

Registration number NI025745

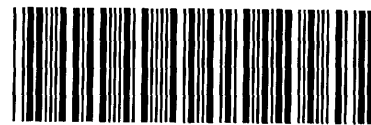
FORD DEALER ADVERTISING (NI) LIMITED

Abbreviated accounts

for the year ended 31 December 2010

Shriver Price & Co.
Chartered Accountants
& Registered Auditors
49 Downshire Road
Newry
BT34 1BA

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30/06/2011

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FORD DEALER ADVERTISING (NI) LIMITED

Company information

Directors	D Sandford Chairman K Scott S Mallon
Secretary	K Scott
Company number	NI025745
Registered office	Unit C Knockmore Industrial Estate Lisburn BT28 2EJ
Auditors	Shriver Price & Co 49 Downshire Road Newry BT34 1BA
Business address	Unit C Knockmore Industrial Estate Lisburn BT28 2EJ
Bankers	Bank of Ireland Ormeau Road Belfast

FORD DEALER ADVERTISING (NI) LIMITED

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**Independent auditors' report to Ford Dealer Advertising (NI) Limited
under Section 449 of the Companies Act 2006**

We have examined the abbreviated accounts set out on pages 2 to 3 together with the financial statements of Ford Dealer Advertising (NI) Limited for the year ended 31 December 2010 prepared under Section 396 of the Companies Act 2006

Respective responsibilities of the directors and the auditors

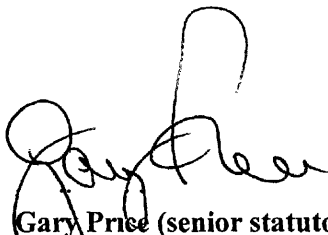
The directors are responsible for preparing the abbreviated accounts in accordance with Section 444 of the Companies Act 2006. It is our responsibility to form an independent opinion as to whether the company is entitled to deliver abbreviated accounts to the Registrar of Companies and whether the abbreviated accounts have been properly prepared in accordance with the regulations made under that section and to report our opinion to you.

Basis of opinion

We conducted our work in accordance with Bulletin 2008/4 "The special auditor's report on abbreviated accounts in the United Kingdom" issued by the Auditing Practices Board. In accordance with that Bulletin we have carried out the procedures we consider necessary to confirm, by reference to the financial statements, that the company is entitled to deliver abbreviated accounts and that the abbreviated accounts to be delivered are properly prepared.

Opinion

In our opinion the company is entitled to deliver abbreviated accounts prepared in accordance with Section 444(3) of the Companies Act 2006, and the abbreviated accounts have been properly prepared in accordance with those provisions.



**Gary Price (senior statutory auditor)
For and on behalf of Shriver Price & Co
Chartered Accountants and
& Registered Auditors**

**49 Downshire Road
Newry
BT34 1BA**

22 June 2011

FORD DEALER ADVERTISING (NI) LIMITED

Abbreviated balance sheet as at 31 December 2010

	Notes	2010 £	2009 £
Current assets			
Debtors		14,367	36,658
Cash at bank and in hand		75,449	34,119
		<hr/>	<hr/>
		89,816	70,777
Creditors: amounts falling due within one year		<hr/>	<hr/>
		(89,816)	(70,777)
Net current liabilities		<hr/>	<hr/>
		-	-
Net assets		<hr/>	<hr/>
		-	-
Reserves		<hr/>	<hr/>
Profit and loss account		-	-
		<hr/>	<hr/>
		-	-
		<hr/>	<hr/>

These abbreviated accounts have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 and the Financial Reporting Standard for Smaller Entities (effective April 2008) relating to small companies

The abbreviated accounts were approved by the Board on 22 June 2011 and signed on its behalf by

**D Sandford : Chairman
Director**



Registration number NI 25745

FORD DEALER ADVERTISING (NI) LIMITED

Notes to the abbreviated financial statements for the year ended 31 December 2010

1 Accounting policies

1.1. Accounting convention

The accounts are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008)

1 2. Deferred taxation

Provision is made for deferred taxation using the liability method to take account of timing differences between the incidence of income and expenditure for taxation and accounting purposes except to the extent that the directors consider that a liability to taxation is unlikely to materialise

