

Been in a Ford commercial lately?

Two area businesses involved in advertising campaign for company's new van

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Two local businesses have a chance at the national spotlight.

Both already are featured in a commercial on the Web for Ford's new Transit Connect van slated to enter the U.S. market in the summer of 2009.

Naperville's My Chef Catering and Bike Line each were approached by the company to take a look at the new crossover vehicle and comment on its usefulness for commercials and literature that might be handed out at dealerships.

"We showed our staff utilizing the vehicle and had a number of interviews and used our kitchen facility as a backdrop for the commercial," Bill Garlough said. "It made for some good theater. It's amazing that people around the world will see our name as well as hear about the special qualities of this vehicle."



THE VAN – Transit Connect



My Chef Catering owners Bill and Karen Garlough visit Wednesday with Ford CEO Mark Fields during the media preview of the Chicago Auto Show at McCormick Place. The Garloughs were chosen for commercials of Ford's new Transit Connect van.

The van debuted Wednesday at the Chicago Auto Show, Ford said, taking aim at the urban market with a more fuel-efficient option. The 100th edition of the show opens today to the public.

Already launched in Europe, the vehicle replaces the Windtstar/Freestar and offers a four-cylinder gas engine with an estimated 19/24 MPG for city/highway. The vehicle's low platform and storage capacity are designed especially for businesses with lighter cargo but still offers adequate space to haul it.

"I can definitely see the merits of it," said Pete Cleary, a manager at Bike Line of Naperville. "You could put quite a few bikes in it."

Perks of good business

For almost 20 years, Naperville's My Chef Catering, 2772 Golfview Drive, has been serving customers and their food event needs, from boxed lunches to 500-guest corporate parties.

Last year, owners Bill and Karen Garlough were recognized locally for their hard work and success. The US Chamber of Commerce named them winners of the Small Business of the Year award. Bill Garlough writes a monthly wine column for The Beacon News.

Bill Garlough said the couple are thrilled to have been selected as part of the promotional team.

"They liked our Web site, and when they saw we had won the chamber's 2007 Small Business Award, they said selecting us was a slam dunk," Garlough said.

- **Fuel economy:** 2.0-liter, four-cylinder engine with an estimated fuel economy of 19 miles per gallon in the city and 24 mpg on the highway.
- **Cargo capacity:** 143 cubic feet, which can handle loads up to 6.5 feet long and 4.7 feet wide, with sliding doors on both sides.
- **Available:** Select North American markets in mid-2009
- **Cost:** The company would not say how much, but estimates are about \$22,000
- **On the Web:** To see the Ford-produced Transit Connect commercial, go to www.fordvehicles.com/transitconnect and click on the link: "see what people are saying."

Company officials say their reputation precedes them.

"Ford chose to partner with My Chef Catering as they are seen as the Chicago expert in their field," said Shelly Smith, E-Series/Transit Connect marketing manager.

On Jan. 19, a film crew of 25 descended on the parking lot near the catering site and filmed a 30-second commercial starring Karen Garlough.

Cleary appears in the Bike Line portion of the video. Bike Line, at 1277 S. Naper Blvd., has been serving bike enthusiasts here for 14 years.

"We were happy to be involved," said Derek Palasz, an owner.

Excited about van

Director of catering for My Chef Dominick Scafidi said there is a buzz among employees about the new vehicle, which should be easier to use than the 14- to 18-foot trucks that are sometimes utilized.

"The fact that this van has such a small turning radius and is something you can park in a garage is nice," Scafidi said. "It's something that will certainly be useful for us for smaller jobs."

Bill Garlough estimates the new Ford vehicle would be an appropriate vehicle for as much as 40 percent of the company's jobs.

They plan to make it part of their fleet of vehicles.

Karen Garlough expects "employees will be fighting over who gets to use it."

The Garloughs also attended media preview days Feb. 6 and 7 and met with Ford officials, including Ford CEO Mark Fields. There the Garloughs said Ford officials asked for their input regarding the vehicle's interior and possible changes before its U.S. debut.

"We're flattered that Ford is allowing us the chance to influence the design of the van," Bill Garlough said.

The Associated Press contributed to this report.