Ford NATIONAL SYNC my RIDE EVENT

No-extra charge hands-free.*

Voice activated Phone, MP3's, Text, and 911 Assist.
Now get No-Extra Charge SYNC on most 2010 Ford vehicles.

SYNC POWERED BY Microsoft†

With the power of your voice, you can:
- Make or receive phone calls
- Select tracks from your MP3 player

It's the safer hands-free solution from Ford.

TXT

- Access playlists, podcasts or audio books
- Have it read your text messages aloud
- In case of an accident or emergency 911 Assist helps put you in touch with a 911 operator.‡‡

For more information visit ford.ca or your local Ford store.

Plus you also get a price adjustment of up to $8,000**

Offers vary by model

2010 F-150 XLT SUPERCAB 4x4
with No Extra-Charge SYNC®

Purchase for only
$29,999‡

Offer includes freight, air tax and stewardship Ontario environmental fee. Offer excludes variable dealer admin charges, fuel fill charges and applicable taxes.

Ford F-150 is Canada's Best Selling Truck.***

2010 F-150 REGULAR CAB XL with No-Extra Charge SYNC®

Starting from only
$20,529‡

Offer includes freight, air tax and stewardship Ontario environmental fee. Offer excludes variable dealer admin charges, fuel fill charges and applicable taxes.

2010 FORD SUPERDUTY with No-Extra Charge SYNC®

Receive a price adjustment of
$8,000**
on all new 2010 Super Duty. Excluding chassis cab models.

COSTCO WHOLESALE®

MEMBERS GET AN **ADDITIONAL** **$1,000 OFF††**

LIMITED TIME OFFER ON **MOST** NEW 2010 FORD VEHICLES.

2010 Fusion | 2010 Taurus | 2010 Escape | 2010 F-150

VISIT FORDCOSTCO.CA OR YOUR LOCAL DEALER FOR DETAILS.

Introducing The Ford Recycle Your Ride Program

Recycle your 1995 or older vehicle and receive up to $3,300†††
of additional incentives over and above those currently offered when combined with the $300 available from the Government of Canada's Retire Your Ride program. Incentives range from $1000 to $3000. Visit ford.ca for details.

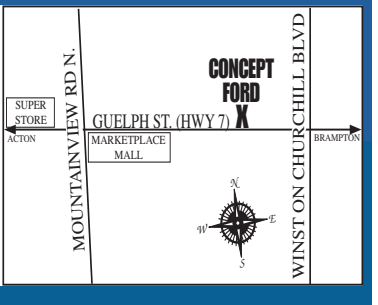
Get great price adjustments on Canada's Best Selling Compact Pickup.***

Sport model shown

2010 FORD RANGER
Starting From
$13,929‡

Offer includes freight, air tax and stewardship Ontario environmental fee.
Offer excludes variable dealer admin charges, fuel fill charges and applicable taxes
SYNC not available on Ranger.

Hurry into Concept Ford for your built Ford Tough truck today

Offers available at participating dealers only. Dealer may sell or lease for less. Factory order may be required. Limited time offers. Offers may be cancelled at any time without notice. Some conditions apply. See participating Dealer for details. *Offer valid from January 5, 2010 to March 1, 2010. Receive a SYNC Media System at no extra charge with the purchase or lease of most new 2010 Ford vehicles (excluding Focus S, Fusion S, Mustang Value Leader, Shelby GT 500, Taurus SE, Ranger, Transit Connect, F-150 Raptor, Expedition SSV, LCF, F650/750, and all Lincolns) delivered or factory ordered on or before March 1st. Raincheck available on factory orders. Taxes payable on total price of the vehicle, including accessories. The SYNC Media System Incentive is not redeemable for any cash or vehicle rebate and can only be applied to eligible SYNC Media Systems. This offer can be redeemed once for each eligible vehicle purchased or leased. This offer can be used in conjunction with most retail consumer offers made available by Ford of Canada at either the time of factory order (if ordered within the Offer Period) or delivery, but not both. On applicable vehicles, this offer can also be combined with Small Business Incentive Program (SBIP). For small fleets with an eligible FIN. This offer is combinable with the RCL program, but not combinable with any CPA/GPC or Daily Rental Incentives, or the Commercial Fleet Incentive Program (CFIP). Offer only available to Canadian residents. The SYNC Media System may not be available on all new 2010 or 2011 Ford vehicles. *Some mobile phones and some digital media players may not be fully compatible - check www.syncmyride.com for a listing of mobile phones, media players, and features supported. Driving while distracted can result in loss of vehicle control, accident and injury. Ford recommends that drivers use caution when using mobile phones, even with voice commands. Daily use mobile phones and other devices, even with voice commands, not essential to driving when it is safe to do so. Microsoft is a registered trademark of Microsoft Corporation. ‡‡The vehicle's electrical system (including the battery). The wireless service provider's signal, and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be turned on, connected to SYNC, and the 911 Assist feature enabled in order for 911 to be dialed. ‡Cash purchase a new 2010 Ford F-150 SuperCab XLT 4x4/F-150 Regular Cab XL/Ranger FEL 4x2 for $29,999/$20,529/$13,929 (after delivery allowance of $1,000/$5,000/$2,500 and price adjustment of $1,930/$600/$0 deducted). All purchase offers include freight ($1,400), air tax, and Stewardship Ontario Environmental Fee but excludes administration fees which vary by dealer, Fuel Fill Charge and all applicable taxes. Taxes payable on full amount of purchase price. **Receive ($1,000) / ($1,500) / ($2,000) / ($2,500) / ($3,000) / ($3,500) / ($4,500) / ($5,000) / ($6,000) / ($7,000) / ($8,000) in price adjustments when you cash purchase, purchase finance or lease a new 2010 Ford (Explorer 4 door/F-450/-550 Chassis Cabs/Chassis Cabs) models. *Offer valid from December 21, 2009, to March 1, 2010 (the "Offer Period") to resident Canadian (costco members in good standing, active as of December 20, 2009. Use this $1,000 private Costco offer towards the purchase or lease of a new 2010 Ford Fusion (including Hybrid), Taurus, Mustang (excluding Shelby GT500), Edge, Escape (including Hybrid), Explorer, Explorer Sport Trac, Expedition, Flex, Ranger, F-150 (excluding Raptor), Super Duty (including Chassis Cab), E-Series, Transit Connect, Lincoln MKZ, Lincoln MKS, Lincoln MKX, Lincoln MKT or Lincoln Navigator. This offer is raincheckable, the new vehicle must be delivered and/or factory-ordered from your participating Ford Motor Company of Canada dealer within the Offer Period. Offer is only valid at participating dealers, and is subject to vehicle availability and may be cancelled or changed at any time without notice. Only one offer may be applied towards the purchase or lease of one eligible vehicle. Only one offer can be redeemed per eligible Costco member. This offer can be used in conjunction with most retail consumer offers made available by Ford of Canada at either the time of factory order (if ordered within the Costco program period – December 21st, 2009 to March 1st, 2010) or delivery, but not both. On applicable vehicles, this offer can also be used in conjunction with the Commercial Fleet Incentive (CFIP). This offer is combinable with the RCL program, but not combinable with any CPA/GPC or Daily Rental Incentives. Customer may use the $1,000 as a down payment or choose to receive a rebate cheque from Ford Motor Company of Canada, but not both. Applicable taxes calculated before $1,000 offer is deducted. Visit www.fordcostco.ca <http://www.fordcostco.ca> for details. *** In order to qualify for the Ford Recycle Your Ride Incentives, you must qualify for the Government of Canada's "Retire Your Ride Program" and you must turn in a 1995 model year or older vehicle that is in running condition and has been properly registered and insured for the last 6 months (12 months in B.C.). Upon government confirmation of vehicle eligibility under the "Retire Your Ride Program", Ford of Canada will provide additional incentives towards the purchase or lease of a new 2009 or 2010 Ford or Lincoln vehicle in the amount of $1,000 (Focus, Fusion, Fusion Hybrid, Mustang, Taurus, Transit Connect, Ranger), $2,000 (Escape, Escape Hybrid, Edge, Flex, Taurus X, Explorer, Sport Trac), and $3,000 (F150, F250-550, E-Series, Expedition, MKZ, MKS, MKX, MKT, Navigator). If you qualify, the Government of Canada will provide you with $300 cash or a rebate on the purchase of a 2004 and newer vehicle as part of their Retire Your Ride program. These Ford Recycle Your Ride incentives can be used in conjunction with most retail consumer offers made available by Ford of Canada at either the time of factory order or delivery, but not both. Ford Recycle Your Ride incentives are only in effect from September 2nd, 2009 to March 1st, 2010. Ford Recycle Your Ride incentives will be applied after taxes. Ford Recycle Your Ride incentives can be used in conjunction with most retail consumer offers made available by Ford of Canada at either the time of factory order or delivery, but not both. Ford Recycle Your Ride incentives are not available on any vehicle receiving Commercial Fleet Incentive Program, Competitive Price Allowance or Government Price Concession, Fleet Delivery Allowance, or Daily Rental Incentives. By participating in this program you will not be eligible for any trade-in value for your old vehicle. The Government of Canada's "Retire Your Ride Program" is not available to residents of Northwest Territories, Yukon or Nunavut and, therefore, Ford Recycle Your Ride program, for more information visit retireyourride.ca. Limited time offer, see dealer for details or call the Ford Customer Relationship Centre at 1-800-565-3673. ©2009 Ford Motor Company of Canada, Limited. All rights reserved. ***Based on 2008 International sales figures for F-Series and its twelve closest competitors. The data covers the calendar years 1997 through 2007. This is the most recent information available; the only source for this collective information is Auto Strategies International Inc. Based on 2008 combined sales figures from DeRoseters Automotive Consultants Inc. (DAC), Association of International Automobile Manufacturers of Canada (AIAMC), and Canadian Vehicle Manufacturers' Association (CVMA). Ontario FDAA, P.O. Box 2000, Oakville, Ontario L6J 5E4.

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