Summer won't last forever, so get your Employee Price today!

Get up to $12,339 in price adjustments for the **best prices of the year** on virtually our entire lineup.*

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

2010 RANGER FEL

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

Your Employee Price
$13,752*
offer excludes taxes

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

2011 ESCAPE XLT AUTO

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

Your Employee Price
$23,738*
offer excludes taxes

PLUS

Only Ford lets you recycle your **2003 or older** vehicle and get **$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

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.*

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. *Employee Pricing ("Employee Pricing") is available from Jul. 1/10 to Sep. 30/10 (the "Program Period") on the purchase or lease of most new 2010/2011 Ford 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). Employee Pricing refers to A-Plan pricing ordinarily available to Ford employees (excluding any CAW negotiated bonuses or other periodic employee special offers). The new vehicle must be delivered or factory ordered during the Program Period from your participating Ford Dealer. This offer 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. Employee Pricing is raincheckable and combinable with the Commercial Connection Program but not combinable with, CPA, GPC, CFP, Daily Rental Allowance, A/Y/Z/D/F-Plan and A/Z-Plan Loyalty program incentives. Purchase a new [2010 Ford Escape I4 XLT A/T/F-350 SuperCrew Lariat 4x4 Diesel] for [$15,011/$15,056/$13,752/$25,611] / [$23,738/$57,040] after Total Price Adjustment of [$4,368/$6,073/$2,677/$9,118] / [$3,391/$12,339] deducted (Total Price Adjustment is a combination of Employee Price Adjustment [$1,368/$1,573/$427/$3,618] / [$1,891/$8,339] and delivery allowance of [$3,000/$4,500/$2,250/$5,500] / [$1,500/$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 Jul. 1/10 to Aug. 31/10 (the "Program Period") at participating Canadian dealers to Canadian residents only. Any customer that test drives a new Ford vehicle during the Program Period and purchases or leases a new competitive vehicle and takes delivery of that vehicle within 100 hours of the original Ford test drive and presents the dealer with a dated and signed Retail Buyers Agreement as proof of purchase/lease and delivery, Offer will be paid out in the form of a cheque from Ford Motor Company of Canada after eligibility is verified. Limit one (1) $100CDN offer claim per person during the Program Period. Drive one 4ur School program test drives do not qualify. ‡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/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 raincheckable. 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. Taxes payable before Offer amount is deducted. ▼Program in effect from July 1 to September 30, 2010 (the "Program Period"). To qualify for a Ford Recycle Your Ride Program ("RYR") rebate ("Rebate(s)"), customer must qualify for and take part in either the "Retire Your Ride Program" delivered by Summerhill Impact with financial support from 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 in running condition (able to start and move) which has been properly registered and insured for the last 6 months (12 months in B.C.) to an authorized recycler. To qualify for the "Car Heaven Program", customer must turn in a 2003 model year or older vehicle in running condition which has been registered and insured for the last 6 months to an authorized recycler. If a customer qualifies for Car Heaven or Retire Your Ride, Ford of Canada ("Ford") will provide an additional Rebate, with the purchase or lease of an eligible new 2010/2011 Ford or Lincoln vehicle, in the amount of $1,000CDN (Focus, Fusion, Mustang, Transit Connect, Ranger), $2,000CDN (Taurus, Escape, Edge, Flex, Explorer, Sport Trac), or $3,000CDN (F150, F250-550, E-Series, Expedition, MKZ, MKS, MKX, MKT, Navigator) (each an "Eligible Vehicle"). Rebate amount may be used as a down payment or received as cheque from Ford, but not both. RYR Rebates are available to residents of Canada only excluding Northwest Territories, Yukon Territory, and Nunavut. Eligible Vehicle must be purchased, leased, or factory ordered during the Program Period to qualify for a Rebate. 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. Rebates are raincheckable. Rebates not available on any vehicle receiving CPA, GPC, Commercial Connection, or Daily Rental Rebates and Commercial Fleet Incentive Program (CFIP). Limited time offer, see dealer for details or call 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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