BUILT Ford TOUGH

CUSTOM TRUCK EVENT

MAKE YOUR TRUCK YOUR TRUCK.

Shown with XTR package and optional accessories.

2010 FORD F-150 SUPERCAB XLT 4X4

WITH AIR, AUTOMATIC, V8 AND MORE!

PURCHASE FOR ONLY

$29,999*

Offer includes freight, air tax and Stewardship Ontario Environmental fee. Offer excludes variable dealer admin charges, fuel fill charge and applicable taxes.

CUSTOMIZE YOUR TRUCK WITH

UP TO $1000† + UP TO $8000††

WORTH OF OF NO EXTRA CHARGE GENUINE FORD ACCESSORIES

WITH THE PURCHASE OR LEASE OF MOST NEW 2010 FORD TRUCKS

IN PRICE ADJUSTMENTS

ON SELECT NEW 2010 FORD VEHICLES

CHOOSE FROM OVER 150 ACCESSORIES

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 charge and applicable taxes.

2010 FORD SPORT TRAC

RECEIVE A PRICE ADJUSTMENT OF

$5,000††

On all 2010 Sport Trac models.

2010 FORD SUPERDUTY

RECEIVE A PRICE ADJUSTMENT OF

$8,000††

On all new 2010 Superduty models. Excluding chassis cab models.

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.

Retire Your Ride — Canada's Vehicle Recycling Program

cleanair FOUNDATION

HURRY, ONLY UNTIL MARCH 1

COSTCO WHOLESALE

MEMBERS GET AN ADDITIONAL

$1,000 OFF‡‡

ON MOST 2010 FORD VEHICLES. VISIT FORDCOSTCO.CA

Get an extra

$1,000‡

towards the purchase or lease of most new 2010 Ford vehicles if you currently own or lease a Pontiac, Saturn, Hummer, Saab, or Oldsmobile.

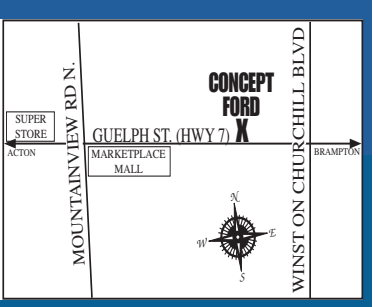
HURRY INTO CONCEPT FORD TO MAKE YOUR TRUCK *YOUR* TRUCK

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. See participating Dealer for details. *Offer valid from February 17, 2010 to March 1, 2010 (the "Program Period"). Receive up to $1,000 of selected Genuine Ford accessories at no extra charge with the purchase or lease of any new 2010 Ford F-150 (excluding Raptor), Sport Trac, Ranger, or Super Duty delivered or factory ordered between February 17, 2010 to March 1, 2010. Taxes payable on total price of the vehicle, including accessories. Offer is subject to vehicle and accessory availability. Dealer may sell for less. $1,000 is not redeemable for cash and can only be applied to the Genuine Ford, 2010 accessories. This offer applies up to a maximum of $1,000 worth of accessories. Total accessories are not eligible under this offer. Only one offer may be applied toward the purchase or lease of an eligible vehicle. This offer can be used in conjunction with most retail consumer offers made available by Ford of Canada at the time of factory-order or delivery purchase lease (but not a combination of both). This offer is not combinable with CPA, GPC, Daily Rental Allowances, the Commercial Fleet Incentive Program (CFIP), or the A/V/7/20/F Plan Program. Rainchecks available on factory orders. Limited time offer. Offer may be cancelled at any time without notice. Some conditions apply. Offer available to residents of Canada only. See dealer for details. **Receive $1,000 / ($1,500) / ($2,000) / ($2,500) / ($3,000) / ($3,500) / ($4,000) / ($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-150/F-550 Chassis Cab (4X2/F-150/F-550 Super Cab 4x2/F-150 Super Crew 4x4/F-150 Super Crew 4x2) / (F250-450 (excluding Chassis Cab)) models. *Cash purchase a new 2010 Ford F-150 Super Cab XLT 4x4/Ranger Regular Cab FX4, 4x2 for $29,999/$13,929 (after delivery allowance of $1,000/$2,500 and Price adjustment of $1,500/$6,000 deducted). All purchase offers include freight ($1,400), air tax, and Stewardship Ontario Environmental Fee but exclude administration fees which vary by dealer. Fuel fill Charge and all applicable taxes. Taxes payable on full amount of purchase price. All prices are based on Manufacturer's Suggested Retail Price (MSRP). ▼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, E250-550, 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 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 rainchecks. 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 incentives are also not available to residents of North West Territories Yukon or Nunavut. Other provincially specific rewards may be available in association with the government's "Retire Your Ride program". For more information visit retireyourride.ca. Limited time offer, see dealer for details. ‡‡Offer valid from December 27, 2009 to March 1, 2010 (the "Offer Period") to resident Canadian costco members in good standing, active as at 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 rainchecks able, 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 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 26th, 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 (CFP). This offer is combinable with the KL program, but not combinable with any CPA/GPC or Daily Rental incentives. Costomer 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. Offer valid from January 5, 2010 to March 1, 2010, (the "Program Period"). Any customer who, at the time of purchase/lease (during the Program Period), of an eligible new 2010 Ford or Lincoln vehicle (excluding Shelby GT500, F-150 Raptor and F-650/F-750) ("Eligible Vehicle"), is an owner or lessee of any Pontiac, Saturn, Hummer, Saab or Oldsmobile model vehicle (each a "Qualifying Competitive Model") will be eligible for a $1,000 incentive (the "Conquest Incentive") towards the purchase or lease of the Eligible Vehicle during the program period. Offer only valid at participating Ford of Canada dealerships. Offer is rainchecks able. Trade-in of the applicable Qualifying Competitive Model is not required in order to qualify for the offer. Eligible customers will have the option of using the Conquest Incentive as a down payment or receiving a rebate cheque from Ford of Canada (but not both). The Conquest Incentive is transferable to immediate family members living within the same household. Only one (1) Conquest Incentive may be applied towards the purchase or lease of one (1) Eligible Vehicle. Each customer is able to receive the Conquest Incentive on up to a maximum of two (2) separate Eligible Vehicle purchases/leases during the Program Period if valid proof is provided that the customer is the owner/lessee of two (2) separate Qualifying Competitive Models. Each customer will be required to provide proof of ownership/registration of the Eligible Vehicle sale. This offer is subject to vehicle availability and may be cancelled at any time without notice. This offer can be used in conjunction with most retail consumer offers made available by Ford of Canada at the time of factory-order or delivery (but not a combination of both). This offer is not combinable with CPA, GPC, Daily Rental Allowances or the Commercial Fleet Incentive Program (CFP). No mechanically or otherwise reproduced Conquest Incentives will be accepted. The Conquest Incentive is only available for use by Canadian residents. The Conquest Incentive is in Canadian funds. Taxes payable on full amount of purchase price before Conquest Incentive is deducted.

Ontario 6/AA, 90, Box 2000, Oakville, Ontario L6J 5E4

CONCEPT FORD

361 Guelph St. (Hwy. #7), Georgetown

905-873-1626

www.conceptford.com