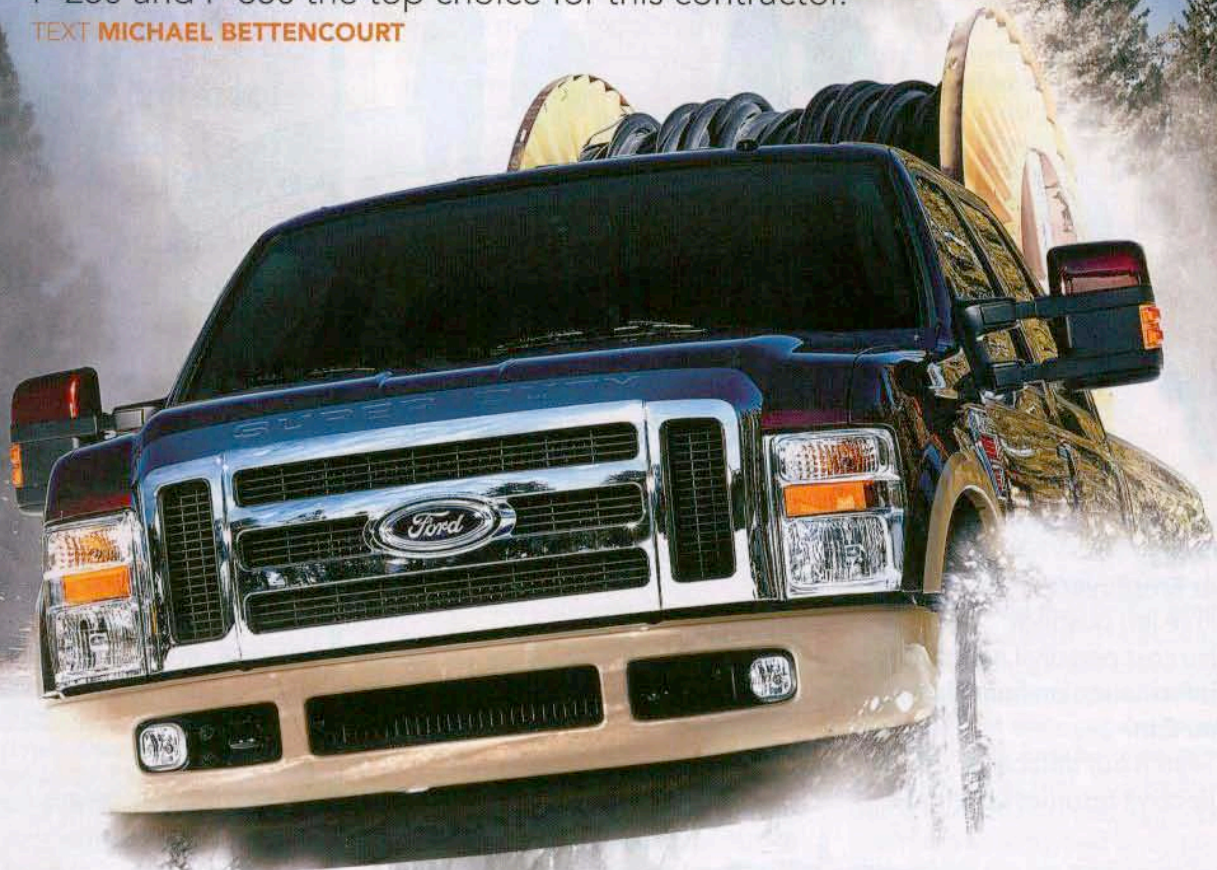


# Right to Rule

Cool features and great service make the 2010 Ford F-250 and F-350 the top choice for this contractor.

TEXT MICHAEL BETTENCOURT



**Y**ou don't see very many landscape and gardening folks featured in the machismo-heavy ad campaigns for heavy-duty pickup trucks. Big, dirty 4x4s pounding through mud, yes; dropping off a load of flower bed manure, no. Yet, John Larsen, owner of Garden City Groundskeeping Services Ltd. in Mississauga, Ont., owns two such beasts, both of which are 2010 Fords: an F-250 King Ranch (his own truck) and a new F-350. He also owns a fleet of seven heavy-duty, late-model Ford and Chevy pickups and dump trucks, which his company uses to provide garden and landscaping services to corporate offices and new

subdivisions and condos. But even though the majority of his company's fleet is made up of heavy-duty Fords—and he drives one now too—Larsen says that he was a Chevrolet truck buyer for 20 years.

Last fall, when the two-year lease was up on his Chevrolet Silverado 2500HD, his two-decade string of Chevy pickups came to an end. GM's inability to lease in Canada at that point—which continues as this is written—as well as some unwelcome salesmanship ended Larsen's streak as a Chevy owner. "My company only leases for two years because we don't like any downtime," Larsen says. "My salespeople didn't even want to price one out