have quickly become one of the most talked about brands in the U.S. over the past couple of years. Ford Motor Company declined to take the government bailout money after the huge hit from the recession back in the fall of 2008 while others took the money to help them stay in operation. Since then Ford Motor Company has been able to turn around its operations and continue to produce quality products that Ford customers can't seem to stop talking about.

[Preston Ford](#) of the Preston Automotive Group never lost faith in the Ford product and continually was able to sell the product to their local market with huge success. Previously, Preston Ford was able to finish 93rd in 2010 and 89th in 2011 in Ford sales against over 3300 Ford Dealerships in the U.S.. This is a huge feat due to the fact that Preston Ford sits in the middle of a cornfield across from several chicken houses just outside of Preston, MD that houses a population of an estimated 803 people.

At the end of November 2013, Preston Ford was sitting at 147th in the U.S. for Ford sales and thought that breaking into the Top 100 Ford Dealers in the Nation was all but impossible. David Wilson Jr., Vice President of Preston Automotive Group, had a different thought process. He knew this was possible and thus began the sales event called "Mission Possible Top 100 Sales Drive." The sales event focused on a different approach to marketing. The event was to help Preston Ford become #1 in the Washington D.C. region and Top 10 in the Nation in Ford sales for the month of December and to ultimately become a Top 100 Ford Dealer in the Nation for the calendar year 2013.

Their marketing strategy did include price discounts and a huge build-up of new Ford inventory, however it was the local community's support that helped them skyrocket December sales. As a result Preston Ford finished December 2013 being the #1 Ford Dealership in the Washington D.C. region and the #3 in the Nation. The grand reward was a record-breaking month with 515 sales that launched them to 90th Ford Dealer in the Nation in sales. "We couldn't have done it without the most important part of our marketing mix," says David Wilson Jr., "our customers deserve all the credit. They made us a Top 100 Ford Dealer and helped us reach our goals." Notably, the Preston Commercial Truck department ([Ford Commercial Trucks](#)) finished 44th in the Nation in commercial truck sales.

As 2013 ended, 2014 gives birth to a whole new year of sales and expectations to be met. Ford Motor Company is expected to release several new products this year and Ford Dealerships across the U.S. are looking forward to them. Look for the exceptional new releases of the Ford Mustang and also the Ford F-150.

About [Preston Automotive Group](#) and Preston Ford

Preston Automotive Group services the Delaware, Maryland, Virginia and Pennsylvania areas with Ford, Lincoln, Mazda, Hyundai, and Nissan brands. The auto group carries the largest selection of new and used cars and trucks. Additionally, the dealership services all makes and models, both imported and domestic cars with



ASE certified and factory trained technicians.

Preston Ford is the oldest Dealership among the group and originally opened in 1975. Preston Ford has since been serving Maryland and Delaware Ford customers offering them the very best in both sales and service. With a prime emphasis on customer satisfaction and employee retention, this small town Ford Dealer has grown into a successful business able to compete with the larger metropolitan Ford Dealerships.



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