

Curbside



FORD F150 4X4 LARIAT REVIEW

By Anthony Barthel

While pickup sales have long been the staple of Detroit financial portfolios, the realities of people finally wanting more fuel efficient vehicles combined with their being worried about having a job in the morning means sales of these vehicles aren't as strong as they once were. In fact, most of the people I've spoken to who have them are planning to keep the ones they already have rather than trade in for the new model.

Today, to entice a pickup buyer you've got to go a long way to making something better or different. For 2009 Ford has introduced a new version of the F-Series truck, traditionally the best selling vehicle in North America. But is a new look enough to entice people to trade in their old models?

What's Hot

The F-150's configurations seem to be limited only by the imagination of the buyer. There are seven trim levels: XL, STX, XLT, FX4, Lariat, King Ranch and Platinum. There are also two driveline configurations, three cab sizes and three bed lengths. Towing capacity, at more than 11,000 pounds when properly equipped, is impressive.

Ford also has promised some new engine technology, which will result in better fuel mileage. In the future you'll be able to buy turbocharged, direct-injected gasoline-powered (EcoBoost) F-Series trucks which will deliver more power and better fuel economy by taking advantage of the turbocharger's ability to provide boost when needed but step back when not. This could be a game changer for many people.

For now, the big new item is the Microsoft Sync system which is purported to allow you to control all the little electronic devices that you might have with you by voice command, certainly a great idea in theory.

One of the old adages about pickups is that, if you have one, everybody's your friend at some point. Knowing the towing capability of this truck, just such a thing happened while the F-150 was visiting, but I was my own pickup mooch.

On my property was a trailer that must have been from the I Love Lucy days. I've been waiting to get something with serious towing muscle to get rid of it and the F-150 was that vehicle. With the 5.4-liter V8 and six-speed automatic I was able to easily move this monster trailer and take it to its final resting place. The F-150 made towing this thing an absolute breeze.

Funny story, we hauled this horrendous thing around a local neighborhood where the squealing tires got people out on their porches. We offered the trailer for free to any takers and most politely refused; a few were not so kind. Bringing to life the phrase that one man's trash is another's treasure; someone's new treasure means my having less trash.

One of the smarter features available on the F-150 is a tailgate step. This step pops out of the top of the tailgate and there is a handle that comes up making it really easy to step into the commodious cargo bed. While not a new invention, it was available on Studebaker station wagons in the 1960s,

that doesn't make it any less excellent today. You know you're going to want that cooler that slid all the way to the cab end of the bed, right? Step right up!

I was also really surprised that a four-door, full-size truck with 320 horsepower and 390 ft-lbs of torque could realistically achieve 21 miles per gallon on the highway with the air conditioner running.

I eased on down the road in real comfort while being really pleasantly surprised by how good the fuel economy on this truck is. This truck could have easily worn the Lincoln badge for as nice as it was inside.

What's Not

Presently one of the newest features of the 2009 F-Series is the inclusion of the Microsoft Sync system, a voice-activated technology that promises to control the various media devices that are becoming more common in vehicles. The idea is to be able to use the vehicle and voice command to control cell phones and iPods, for example, as well as using voice controls to affect some built-in features as well. I remember being really impressed the first time I used Sync in a controlled setting but it seems to choke on my 60 gigabyte iPod Classic with the polite lady in the dashboard referring me to a web site where I can learn about meta data and such.

Honestly, my new cell phone has all the features of Sync but the words it will understand are displayed on the screen, making it much easier to use. After trying to hold a polite conversation with the lady in the dashboard, I insulted her family and their procreative habits and just used the stereo mini plug to play the audio from my phone, which also holds music and such.

And I'll get a new digital whatchagadget next year, so I won't have to upgrade my whole car just for the latest features. The problem with in-car technology is that technology moves very quickly but you're stuck with whatever is built into a car.

In Summary

I might not be the typical pickup buyer but, like millions of other Americans, I own an F-150. Mine is an older model from back when they were still powered by an in-line six with push rods and a stick shift. It has been the most reliable vehicle I've ever owned now with almost 160,000 trouble-free miles on the clock.

For me personally it would take some dramatic improvement in fuel economy such as that provided by a smaller diesel engine to make me consider a new one. I don't really need a luxurious interior in a truck; I'd just feel bad about getting it dirty. I am looking forward to Ford's EcoBoost engines arriving in the trucks. Better mileage and more power might just be enough of a boost to get me, and millions of others like me, to buy a new truck.

Oh, and you bet I'd get mine with that tailgate step - that's a neat feature. But that lady in the dashboard can take her meta data and create her own personal lunar eclipse.

Fact Sheet

Base Price: \$34,845

Price As Tested: \$39,935

Major Options: 7100 Lb. GVW Pkg. \$435; Chrome Step Bar, \$495; Lariat Plus Package, \$795; Tailgate Step, \$350; 20" Aluminum Wheels, \$595; Heated/Cooled Front Seats, \$895

Engine: 5.4 Liter V8

Transmission: Six-Speed Automatic

Model Year: 2009 •

PUBLIC NOTICES

NOTICE OF PUBLIC HEARING REGARDING THE FY 09/10 ANNUAL BUDGET AND FIVE-YEAR CAPITAL IMPROVEMENT PROGRAM (CIP)

PUBLIC HEARING

DATE: Tuesday, September 01, 2009
TIME: 7:00 p.m.
PLACE: City Council Chamber
350 Main Street
El Segundo, CA 90245

AND CONTINUED PUBLIC HEARING AND BUDGET ADOPTION

DATE: Tuesday, September 15, 2009
TIME: 7:00 p.m.
PLACE: City Council Chamber
350 Main Street
El Segundo, CA 90245

TAKE NOTICE that the **CITY COUNCIL** of the City of El Segundo will hold a public hearing September 01, 2009 to be continued, if necessary, to September 15, 2009, relating to consideration of the FY 09/10 annual budget for the period October 1, 2009 to September 30, 2010 and Capital Improvement Program (CIP) 5-year plan.

All persons may give testimony at both the public meeting and public hearings conducted at the dates, times and places indicated above.

Copies of the budget documents will be available after August 18, 2009 for public review in El Segundo Public Library (5) copies of the document are available for public checkout for a period of four days) and the City Clerk's Office located in City Hall (on-site review only).

For more information please contact Deborah Cullen, El Segundo Finance Director, at (310) 524-2315.

EL SEGUNDO HERALD AUGUST 13, 2009
Cathy Domann, CMC
Deputy City Clerk

ES HERALD: 8/13, 8/20, 8/27/09

H-20990



NOTICE OF TRUSTEE'S SALE T.S. No. 1147647-15 APN: 4031-007-024 TRA: 004564 LOAN NO: XXXXXX4519 REF: Gonzalez, Norberto IMPORTANT NOTICE TO PROPERTY OWNER: YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED April 21, 2006. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER. On August 26, 2009, at 10:00am, Cal-Western Reconveyance Corporation, as duly appointed trustee under and pursuant to Deed of Trust recorded May 01, 2006, as Inst. No. 06 0948357 in book XX, page XX of Official Records in the office of the County Recorder of Los Angeles County, State of California, executed by Norberto Gonzalez, A Single Man, will sell at public auction to highest bidder for cash, cashier's check drawn on a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank At the west side of the los angeles county courthouse, Southeast District, 12720 Norwalk Blvd., Norwalk, California, all right, title and interest conveyed to and now held by it under said Deed of Trust in the property situated in said County and State described as: **Completely described in said deed of trust** The street address and other common designation, if any, of the real property described above is purported to be: 3412 West 109th Street Inglewood CA 90303 The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. Said sale will be held, but without covenant or warranty, express or implied, regarding title, possession, condition or encumbrances, including fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust, to pay the remaining principal sums of the note(s) secured by said Deed of Trust. The total amount of the unpaid balance of the obligation secured by the property to be sold and reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is: \$466,812.54. If the Trustee is unable to convey title for any reason, the successful bidder's sole and exclusive remedy shall be the return of monies paid to the Trustee, and the successful bidder shall have no further recourse. The beneficiary under said Deed of Trust heretofore executed and delivered to the undersigned a written declaration of Default and Demand for Sale, and a written Notice of Default and Election to Sell. The undersigned caused said Notice of Default and Election to Sell to be recorded in the county where the real property is located. **Regarding the property that is the subject of this notice of sale, the "mortgage loan servicer" as defined in civil code § 2923.53(k)(3) declares that it has not obtained from the commissioner a final or temporary order of exemption pursuant to civil code section 2923.53 that is current and valid on the date this notice of sale is recorded. The time frame for giving a notice of sale specified in civil code section 2923.52 subdivision (a) does not apply to this notice of sale pursuant to civil code sections 2923.55.** For sales information: Mon-Fri 9:00am to 4:00pm (619) 590-1221. Cal-Western Reconveyance Corporation, 525 East Main Street, P.O. Box 22004, El Cajon, CA 92022-9004 Dated: July 20, 2009. (R-246484 07/30/09, 08/06/09, 08/13/09)

ES HERALD: 7/30, 8/6, 8/13/09 H-20949



Fictitious Business Name Statement
20091082363

The following person(s) is (are) doing business as 1. MARINA DEL REY SAILING CLUB, 880 APOLLO ST., SUITE 302, EL SEGUNDO, CA 90245. 2. SOUTH BAY SAILING CLUB, PO BOX 2395, EL SEGUNDO, CA 90245-1495. This business is being conducted by an individual. The registrant commenced to transact business under the fictitious business name listed N/A. Signed: Robert Singer, Owner. This statement was filed with the County Recorder of Los Angeles County on July 17, 2009. NOTICE: This Fictitious Business Name Statement expires on July 17, 2014. A new Fictitious Business Name Statement must be filed prior to July 17, 2014. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).
El Segundo Herald: August 6, 13, 20, 27, 2009. H-319

Fictitious Business Name Statement
20091087109

The following person(s) is (are) doing business as DTS HOLDINGS, LLC, 2301 ROSECRANS AVE, SUITE 4194, EL SEGUNDO, CA 90245. This business is being conducted by a Limited Liability Company. The registrant commenced to transact business under the fictitious business name listed May 2009. Signed: Kyle Ransford/DTS Partners, LLC, Member. This statement was filed with the County Recorder of Los Angeles County on July 17, 2009. NOTICE: This Fictitious Business Name Statement expires on July 17, 2014. A new Fictitious Business Name Statement must be filed prior to July 17, 2014. The filing of this statement does not of itself authorize the use in this state of a Fictitious Business Name in violation of the rights of another under Federal, State, or Common Law (See Section 14400 ET SEQ., Business and Professions Code).
El Segundo Herald: July 30, 2009 and August 6, 13, 20, 2009. H-318

ES HERALD: 8/6, 8/13, 8/20/09

H-20970

NOTICE OF TRUSTEE'S SALE T.S. No. 09-0053642 Title Order No. 09-8-166657 Investor/Insurer No. 1706212327 APN No. 4131-022-054 YOU ARE IN DEFAULT UNDER A DEED OF TRUST, DATED 01/25/2008. UNLESS YOU TAKE ACTION TO PROTECT YOUR PROPERTY, IT MAY BE SOLD AT A PUBLIC SALE. IF YOU NEED AN EXPLANATION OF THE NATURE OF THE PROCEEDING AGAINST YOU, YOU SHOULD CONTACT A LAWYER." Notice is hereby given that RECONTRUST COMPANY, N.A., as duly appointed trustee pursuant to the Deed of Trust executed by RICHARD D HALVORSON, AN UNMARRIED MAN, dated 01/25/2008 and recorded 02/01/08, as Instrument No. 20080195176, in Book -, Page -, of Official Records in the office of the County Recorder of Los Angeles County, State of California, will sell on 08/27/2009 at 10:30AM, At the West side of the Los Angeles County Courthouse, directly facing Norwalk Blvd., 12720 Norwalk Blvd., Norwalk, CA 90650 at public auction, to the highest bidder for cash or check as described below, payable in full at time of sale, all right, title, and interest conveyed to and now held by it under said Deed of Trust, in the property situated in said County and State and as more fully described in the above referenced Deed of Trust. The street address and other common designation, if any, of the real property described above is purported to be: 770 W IMPERIAL AVE UNIT 27, EL SEGUNDO, CA, 90245054. The undersigned Trustee disclaims any liability for any incorrectness of the street address and other common designation, if any, shown herein. The total amount of the unpaid balance with interest thereon of the obligation secured by the property to be sold plus reasonable estimated costs, expenses and advances at the time of the initial publication of the Notice of Sale is \$302,715.97. It is possible that at the time of sale the opening bid may be less than the total indebtedness due. In addition to cash, the Trustee will accept cashier's checks drawn on a state or national bank, a check drawn by a state or federal credit union, or a check drawn by a state or federal savings and loan association, savings association, or savings bank specified in Section 5102 of the Financial Code and authorized to do business in this state. Said sale will be made, in an "AS IS" condition, but without covenant or warranty, express or implied, regarding title, possession or encumbrances, to satisfy the indebtedness secured by said Deed of Trust, advances thereunder, with interest as provided, and the unpaid principal of the Note secured by said Deed of Trust with interest thereon as provided in said Note, plus fees, charges and expenses of the Trustee and of the trusts created by said Deed of Trust. If required by the provisions of section 2923.5 of the California Civil Code, the declaration from the mortgagee, beneficiary or authorized agent is attached to the duly recorded with the appropriate County Recorder's Office. DATED: 08/05/2009 RECONTRUST COMPANY, N.A. 1800 Tapo Canyon Rd., CA6-914-01-94 SIMI VALLEY, CA 93063 Phone: (800) 281 8219, Sale Information (626) 927-4399 By: Trustee's Sale Officer RECONTRUST COMPANY, N.A. is a debt collector attempting to collect a debt. Any information obtained will be used for that purpose. ASAP# 3202360 08/06/2009, 08/13/2009, 08/20/2009

ES HERALD: 8/6, 8/13, 8/20/09

H-20969

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