CONCEPT Ford

Ford FIVE-O EVENT

This spring, keep your money.

0% APR PURCHASE FINANCING** | $0 FIRST PAYMENT** | $0 DOWN PAYMENT‡ | $0 DUE AT DELIVERY‡‡ | $0 SECURITY DEPOSIT†

Offers vary by model. Not all combinations apply. See dealer for details.

With ON-THE-ROAD PRICING, all you need to do is choose your vehicle and go.

We will not be UNDERSOLD

FREIGHT INCLUDED IN ALL PRICES

2010 FOCUS
• automatic • air conditioning • plus more
0% for 72 months
$18,999
Less $1,000 Recycle Your Ride
$17,999 Your Price

2010 FUSION SE
• automatic • power group • sync • plus more
0% for 60 months
$24,259
Less $1,000 Recycle Your Ride
Less $1,000 Costco
$22,259 Your Price

2010 EDGE SEL
• leather seats • moonroof • sync • plus more
0% for 60 months
$36,999
Less $2,000 Recycle Your Ride
Less $1,000 Costco
$33,999 Your Price

2010 ESCAPE XLT
• automatic • air conditioning • power group • sync • plus more
0% for 60 months
$25,856
Less $2,000 Recycle Your Ride
Less $1,000 Costco
$22,856 Your Price

2010 F150 SUPERCAB XLT
• automatic • power group • trailer tow
• air conditioning • plus more
$24,999
Less $3,000 Recycle Your Ride
Less $1,000 Costco
$20,999 Your Price

The Ford Exclusive Recycle Your Ride Program

Only Ford lets you recycle your 2003 or older vehicle and get up to $3,300* towards a new Ford.

This offer is in addition to incentives currently offered when combined with the $300 available from the Retire Your Ride program, funded by the Government of Canada on qualifying vehicles of model year 1995 or older. Incentives range from $1000 to $3000. Visit ford.ca for details.

In Partnership with Summerhill IMPACT, Car Heaven, Retire Your Ride Canada's Vehicle Recycling Program

*Program in effect from May 1, 2010 to June 30, 2010 (the "Program Period") To qualify for the Ford Recycle Your Ride Program rebate (the "Rebate(s)"), customer must first qualify for either the "Retire Your Ride Program", a program funded by the Government of Canada, or Summerhill Impact's "Car Heaven Program". To qualify for the "Retire Your Ride Program", customer must turn in a 1995 model year or older vehicle that is in running condition (able to start and move) and has been properly registered and insured for the last 6 months (12 months in B.C.). If you qualify, Retire Your Ride will provide you with $300 cash or a rebate on the purchase of a 2004 and newer vehicle. To qualify for the "Car Heaven Program", customer must turn in a 2003 model year or older vehicle that is in running condition and has been properly registered and insured for the last 6 months. If customer qualifies for either the "Retire Your Ride Program" or Summerhill Impact's "Car Heaven Program", Ford of Canada ("Ford"), will provide an additional rebate. If customer purchases or leases an eligible new 2010 Ford or Lincoln vehicle, in the amount of $3,000 (Focus, Fusion Mustang, Transit Connect, Ranger), $2,000 (Taurus, Escape, Edge, Flex, Explorer, Sport Trac), or $1,000 (F150, E250 SUV, E-Series, Expedition, MKZ, MKX, MKT, Navigator) (each an "Eligible Vehicle"), for an eligible for the Rebate(s), first must receive the following from customer, within 30 days of delivery of new Ford/Lincoln: (1) signed Ford Recycle Your Ride Claim Form; and (2) signed original ownership transferring customer vehicle to either "Retire Your Ride" or "Car Heaven" or "Authorized Recycle Drop-Off Recess". The Rebate will be paid directly to customer in the form of a cheque. The Rebates are available to residents of Canada only and payable in Canadian dollars. Eligible Vehicle must be purchased, leased, or factory ordered during the Program Period to qualify for a Rebate. The Rebates can be used in conjunction with most retail consumer offers made available by Ford at either the time of factory order or delivery, but not both. The Rebates are nontransferable. The Rebates are not combinable with the previous Ford Recycle Your Ride incentives in effect from September 1, 2009 to March 1, 2010. The Rebates are not available on any vehicle receiving CPA, GPC, or Daily Rental Rebates and the Commercial Fleet Rebate Program (CRP). The "Retire Your Ride Program" and Summerhill Impact's "Car Heaven" Program are not available to residents of Northwest Territories, Yukon Territory or Nunavut and, therefore, Ford Recycle Your Ride Rebates are also not available to residents of Northwest Territories, Yukon Territory, or Nunavut. Other potentially specific rewards may be available in association with the "Retire Your Ride" Program or Summerhill Impact's "Car Heaven" Program. For more information visit retireyourride.ca or carheaven.ca. Limited time offer, see dealer for details or call the Ford Customer Relationship Centre at 1-800-565-3673. © 2010 Ford Motor Company of Canada, Limited. All rights reserved.

COSTCO WHOLESALE MEMBERS GET AN ADDITIONAL $1,000 OFF‡‡ ON MOST 2010 FORD VEHICLES. VISIT FORDCOSTCO.CA

‡‡Offer valid from May 1, 2010 to June 30, 2010 (the "Offer Period") to resident Canadian Costco members in good standing, active as of April 30, 2010. Use this $1,000 Costco member 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, F-150 (excluding Raptor), Super Duty (excluding Chassis Cab), E-Series, Transit Connect, Lincoln MKZ, Lincoln MKX, Lincoln MKT or Lincoln Navigator (each an "Eligible Vehicle"). This offer is transferbable. 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 (1) Eligible Vehicle, up to a maximum of two (2) separate Eligible Vehicle sales per Costco Membership Number. This offer is transferable to immediate family members living within the same household as an 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 Offer Period) or delivery, but not both. On applicable vehicles, this offer can also be combined with the Commercial Connection Program incentives, AD, Program, and for small fleets with an eligible PA, this offer can also be used in conjunction with the Small Business Incentive Program (SBP). This offer is not combinable with any CPA, GPC or Daily Rental incentives, or the Commercial Fleet Incentive Program (CRP). 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. The offer is payable in Canadian dollars and is available to residents of Canada only. Dealer may sell or lease for less.

See dealer for complete details. Prices are plus PST + GST. All rebates assigned to dealer. OAC. Vehicles not exactly as illustrated. Must be a Costco member as of April 30, 2010.

CONCEPT Ford

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Walk this way

More than 70 children, joined by parents, staff, volunteers and community members, united to help local kids at the YMCA Walk for Strong Kids at St. Brigid School recently. The walk raised $1,289 for YMCA programs and was part of a GTA-wide campaign that raised more than $93,000. Here, Sparky the Fire Dog helps the kids warm up before the walk.

Photo by Eamonn Maher