



**Ford**  
CUSTOM CAR EVENT

Get the **OPTIONS** you **WANT** today.



Hybrid model shown

**2011 FUSION**  
CANADA'S BEST SELLING MIDSIZE SEDAN\*

GET UP TO **0%\*** APR PURCHASE FINANCING ON SELECT NEW 2011 FORD VEHICLES

**+ \$1000<sup>†</sup>** 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 **\$15,579<sup>†</sup>**

Offer excludes taxes and includes \$500\* Custom Event Incentive. Vehicle includes **SPORT APPEARANCE PACKAGE AND HEATED SEATS**



**BEST NEW SMALL CAR**  
(UNDER \$21,000)  
As ranked by J.D. Power and Associates' 2011 Quality Award

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

LEASE FOR ONLY **\$248<sup>††</sup> @ 3.99% APR**

per month financed over 48 months with \$988 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<sup>†</sup>**

Offer excludes taxes and includes \$1,000\* Custom Event Incentive.

**THIS IS YOUR LAST CHANCE. IT ALL ENDS MARCH 31<sup>st</sup>.**



**OVER 48,000 CANADIANS HAVE RECYCLED THEIR RIDE WITH FORD.**

Recycle your 2003 or older vehicle and get up to **\$2,300<sup>†</sup>** 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 \$1,000 to \$2,000. Visit [www.ford.ca](http://www.ford.ca) for details.

In Partnership with **Summerhill Impact**, **CAR HEAVEN**, and **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.



Drive one.

ontarioford.ca

**CONCEPT**



**MINUTES AWAY. MILES AHEAD.**

2011 FORD ESCAPE • GREAT SELECTION STARTING FROM

**\$20,999**

PLUS HST • A15079



361 Guelph Street (HWY #7) • Georgetown • (905) 873-1626 • [www.CONCEPTFORD.com](http://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 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 \$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) / (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. Dealer may sell for less. 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 or the Commercial Fleet Incentive Program (CFIP). Limited time offer. Offer may be cancelled at any time without notice. See Dealer for details. \*\*Lease a new 2011 Ford Fiesta SE 5 Door Manual and get 3.99% APR for 48 months on approved credit (OAC) from Ford Credit. Not all buyers will qualify for the lowest APR payment. Example: \$15,867 (Cash Purchase Price after \$500 Custom Event Incentive 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 applicable taxes. \*Receive 0% APR purchase financing on new 2011 Ford (Fiesta (excluding SE) / Edge (excluding SE) / Flex (excluding SE) / Escape (excluding SE) / Expedition (4 Manual)) models for a maximum of 1361 / (60) / (72) months on approved credit (OAC) from Ford Credit. 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. SE) / Flex (excluding SE) / (\$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 of up to \$799, fuel fill charge of up to \$120 and applicable taxes. \*Receive 0% APR purchase financing on new 2011 Ford (Fiesta (excluding SE) / Edge (excluding SE) / Flex (excluding SE) / Escape (excluding SE) / Expedition (4 Manual)) models for a maximum of 1361 / (60) / (72) months on approved credit (OAC) from Ford Credit. Taxes payable on full amount of purchase price after Manufacturer Rebate has 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 applicable taxes. All prices are based on Government of Canada, or Summerhill Impact's "Car Heaven Program". 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 2003 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. 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 Ford or Lincoln vehicle (excluding all Fiesta, Ranger and Medium Truck models) in the amount of \$1,000 (Ford Focus, F-150, F-250, F-350, Expedition, MKZ, 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, Daily Rental, 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. All rights reserved. \*\*Estimated fuel consumption ratings for the 2011 Ford Fusion SE 2.0L i4-5 speed manual / Fusion FWD 2.5L i4-5 speed manual / Fusion FWD 2.5L i4-5 speed manual / Fusion FWD 2.5L i4-5 speed manual. Fuel consumption ratings may vary based on road conditions, vehicle loading and driving habits. Vehicle shown is Fusion Hybrid 2.5L i4-CVT 4-6L /100km city and 5.4L /100km hwy. †Based on R.L. Polk Canada Inc. vehicle registrations data. VTD December 2010. Class is intermediate sized cars.