BUILT Ford TOUGH

CUSTOM TRUCK EVENT

MAKE YOUR TRUCK YOUR TRUCK.

2010 FORD F-150 SUPERCAB XLT 4x4

WITH AIR, AUTOMATIC, V8 AND MORE!

PURCHASE FOR ONLY

TOTAL PACKAGE PRICING*

$28,999*

Offer excludes taxes.

OFFER INCLUDES **$750**‡‡ CUSTOMER CASH CONQUEST/LOYALTY

Shown with XTR package and optional accessories.

HURRY! IT ALL ENDS APRIL 30th

CUSTOMIZE YOUR TRUCK WITH

UP TO **$1000**†

WORTH OF NO EXTRA CHARGE GENUINE FORD ACCESSORIES

WITH THE PURCHASE OR LEASE OF MOST NEW 2010 FORD TRUCKS

+

UP TO **$8000**††

IN PRICE ADJUSTMENTS

ON SELECT NEW 2010 FORD VEHICLES

Sport model shown

2010 FORD RANGER

STARTING FROM

TOTAL PACKAGE PRICING* **$13,929***

Offer excludes taxes.

2010 FORD F-150 REGULAR CAB

STARTING FROM

TOTAL PACKAGE PRICING* **$19,249***

Offer includes $750 customer cash conquest/loyalty.
Offer excludes taxes.

2010 FORD F-150 SUPERCAB XLT 4X2

PURCHASE FOR

TOTAL PACKAGE PRICING* **$25,249***

Offer includes $750 customer cash conquest/loyalty.
Offer excludes taxes.

YOU COULD QUALIFY FOR AN ADDITIONAL

$750 CUSTOMER CASH‡‡

ONLY UNTIL APR. 30TH

You'll get an additional $750 in conquest/loyalty Customer Cash on any purchase or lease of a new 2010 F-Series (F-150 to F-550) if you are a current pickup owner or lessee of Dodge, Chevrolet, Nissan, Toyota, Mazda, Honda, or a Ford truck.

TOTAL PACKAGE PRICING*

Introducing Total Package Pricing.

Now when you see this symbol, you'll know the advertised price includes Freight, Air Tax, and the Stewardship Ontario Environmental Fee. So all you have to do is add dealer administration and registration fees of up to $799, fuel fill charge of up to $120 and applicable taxes, then drive away.‡

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 April 30, 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 April 30, 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 Genuine Ford, 2010 accessories. This offer applies up to a maximum of $1,000 worth of accessories. Total accessories may exceed $1,000. Factory installed 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 combinable with the Commercial Connection Program. This Offer is not combinable with the Ford SYNC my RIDE no-extra-charge hands-free offer. This offer is not combinable with CPA, GPC, Daily Rental Allowances, the Commercial Fleet Incentive Program (CFIP), or the A/X/Z/D/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 [$500] / [$1,000] / [$1,500] / [$2,000] / [$2,500] / [$3,000] / [$3,500] / [$4,000] / [$4,500] / [$5,000] / [$6,000] /[$6,500]/ [$7,000] / [$8,000] in price adjustments when you cash purchase, purchase finance or lease a new 2010 Ford [Transit Connect]/ [Explorer 4 door/F-450-550 Chassis Cabs GAS/Focus S] / [F-350 Chassis Cabs GAS/F-450-550 Chassis Cabs Diesel] / [Fusion Hybrid/Escape Hybrid/Mustang excluding Value Leader and Shelby] / [Ranger Regular Cab FEL] / [Flex SE/Edge SE/Mustang Value Leader/Taurus SE]/[Mustang V6 excluding Value Leader/Fusion S] / [Fusion SE/Fusion SEL I4/Fusion SEL & Sport V6/Mustang GT/Escape I4 Manual/] / [Ranger Super Cab XL] / [Taurus SEL/Taurus Limited & SHO/Edge SEL/Edge Limited & Sport/Flex SEL & Limited/Explorer Sport Trac 4x4/F250-450 excluding Chassis Cabs] / [F-150 Regular Cab/Ranger Super Cab Sport & XLT]/[Expedition]/ [F-150 Super Cab 4x4/F-150 Super Cab 4x2/F-150 Super Crew 4x4/F-150 Super Crew 4x2] / [F250-450 (excluding Chassis Cabs)] models. *Cash purchase a new 2010 Ford F-150 SuperCab XLT 4x4/Ranger Regular Cab FEL 4x2 /F-150 Regular Cab XL 4x2 / F-150 Supercab XLT 4x2 for $28,999/$13,929/$19,249/$25,249 [after delivery allowance of $7,000/$2,500/$6,000/$7,000, Price adjustment of $2,180/$0/$130/$1,730 and customer conquest/loyalty cash of $750/$0/$750/$750 deducted] All purchase offers include freight ($1,400), air tax, and Stewardship Ontario Environmental Fee but excludes administration and registration fees of up to $799, fuel fill charge of up to $120 and all applicable taxes. Taxes are payable on the full amount of the purchase price after delivery allowance and price adjustments but before customer conquest/loyalty cash is deducted. All prices are based on Manufacturer's Suggested Retail Price (MSRP). ‡‡Offer valid from April 9, 2010 to April 30, 2010 (the "Program Period"). Any customer who, at the time of purchase/lease (during the Program Period) of a new 2010 Ford F150 to F-550 (excluding Raptor) (each an "Eligible Vehicle"), is an owner or lessee of a Ford Ranger, Explorer Sport Trac, or F-150 to F-550 (each a "Qualifying Loyalty Model"), or Dodge Ram 1500-3500, Dakota and Sterling Bullet; Chevrolet 1500-3500, S10, Colorado, Avalanche; Cadillac Escalade EXT; GMC 1500-3500, Sonoma and Canyon; Nissan Titan and Frontier; Toyota Tundra, Tacoma and T100; Mazda B Series; Hummer SUT; and Honda Ridgeline pickup (each a "Qualifying Conquest Model") will be eligible for $750 in customer cash (the "Incentive") towards the purchase or lease of an Eligible Vehicle during the Program Period. The Eligible Vehicle must be delivered and/or factory-ordered from your Ford Motor Company of Canada, Limited dealer during the Program Period in order to receive the Incentive. Offer only valid at participating Ford of Canada dealerships. Offer is raincheckable. Trade-in of the applicable Qualifying Conquest/Loyalty Model is not required in order to qualify for the Incentive. Eligible customers will have the option of using the Incentive as a down payment or receiving a rebate cheque from Ford of Canada (but not both). The Incentive is transferable to immediate family members living within the same household. Only one (1) Incentive may be applied towards the purchase or lease of one (1) Eligible Vehicle. Each customer is able to receive the 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 Conquest/Loyalty Models. Each customer will be required to provide proof of ownership/registration of the applicable Qualifying Conquest/Loyalty Model and the ownership/registration address must match the address on the new Buyer's Agreement or Lease Agreement for 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 combinable with the Commercial Connection Program. On eligible vehicles, for small fleets with an eligible FIN, this offer can be used in conjunction with the Commercial Fleet Incentive Program (CFIP) . This offer is not combinable with CPA, GPC, Daily Rental Allowances, any other Direct Offer, Loyalty Offer, e-Bonus or Private offer, and the current $500 Q2 Targeted Loyalty Program (Program #30156). The Incentive is only available for use by Canadian residents and is in Canadian funds. Taxes payable on full amount of purchase price before Incentive is deducted. Dealer may sell or lease for less. See dealer for details. Ontario FDAA, P.O. Box 2000, Oakville, Ontario L6J 5E4

CONCEPT Ford

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WE WILL NOT BE UNDERSOLD