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# Mullinax Ford Up Front® Pricing



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## Up Front® Pricing Only at Mullinax Ford

SHOP NEW

SHOP PRE-OWNED

For over four decades, Mullinax Ford has been using Up Front® Pricing to simplify the car-buying process. There's no need to haggle and no surprise fees -- just car-buying as it should be. If you're tired of how other dealerships do business, come enjoy the transparent and no-pressure sales experience provided by the team at **Mullinax Ford of Central Florida**.

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### What is Up Front® Pricing?

Mullinax Ford invented Up Front® Pricing in 1975, and since then it has been the cornerstone of how we sell cars. Up Front® Pricing means that our lowest prices will be clearly marked on every vehicle. No add-on fees, no dealer fees and no haggling. It's that simple! This allows you to easily buy the vehicle you're interested in based on one transparent price.





## How Do I Claim an Up Front® Price?

We make sure that every customer gets offered the same Up Front® Price. If you're interested in saving even more, you can ask about the **new Ford specials** we currently have available. Browse our inventory or contact Mullinax Ford of Central Florida to set up a test-drive.





### Which Ford Is Right For Me?

Did you know that Mullinax Ford has over 4,000 cars for sale? Each one with a clearly labeled Up Front® Price ready to be claimed. And by eliminating dealer fees, we're able to save each customer up to \$900 just by shopping with Mullinax. Visit us to buy a **new Ford** or take your time exploring the huge selection of other vehicles we have.

Mullinax Ford of Central Florida gives its customers the one-price sales approach they deserve with Up Front® Pricing. If you'd like a simplified car-buying experience and want to save without the hassle of negotiating, we're here for you. Schedule a test-drive today!



\*\*The Up Front Price includes Mullinax Discounts, Factory Rebates, and Ford Credit Financing Rebates. The price may also include Trade Assist, Business Owner Rebate, or Owner Loyalty Rebate when available. For more information speak directly with a salesperson.