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Fiesta Style

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16.8% typical APR

Allen Ford

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NUNEATON Hinckley Road 024 7638 4101
RUGBY Leicester Road 01788 573555
LEAMINGTON SPA Tachbrook Park Drive 01926 314466



OPENING DAYS: MON - FRI 8.30am - 7.00pm • SAT 8.30am - 6.00pm • SUN 11.00am - 5.00pm

Official fuel consumption figures in mpg(l/100km) for the Ford range shown are: urban 32.5(8.7); extra urban 54.3(5.2); combined 43.5(6.5). Official CO2 emission figure 154.0g/km.

*Price includes £1,000 deposit allowance and is subject to taking a 4 or 5 year finance agreement with Allen Ford. Retail only. Metallic paint extra cost. Subject to availability for new vehicles registered by 07/03/2006. Where savings are shown, advertised prices are calculated by deducting the customer saving from the manufacturer's recommended retail price. Finance subject to status. Guarantees/indemnities may be required. Vehicle shown is Ford Fiesta Finesse. This supersedes all previously advertised manufacturer's promotions. Details correct at time of going to print.

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Awards given service in the

RUGBY'S traders and their staff must do all they can to help ensure the prosperity of the town centre - or lose customers to other shopping centres.

That was the warning fired by mayor Richard Lane as he presented this year's Town Centre Customer Care Awards on Friday.

Coun Lane said shopping centres in neighbouring towns and cities were all battling against each other to attract Rugbeians' hard earned money.

Recent research revealed the town centre is losing £1million a week to its competitors in the battle for business with the service customers get being as important as the range of products on the shelves.

"We can't afford to be complacent because we sit in a competitive area with Leicester, Leamington, Birmingham and Solihull all battling for shoppers' money and it gets harder every year," said Coun Lane.

"You can forget the bright lights and advertising campaigns, everything else is useless unless we are offering customers the service and the winners of this year's awards, and the people who have come second and third in their categories, should be thanked for the part they are playing."

The awards, run by Rugby Borough Council, the Town Centre Company,

The Observer and Rugby FM, are now in their sixth year. The people of Rugby

vote for who they think provides the best service in eight categories.

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