



Ford CUSTOM CAR EVENT



Get the OPTIONS you WANT today.



Hybrid model shown

2011 ESCAPE CANADA'S BEST SELLING COMPACT SUV*

0%* APR PURCHASE FINANCING ON SELECT NEW 2011 FORD VEHICLES

GET UP TO + \$10000† WORTH OF NO EXTRA CHARGE OPTIONS OR ACCESSORIES, OR AGAINST THE PURCHASE OR LEASE OF MOST NEW 2011 FORD VEHICLES.

PLUS PAY \$0 DOWN WHEN YOU LEASE OR PURCHASE FINANCE A NEW FORD TODAY.**/**



J.D. Power
BEST NEW SUV / CUV (\$35,000 - \$50,000)

2011 ESCAPE XLT Auto 7.1L/100km hwy, 10.0L/100km city**
OWN IT TODAY FOR ONLY **\$171*** @ **0% APR**
Financed bi-weekly over 72 months with \$0 Down. Offer excludes taxes and includes \$500† Custom Event Incentive.

The Reinvented EXPLORER 8.0L/100km hwy, 11.9L/100km city**
22% more fuel efficient than last year's Explorer V6. ^
2011 NORTH AMERICAN TRUCK OF THE YEAR

2011 EDGE SE 7.4L/100km hwy, 11.2L/100km city**
STARTING FROM **\$28,499***
Offer excludes taxes and includes \$1000† Custom Event Incentive.

FORD LETS YOU RECYCLE YOUR 2003 OR OLDER VEHICLE & GET UP TO \$2,300 TOWARDS MOST NEW FORD VEHICLES.

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 \$2000. Visit www.ford.ca for details.

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

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 the options you want, Visit Concept Ford during the Ford Custom Car Event today

Ford
Drive one. | ontarioford.ca |

CONCEPT FORD



361 Guelph St. (Hwy. #7), Georgetown

905-873-1626

www.conceptford.com

Dealer may sell or lease for less. Limited time offer. Offers may be cancelled at any time without notice. See your Ford Dealer for complete details or call 1-800-565-3673. † Offer valid from February 1, 2011 to March 31, 2011 (the "Program Period"). Receive a maximum of \$5000/(\$10000) 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, Focus, 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 Fleet Incentive Program (CFIP), or the AXX/DZZ/F Plan Program. Some conditions apply. Offer available to residents of Canada only. *Receive 0% APR purchase financing on new 2011 Ford [Fiesta (excluding SE)]/Edge (excluding SE)]/Focus (excluding SE)]/Explorer (excluding SE)]/Ford [Edge SE/Escape Hybrid] for a maximum of \$361/(\$607/172) 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 [361/1607/172] months, monthly payment is \$883.33/15416.67, 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. †Purchase a new 2011 Ford [Edge SE/Escape Hybrid] for \$28,499/\$39,419 after Manufacturer Rebate of \$0/\$0 and \$1000/\$500 Custom Event Incentive deducted. 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 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 Escape XLT Automatic 4x2 for \$28,679 (with \$500 Custom Event Incentive deducted), a monthly payment of \$370.50 (the sum of twelve (12) monthly payments divided by 24 periods gives a bi-weekly payment of \$171) 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 \$28,679. Fuel fill charge of up to \$120 and applicable taxes. Taxes are payable on the full amount of the purchase price. Bi-weekly payments are only available using a customer initiated PC (Internet Banking) or Phone Pay system through the customer's own bank (if offered by that financial institution). The customer is required to sign a monthly payment contract and furnish a cheque in the amount of the first bi-weekly payment on the contract date. Subsequent bi-weekly payments will be made via a PC or Phone Pay system commencing 2 weeks following the contract date. †Program in effect from Jan. 4/11 to Mar. 31/11 (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", which offers \$500 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. †A customer qualifies for Car Heaven or Retire Your Ride Program if Ford of Canada ("Ford") will provide an additional Rebate, with the purchase or lease of an eligible new 2011 Ford or Lincoln vehicle (excluding all Fiesta, Ranger and Medium Truck models), in the amount of \$1000/(\$2000) (Focus (excluding 2011 S), Fusion (excluding 2011 S), Taurus (excluding 2011 SE), Mustang (excluding GT500), Boss 302, and 2011 Value Leader), Transit Connect (excluding 2011 XLT 14 Manual), Edge (excluding 2011 SE), Flex (excluding 2011 SE), Focus (excluding 2011 SE), 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 Allowances 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 Escape FWD 2.5I-4 6 speed automatic/Edge FWD SST 3.5I-V6 6 speed automatic/Explorer 4x2 3.5I-V6 6 speed automatic. Models shown are Edge FWD non-SST 3.5I-V6 6 speed automatic, 11.2L/100km city and 7.6L/100km hwy./Escape Hybrid FWD 2.5I-4-Atkinson CVT 15.8L/100km city and 6.5L/100km hwy.). 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 small utility. ††22% better combined mileage than previous V6 Explorer, 23% better highway mileage, 19% better city mileage. Actual fuel consumption may vary based on road conditions, vehicle loading, and driving habits. ††Actual fuel consumption may vary based on road conditions, vehicle loading, and driving habits. ††Fuel consumption ratings based on Transport Canada-approved test methods and competitive information available at the time of posting. 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