



Updated Sept. 15

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## OUR MISSION STATEMENT

We the Employees of Joe Cotton Ford, through a co-operative exchange of information intend to create an environment dedicated to meeting the needs of our customers in an ethical, professional, and courteous manner. It is our goal to provide a lifetime relationship with customer stratification in every aspect of the ownership experience. You have our word on it.

## OUR STORY

We starting selling cars in 1974. The dealership was a partnership and was previous known as Cotton-Kean Ford located in Carol Stream, Ill. Giving back to the community has always been important us. In dealership started helping the community in 1984 by donating to Christmas Sharing. The program was to help children in need receive presets at Christmas. In 1986 Joe Cotton and Pat Kean purchased Fox Lake Ford. In 1989 the partners split. Pat Kean took over Fox Lake Ford which has been renamed Friendly Ford and Paul Cotton kept Cotton-Kean Ford. July 1, 1989 the dealership was renamed Joe Cotton Ford. In 1999 we received its first national achievement, the Blue Oval Certification. This is a certification that fewer than 100 dealers in the United States have received. In 2009 we were awarded the Salute to Dealers Award. This award was given to four U.S. Ford dealers and eight dealerships worldwide. Also in 2009 we received the Overall Service Satisfaction Award for the Chicago Region (5 states). This award is voted on by customers. We currently sell new and previously owned cars. We also have a service department where we perform anything from oil changes to auto-body work.

## THE MARKET

According to the Steel Manufactures Association, car sales in 2014 will be increasing 3.8 percent from 2013. They also stated how there will be, "...the rest of 2014, vehicle demand will be strong, backing by a bullish employment outlook. Vehicle supply will be in shortage. Vehicle prices will be even higher." This is crucial for dealerships to get as many sales as possible and to increase their profits. Google local Carousel is slowly being integrated to online searches. Carousel is an optimization Google created which is a row of companies' images that show businesses similar to each other in a local search. The buzz about Carousel is that the business cannot pick the images that show up for the company. Right now it has just been seen for restaurants, hotels and flights but it seems to be slowly integrated to other types of businesses. Google's Carousel makes it more important to improve on customer service so we can have positive images and positive reviews of our company.

Please visit [www.joecottonford.com](http://www.joecottonford.com) for more information and to see our inventory.

## EXECUTIVE TEAM

*Owner: Paul Cotton*

*Vice President: Tracy Conn*

*Sales Manager: Bob Driver*

*Used Cars Managers: Steve Magers*