Ford CUSTOM CAR EVENT

# Get the OPTIONS you WANT today.

AJAC www.ajac.ca
AUTOMOBILE JOURNALISTS ASSOCIATION OF CANADA
2011 **FIESTA** BEST NEW SMALL CAR (UNDER $21,000)

SES Hatchback shown

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

+

## GET UP TO $1000†
WORTH OF
## NO EXTRA CHARGE OPTIONS
OR ACCESSORIES, OR AGAINST THE PURCHASE OR LEASE OF MOST NEW 2011 FORD VEHICLES.

2011 **FOCUS** SE
5.6L/100km hwy, 8.0L/100km city‡‡

OWN IT TODAY FOR ONLY
**$266**** @ **0%** APR
per month financed over 72 months with $0 Down. Offer excludes taxes and includes $500† Custom Event Incentive.
Vehicle includes
**SPORT APPEARANCE PACKAGE AND HEATED SEATS**

SEL model shown

2011 **FIESTA** SE
5.3L/100km hwy, 7.1L/100km city‡‡

LEASE FOR ONLY
**$252**†† @ **2.99%** APR
per month financed over 48 months with $0 Down. Offer excludes taxes and includes $500† Custom Event Incentive.

2011 **FUSION** SE
6.9L/100km hwy, 9.4L/100km city‡‡

OWN IT TODAY FOR ONLY
**$19,779**‡
Offer excludes taxes and includes $1,000† Custom Event Incentive.

CANADA'S BEST SELLING MIDSIZE SEDAN*

## PLUS

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 today, visit Concept Ford during the Ford Custom Car Event today**

Ford Drive one.
ontarioford.ca

# CONCEPT FORD

CONCEPT Ford
361 Guelph St. (Hwy. #7), Georgetown
905-873-1626
www.conceptford.com

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. 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 ("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 $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), 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."