

advertising

advertising

In conjunction with Baseline's Marketing department and designers, Baseline also offers an advertising service.

We believe Advertising is a result of an in-depth understanding of your brand, your customers and great ideas. Great ideas define a brand, what is its uniqueness – its reason for being?

With you, we define your brand's differentiators and desired positioning in the market. Once agreed, we distil these thoughts into a single minded creative idea that communicates to your market in a compelling and powerful fashion.

“We are proud of the fact that we have stood the test of time...”

Background image:
The fabulous Ford Model T

The fantastic new 2007 Mondeo.
“The Shape of Things to Come”.
Released in 2 weeks time.

Capital City Ford has had a proud association with the Wellington public for many and used vehicles, service and parts since 1920. Those who will remember us by our former name of “Avery Ford”. At this time the Ford Model T accounted for approximately one in every three vehicles and was by far the largest presence in the New Zealand marketplace. Petrol was 9 pence a gallon with no tax, and you could buy a new Model T for \$170.00. The Model A arrived in 1928 and sales had just got going again when in 1930 the great depression hit.

We are proud of the fact that we have stood the test of time, through world wars, the great depression, stock market crashes and prohibition. The reason we have survived when a lot have not is down to us, our service, reputation and people, but more importantly it has been down to you, our customers.

As well as our great new facilities in Taranaki Street, Capital City Ford also has branches in Johnsonville, Porirua and Paenapaumaru, employing over 140 Wellingtonians in total. We are all very proud to serve the Wellington public and hope to keep supplying you and your family with quality new and used vehicles and vehicle service & parts through to the next generation. For it is the years behind us that put us years ahead.

By 1933 things had started to improve and with the release of some new models, business picked up quickly around 1935. The next big impact was the Second World War. Right across the country the motor industry stopped, almost overnight. It was not until the late 50's that things started to settle down and some consistency was found in the motoring industry.

www.capitalcityford.co.nz

WELLINGTON: 87 TARANAKI ST, TEL: 04 628 8750 • PORIRUA: 23 PARUKAUNA ST, TEL: 04 237 2240 • PAENAPAUMARU: 160 KAPITI RD, TEL: 04 297 1000

YEARS BEHIND US PUT US **years ahead!**

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Consistent to Wellington Wellington

Capital City Ford

PWT MEETING & INCENTIVE PLANNER 2008/2009

Event Name	Location	Start Date	End Date	Capacity	Notes
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grid

www.farmway.com

04 576 1686 | 04 576 1690 | 04 576 1686 | 04 576 1690

TSB Bank *Assure*

Category	Value	Value	Value
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