# FORD EMPLOYEE PRICING

## Now you pay what we pay for the the best prices of the year.

On virtually our entire line-up:

Get up to **$12,339** in price adjustments

PLUS RECEIVE AN ADDITIONAL $1,000 WHEN YOU FINANCE WITH FORD CREDIT

### 2010 F-150 XLT SUPERCAB 4x2

- Trailer Sway Control
- Easy Fuel™
- Roll Stability Control
- Bright Chrome Grille
- All Safety Features Standard

| | |
|---|---|
| Employee Price Adjustment | $3,618 |
| Delivery Allowance | $5,500 |
| Total Price Adjustment | $9,118 |

Your Employee Price **$25,611*** offer excludes taxes

SuperCab Sport Shown

PLUS RECEIVE AN ADDITIONAL $500 WHEN YOU FINANCE WITH FORD CREDIT

### 2010 RANGER FEL

| | |
|---|---|
| Employee Price Adjustment | $427 |
| Delivery Allowance | $2,250 |
| Total Price Adjustment | $2,677 |

Your Employee Price **$13,752*** offer excludes taxes

PLUS RECEIVE AN ADDITIONAL $500 WHEN YOU FINANCE WITH FORD CREDIT

### 2010 FOCUS SE

| | |
|---|---|
| Employee Price Adjustment | $1,368 |
| Delivery Allowance | $3,000 |
| Total Price Adjustment | $4,368 |

Your Employee Price **$15,011*** offer excludes taxes

PLUS RECEIVE AN ADDITIONAL $500 WHEN YOU FINANCE WITH FORD CREDIT

### 2010 ESCAPE XLT AUTO

| | |
|---|---|
| Employee Price Adjustment | $1,891 |
| Delivery Allowance | $3,500 |
| Total Price Adjustment | $5,391 |

Your Employee Price **$21,738*** offer excludes taxes

## PLUS

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

Drive one. CHALLENGE

**We want you to experience the most innovative vehicles we've ever built.**

We're inviting you to take the Drive One Challenge. **We believe that once you drive a Ford you won't want to drive anything else.** If we still haven't won you over and you buy any new competitive vehicle, we'll give you $100.†

Our advertised prices include Freight, Air Tax, and the Stewardship Ontario Environmental Fee. Add dealer administration and registration fees of up to $799, fuel fill charge of up to $120 and applicable taxes, then drive away.*

*Excludes CAW negotiated bonus

**To get your Employee Price, visit Concept Ford today.**

Ford Drive one.

ontarioford.ca

Dealer may sell or lease for less. Limited time offers. Offers may be cancelled at any time without notice. See your Ford Dealer for complete details or call the Ford Customer Relationship Centre at 1-800-565-3673. *Ford/Lincoln Employee Pricing ("Employee Pricing") is only in effect from July 1, 2010 to August 31, 2010 (the "Program Period") and refers to A-Plan pricing ordinarily available to Ford/Lincoln employees and excludes any CAW negotiated bonuses or other special incentives that employees may receive from time to time. Employee Pricing is available on the purchase or lease of most new 2010 and 2011 Ford and Lincoln vehicles (excluding 2010/2011 F-150 Raptor, F-Series Chassis Cabs, E-Series Cutaways and Stripped Chassis, F-650/F-750 and 2011 Mustang Shelby GT 500). The new vehicle must be delivered or factory ordered from your participating Ford Dealer during the Program Period. 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 or delivery, but not both. Employee Pricing is rainchecklable. Employee Pricing is combinable with the Commercial Connection Program but not combinable with CPA, GPC, CFIP, Daily Rental Allowance, A/Y/Z/D/F1–Plan and A/Z–Plan Loyalty program incentives. Purchase a new [2010 Ford F-350 SuperCrew Lariat 4x4 Diesel] for [$15,011 / $15,056/ $13,752/ $21,738/ $25,611] / [$57,040] after Total Price Adjustment of [$4,368/$6,073/$2,677/$5,391/$9,118] / [$4,500/$2,250/$3,500/$5,500] / [$4,000]). Taxes payable on full amount of purchase price after Employee Price Adjustment and delivery allowance have been deducted. Offers include freight, air tax and Stewardship Ontario Environmental Fee but exclude administration and registration fees of up to $799, fuel fill charge of up to $120 and all applicable taxes. ◊Offer valid from July 1, 2010 until August 31, 2010 (the "Program Period"). This offer is only valid at participating Canadian dealers. Any customer that test drives a new Ford or Lincoln vehicle during the Program Period and purchases or leases a new competitive vehicle and takes delivery of that vehicle within 100 hours of the Ford or Lincoln test drive will be eligible to receive a $100 offer. To claim the $100 offer the customer must return to the Ford/Lincoln dealer where they took their test drive within 100 hours of the original test drive and present the dealer with proof of purchase/lease and delivery in the form of a dated and signed Retail Buyers Agreement. Eligible customers will be mailed a cheque from Ford Motor Company of Canada in the amount of $100 after eligibility is verified. Only one (1) $100 offer may be claimed per person during the Program Period. Test drives from the Drive One 4 UR School program do not qualify. Offer only available for use by Canadian residents and is in Canadian Funds. This offer may be cancelled at any time without notice. †Offer valid from July 1, 2010 to August 31, 2010 (the "Offer Period"). Customers who purchase or lease a new 2010 or 2011 Ford vehicle (excluding Shelby GT500, F-150 Raptor, Medium trucks) (an "Eligible Vehicle") and finance through Ford Credit, Canada will receive [$500]/[$750]/[$1000] (the "Offer") on [Focus/Fiesta/Fusion Hybrid/ Mustang/ Taurus/ Escape/ Escape Hybrid/ Ranger]/ [Edge/Flex/Explorer/Explorer Sport Trac/ Expedition/E-Series/Transit Connect]/[F-150/F-250 to F-550]. The new vehicle must be delivered and/or factory ordered from your participating Ford dealer during the Offer Period. Only one (1) 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 customer. This offer is rainchecklable. 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 or delivery, but not both. This offer is not combinable with CPA, GPC, CFIP, FALS, Commercial Connection Program or Daily Rental Allowances incentives. Customer may use the Offer amount as a down payment or choose to receive a rebate cheque from Ford of Canada, but not both. Taxes payable before Offer amount is deducted. ▼Program in effect from July 1, 2010 to September 30, 2010 (the "Program Period"). To qualify for the Ford Recycle Your Ride Program rebate (the "Rebate(s)"), customer 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. If customer qualifies for either the Government of Canada's "Retire Your Ride Program" or Summerhill Impact's "Car Heaven Program", customer must turn in a 2003 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 under the "Retire Your Ride Program", customer must turn in a 1995 model year or older vehicle (each an "Eligible Vehicle"). To be eligible for the Rebate(s), Ford 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 Recycler Drop-Off Receipt". The Rebate will be paid directly to customer in the form of a cheque. The Rebates are not combinable with most retail consumer offers made available by Ford at either the time of factory order or delivery, but not both. The Rebates are rainchecklable. The Rebates are not available on any vehicle receiving CPA, GPC, or Daily Rental Rebates and the Commercial Fleet Rebate Program (CFRP). The Government of Canada's "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 provincially specific rewards may be available in association with the Government's "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.

# CONCEPT Ford

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WE WON'T LOSE A CUSTOMER OVER PRICE