TO GET THE OPTIONS YOU WANT, VISIT CONCEPT FORD DURING THE FORD CUSTOM CAR EVENT TODAY

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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. † Offer valid from February 1, 2011 to March 31, 2011 (the "Program Period"). Receive a maximum of [$500] / [$1000] worth of selected Ford custom accessories, factory installed options, or Customer Cash with the purchase or lease of a new 2011 Ford [Fiesta, Focus, Escape]/[Fusion, Mustang (excluding GT 500), Taurus, Edge, Flex, Explorer, Expedition, E-Series, Transit Connect] (each an "Eligible Vehicle") during the Program Period (the "Offer"). Offer must be applied to the Eligible Vehicle. The Eligible Vehicle must be delivered or factory ordered during the Program Period. Taxes payable on the total price of the Eligible Vehicle (including accessories and factory options), before the Offer value is deducted. This Offer is subject to vehicle, accessory, and factory installed option availability. Only one (1) Offer may be applied toward the purchase or lease of each 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, but not both. This Offer is not combinable with CPA, GPC, Daily Rental Allowances, the Commercial Connection Program, the Commercial Fleet Incentive Program (CFIP), or the A/X/D/Z/F Plan Program. Some conditions apply. Offer available to residents of Canada only. †† Lease a new 2011 Fiesta SE Sedan and get 2.99% APR for up to 48 months on approved credit (OAC) from Ford Credit. Not all buyers will qualify for the lowest APR payment. Example: $17,649 (Cash Purchase Price [with $500 Custom Event incentive deducted]) with $0 down payment or equivalent trade-in, monthly payment is $252, total lease obligation is $12,096, optional buyout is $6,530, cost of leasing is $977 or 2.99%. Taxes payable on full amount of lease financing price after any manufacturer rebate is deducted. Additional payments required for security deposit, NSF fees (where applicable), excess wear and tear, and late fees. Some conditions and mileage restrictions of 80,000km over 48 months apply. A charge of 12 cents per km over mileage restrictions applies. Offers include freight, air tax, PPSA, Stewardship Ontario Environmental Fee and $500 Ford Custom Car Event Incentive but exclude administration and registration fees of up to $799, fuel fill charge of up to $120 and all applicable taxes. Based on 2011 Fiesta SE Sedan monthly lease payment and Ontario provincial HST taxes of 13%. *Receive 0% APR purchase financing on new 2011 Ford [Fiesta (excluding S) / Escape (excluding 4-Manual)] models for a maximum of [36] / [60] / [72] months to qualified retail customers, on approved credit (OAC) from Ford Credit. Not all buyers will qualify for the lowest interest rate. Example: $30,000 purchase financed at 0% APR for [36] / [60] / [72] months, monthly payment is [$833.33] / [$500] / [$416.67], cost of borrowing is $0 or APR of 0% and total to be repaid is $30,000. Down payment on purchase financing offers may be required based on approved credit from Ford Credit. Taxes payable on full amount of purchase price after Manufacturer Rebate has been deducted. Offers include freight, air tax, PPSA 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. All prices are based on Manufacturer's Suggested Retail Price. **Qualified retail customers, on approved credit from Ford Credit (not all buyers will qualify for the lowest APR payment), may purchase finance a new 2011 Ford Focus SE with Sport Appearance Package for $19,127 (with $500 Custom Event incentive deducted), a monthly payment of $265.65 for 72 months with a down payment of $0 or equivalent trade-in. Down payment may be required based on approved credit. Cost of borrowing is $0 or APR of 0% and total to be repaid is $19,127. All offers include freight, air tax, PPSA, Stewardship Ontario Environmental Fee and $500 Ford Custom Car Event Incentive but exclude 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. **Program in effect from Jan. 4/11, to Mar. 31/11 (the "Program Period"). To qualify for a Ford Recycle 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", which offers $300 cash or rebate on the purchase of a 2004 or newer vehicle, 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 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 F-150/2011 Ford or Lincoln vehicle (excluding all Fiesta, Ranger and Medium Truck models), in the amount of $1,000CDN [Focus (excluding 2011 S), Taurus (excluding 2011 S), Mustang (excluding GT500, Boss 302, and 2011 Value Leader), Transit Connect (excluding EV), Escape (excluding 2011 XLT 14 Manual), Edge (excluding 2011 SE), Flex (excluding 2011 SE)] or $2,000CDN [Explorer (excluding 2011 Base models), Sport Trac, F-150 (excluding Raptor and 2011 Regular Cab XL 4X2), F-250 to F-550, E-Series, Expedition, MKZ, MKS, MKX, MKT, Navigator] (each an "Eligible Vehicle"). Taxes payable before Rebate amount is deducted. 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 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. © 2011 Ford Motor Company of Canada, Limited. All rights reserved. ‡‡Estimated fuel consumption ratings for the 2011 Ford Fiesta 1.6L I-4 Manual/Focus 2.0L I-4 Manual/Fusion FWD 2.5L I-4 Manual. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption may vary based on road conditions, vehicle loading and driving habits. *Based on R.L. Polk Canada, Inc. vehicle registrations data, YTD December 2010. Class is intermediate sized cars."

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