

Ford Motor Credit Unveils 0% APR Financing on Select Models Amid Rising Auto Loan Rates

Gresham Ford Emphasizes the Impact of Interest Rates on Monthly Payments and Commitment to Transparent Pricing.

GRESHAM, OR, UNITED STATES, February 7, 2024 /EINPresswire.com/ -- Gresham, OR - In a bold move countering the recent trend of escalating auto financing rates, Ford Motor Credit has announced an eye-catching 0% annual percentage rate (APR) financing on a range of new Ford vehicles. This unprecedented offer comes as a relief to potential car buyers who have been grappling with the increasing cost of auto loans.



Gresham Ford Exterior Dealership View

Preston Wills, General Manager of Gresham Ford, emphasized the significance of this offer in the current economic climate. "Zero percent financing won't be around forever," Wills stated. "Many people have forgotten how largely your interest rate affects your monthly payment.

“

With the Fed turning up the interest rate heat and auto production cooling down, these zero percent loans are like snowflakes in July – rare and won't stick around for long!”

Preston Wills, General Manager

Understanding how you can improve your credit score, your interest rate, and in turn your monthly payment is just how we do business.”

This initiative by Ford Motor Credit is seen as a strategic response to the rising interest rates that have been a growing concern for consumers and the auto industry alike. Over the past months, auto financing rates have seen a steady increase, putting additional financial pressure on buyers.

“Our goal is to provide a no-hassle car buying experience with transparent pricing,” Wills added, highlighting Gresham Ford's commitment to customer service. The Oregon Ford dealership aims to demystify the car buying process, making it more

accessible and understandable for their clients.

Industry experts view this move as a potential game-changer, likely to stimulate sales in a period marked by economic uncertainty and cautious consumer spending. The 0% APR deal not only makes new Ford vehicles more attractive but also underscores the importance of understanding credit scores and financing options.

Consumers interested in taking advantage of this limited-time offer are encouraged to act swiftly, as it's an exceptional opportunity in the current financial landscape. With the promise of transparent pricing and a focus on customer education, Gresham Ford is positioning itself as a leader in a market that values clarity and customer satisfaction.



Gresham Ford Logo



Ford Bronco Sport conquers the Pacific Northwest Forest

As the auto industry navigates through these challenging economic times, Ford Motor Credit's innovative approach could set a new standard in auto financing, offering a beacon of hope for both buyers and dealerships alike.

It's crucial to consider the role of trust and reliability in consumer decisions, especially in a post-pandemic landscape. In this regard, Gresham Ford's A+ rating with the Better Business Bureau (BBB) stands out as a significant factor influencing customer confidence and satisfaction.

In the wake of the pandemic, consumers have become increasingly cautious, seeking assurance of integrity and dependability in their transactions. An A+ rating from the BBB is indicative of a business's commitment to ethical practices and customer service excellence. This rating is particularly relevant in the auto industry, where trust plays a pivotal role in purchasing decisions.

Preston Wills, General Manager of Gresham Ford, elaborates on this point, "In these challenging times, an [A+ BBB rating](#) isn't just a badge; it's a promise. It reassures our customers that we are dedicated to not just meeting, but exceeding their expectations in every aspect of our service."

This commitment to excellence is in line with Ford Motor Credit's initiative to offer 0% APR

financing, which is not just about providing financial relief, but also about building lasting relationships based on trust and transparency. The post-pandemic market has seen a shift in consumer priorities, with a greater emphasis on ethical business practices and customer-centric policies.

Gresham Ford's exceptional BBB rating is a testament to their adherence to these values. It reflects their dedication to addressing customer concerns, maintaining transparent pricing policies, and ensuring a hassle-free car buying experience. In a time when consumers are more inclined to research and validate the credibility of businesses, such a high rating is a powerful tool in establishing consumer trust.

As the economy continues to recover and adapt to the post-pandemic world, the importance of trust and transparency cannot be overstated. Ford Motor Credit and Gresham Ford's approach to business, characterized by ethical practices and customer-focused services, sets a standard for others in the industry.

Customers looking to take advantage of the 0% APR offer at Gresham Ford can do so with the assurance that they are dealing with a dealership that values integrity and customer satisfaction above all else. This approach is not just good for business; it's essential in fostering a healthy, sustainable marketplace where consumer trust is paramount.

Gresham Ford - Bess R Wills

Gresham Ford

+1 5034891605

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/686737215>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.