BUILT Ford TOUGH

CUSTOM TRUCK EVENT

OK, it's time to make your truck YOUR TRUCK.

Supercab XTR with optional equipment shown

CUSTOMIZE YOUR FORD TRUCK WITH

UP TO $8000** + **$1000**†

MANUFACTURER REBATE
ON SELECT NEW 2011 FORD TRUCKS

WORTH OF NO EXTRA CHARGE FORD CUSTOM ACCESSORIES
WITH THE PURCHASE OR LEASE OF MOST NEW 2011 FORD TRUCKS

2011 RANGER SUPERCAB SPORT

9.8L/100KM hwy, 13.5L/100KM city‡‡
MANUFACTURER REBATE....... $6,000
OWN FOR ONLY
$15,479‡
Offer includes $6,000 Manufacturer Rebate and excludes taxes.
PLUS
$1,000† WORTH OF NO EXTRA CHARGE ACCESSORIES

2011 F-150 REGULAR CAB XL

8.9L/100KM hwy, 12.8L/100KM city^
STARTING FROM
$21,579‡
Offer excludes taxes
PLUS
$1,000† WORTH OF NO EXTRA CHARGE ACCESSORIES

Lariat model shown

2011 F-250 SUPERDUTY

BEST IN CLASS FUEL ECONOMY■
MANUFACTURER REBATE......... $8,000
STARTING FROM
$28,999‡
Offer includes $8,000 Manufacturer Rebate and excludes taxes.
PLUS
$1,000† WORTH OF NO EXTRA CHARGE ACCESSORIES

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.‡

Ford Drive one.

MAKE YOUR TRUCK, YOUR TRUCK ONLY AT CONCEPT FORD

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 $1,000CDN towards select Ford Custom truck accessories, excluding factory-installed accessories/options ("Accessories"), with the purchase or lease of a new 2010/2011 Ford F-150 (excluding Raptor), 2011 Ranger or 2011 Super Duty delivered or factory ordered during the Program Period (the "Offer"). Offer is subject to vehicle and Accessory availability. Offer is not redeemable for cash and can only be applied towards eligible Accessories. Any unused portions of the Offer are forfeited. Total Accessories may exceed $1,000CDN. Only one (1) Offer may be applied toward the purchase or lease of an 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, or the Commercial Fleet Incentive Program (CFIP). Limited time offer. Offer may be cancelled at any time without notice. Some conditions apply. Offer available to residents of Canada only. See Dealer for details. **Receive $1,500/$6,000/$7,000/$8,000 in Manufacturer Rebates with the purchase or lease of a new 2011 Ranger Super Cab XL, Ranger Regular Cab, F-350 – F-550 Chassis Cabs/Ranger Super Cab (excluding XL), F-150 Regular Cab (excluding XL 4x2)/F-150 (excluding Regular Cab)/F-250 – F-450 (excluding Chassis Cabs). All F-150 Raptor and Medium Truck models are excluded. 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. Manufacturer Rebates are not combinable with any fleet consumer incentives. ‡Purchase a new 2011 Ford [Ranger Super Cab Sport XL 4X2/F-150 SuperCab XLT 4X2/ F-150 Regular Cab 4X2/F-250 Regular Cab XL 4X2/F-150 Supercab XTR shown] for [$15,479/$27,979/$21,579/$28,999/$34,879] after Total Manufacturer Rebate of [$6,000/$7,000/$0/$8,000/$7,000] 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 all applicable taxes. All prices are based on Manufacturer's Suggested Retail Price. *Offer valid from Feb. 1/11, to Mar. 31/11 (the "Offer Period"). Customers who purchase finance or lease most new 2010 or 2011 Ford F-150(excluding Raptor and 2011 Regularcab XL 4X2) (each an "Eligible Vehicle") and finance through Ford Credit, Canada will receive $1000 (the "Offer"). 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 can be used in conjunction with most retail consumer offers made available by Ford of Canada at the time of either factory order or delivery, but not both. This offer is not combinable with CPA, GPC, CFIP, FALS or Daily Rental Allowance 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 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), in the amount of $1,000CDN [Focus (excluding 2011 S), Fusion (excluding 2011 S), Taurus (excluding 2011 SE), Mustang (excluding GT500, Boss 302, and 2011 Value Leader), Transit Connect (excluding EV), Escape (excluding 2011 XLT I4 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. ± When properly equipped. Max. towing with 3.5L EcoBoost and 6.2L 2 valve V8 engines (class is Full-Size Pickups under 8,500 lbs GVWR vs. 2010/2011 competitors) and max. torque on F-150 6.2L V8 engine (class is Full–Size Pickups under 8,500 lbs GVWR vs. 2011/2010 comparable competitor engines). ^Class is Full-Size Pickups under 8,500 lbs. GVWR, non-hybrid. Estimated fuel consumption ratings for the 2011 F-150 4X2 3.7L V6 SST based on Transport Canada approved test methods. Actual fuel consumption may vary based on road conditions, vehicle loading and driving habits. ‡‡Estimated fuel consumption ratings for 2011 Ranger 4X2 4.0L V6 5 speed manual. ■ Projected best in class fuel economy based on competitive data available at the time of testing using Ford drive-cycle tests (in accordance with the guidelines of the Society of Automotive Engineers' Standard J1321) of comparably equipped 2011 Ford vs. 2010 competitive models. Class is Full-Size Pickups over 8,500 lbs. GVWR.