



KEVYS,
Ford Dealer
Sales Manager

ALEXANDRA P.
Dealership
Business Manager

JAMIE R.
Marketing
Plans Manager



EMPLOYEE PRICING

SHARE OUR PRIDE SHARE OUR PRICE[^]

WITH UP TO
\$12,000* + **\$1,000^{††}** **COSTCO**
WHOLESALE
FOR ELIGIBLE
COSTCO MEMBERS

ONLY UNTIL JUNE 30TH

IN PRICE ADJUSTMENTS
2011 F-250 Super Cab 4x4 Diesel amount shown

2011 FIESTA SE HATCHBACK
BEST NEW SMALL CAR
UNDER \$21,000

Employee Price Adjustment.....\$1,083
Delivery Allowance.....\$1,000
Total Eligible Price Adjustment...\$2,083



AJAC
AUTOMOBILE JOURNALISTS
ASSOCIATION OF CANADA
BEST NEW SMALL CAR
(UNDER \$21,000)



Share our Employee Price

\$16,296*

Offer excludes taxes



5.3L/100km 53MPG HWY**
7.1L/100km 40MPG CITY**

DRIVE UP TO 927KM*** ON A SINGLE TANK



SEL model shown

The all-new 2012 **FOCUS SE**
DELIVERS AN IMPRESSIVE
59 MPG WITH SFE ONLY[†]

Employee Price Adjustment.....\$1,280
Delivery Allowance.....\$1,000
Total Eligible Price Adjustment...\$2,280

Share our Employee Price

\$18,299*

Offer excludes taxes



4.8L/100km 59MPG HWY[†]
7.2L/100km 39MPG CITY[†]



AJAC
AUTOMOBILE JOURNALISTS
ASSOCIATION OF CANADA
BEST NEW SUV/CUV
(\$35,000-\$50,000)

2011 EDGE SEL
BEST NEW SUV/CUV
\$35,000-\$50,000

Employee Price Adjustment.....\$2,720
Delivery Allowance.....\$1,500
Costco Incentive (for eligible members).....\$1,000
Total Eligible Price Adjustment...\$5,220

Share our Employee Price

\$30,359*

Offer excludes taxes

7.4L/100km 38MPG HWY**
11.2L/100km 25MPG CITY**



Supercrew Platinum model shown

2011 F-150 SUPERCAB XLT
BEST IN CLASS
FUEL ECONOMY NON-HYBRID MODELS^{†††}

Employee Price Adjustment.....\$3,621
Delivery Allowance.....\$5,500
Costco Incentive (for eligible members).....\$1,000
Total Eligible Price Adjustment...\$10,121

Share our Employee Price

\$24,858*

Offer excludes taxes

8.9L/100km 32MPG HWY**
12.8L/100km 22MPG CITY**

Our advertised prices include Freight, Air Tax, PPSA 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.*



Drive one.

ontarioford.ca |

Get your employee pricing today, only at **Concept Ford**

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. ^ Employee Pricing ("Employee Pricing") is available from June 16TH to August 31ST (the "Program Period") on the purchase or lease of most new 2011/2012 Ford/Lincoln vehicles (excluding all chassis cab and cutaway body models, F-150 Raptor and Mustang Boss 302). Employee Pricing refers to A-Plan pricing ordinarily available to Ford employees (excluding any GM negotiated program or other periodic relationship special offer). The new vehicle must be delivered or factory ordered during the Program Period from your participating Ford Dealer. This offer 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. Employee Pricing is not combinable with CPA, GPC, CFP, Daily Rental Allowance, AXZ/DF-Plan and AZ-Plan Loyalty program incentives. *Purchase a new 2011 Ford F-250 Super Cab XLT 4x4/Fiesta SE Hatchback/Edge SEL FWD/F-150 Super Cab XLT 4x4/Fiesta SE Hatchback/Edge SEL FWD/F-150 Supercrew Platinum MSRP \$56,299 after Total Price Adjustments of \$13,249/(\$2,083/\$2,280) deducted (Total Price Adjustment is a combination of Employee Price Adjustment of \$6,993/\$1,083/\$2,720/\$3,621/\$1,280) and delivery allowance of \$5,500/\$1,000/\$1,500/\$5,500) and eligible Costco Incentive (\$1,000/\$1,000/\$1,000/\$1,000). Vehicle shown is a 2011 F-150 Supercrew Platinum MSRP \$56,299 and 2012 Focus SE. Sedan for \$21,499. Taxes payable on full amount of purchase price after the Employee Price Adjustment and Delivery Allowance has been deducted and before the Costco offer 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. Delivery Allowances 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. Delivery Allowances are not combinable with any fleet consumer incentives. **Estimated fuel consumption ratings for the 2011 Fiesta 1.6L-14 5 speed manual/Edge FWD SST 3.5L-V6 6 speed automatic/7.1L/100km city and 7.4L/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. ***Class is full-size pickups under 8,500 lbs. GVWR, non-hybrid. Estimated fuel consumption ratings for the 2012 Focus SE Sedan Duratec 2.0L-L4 engine/5-speed Automatic Transmission with available SFE Package/7.2L/100km city and 4.8L/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. † Estimated fuel consumption ratings for the 2012 Focus SE Sedan Duratec 2.0L-L4 engine/5-speed Automatic Transmission with available SFE Package/7.2L/100km city and 4.8L/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. †† Offer only valid from April 1, 2011 to June 30, 2011 (the "Offer Period") to resident Canadians with a Canadian Costco membership on or before March 31, 2011. Use this \$1,000 Costco member offer towards the purchase or lease of a new 2011/2012 Ford/Lincoln vehicle (excluding Fiesta, Focus, Ranger, Raptor, GT500, Mustang Boss 302 & Medium Truck) (each an "Eligible Vehicle"). The new vehicle must be delivered and/or factory-ordered from your participating Ford/Lincoln dealer within the Offer Period. Offer is only valid at participating dealers, is subject to vehicle availability, and may be cancelled or changed at any time without notice. Only one (1) offer may be applied towards the purchase or lease of a maximum of two (2) separate Eligible Vehicle sales per Costco Membership Number. Offer is transferable to persons domiciled with an eligible Costco member. This offer can be used in conjunction with most retail consumer offers made available by Ford Motor Company of Canada at either the time of factory order if ordered within the Offer Period or delivery, but not both. Offer is not combinable with any CPA/GPC or Daily Rental Incentives, the Commercial Fleet Incentive Program (CFIP) or the Commercial Uplift Program or the Commercial Uplift Program (CUP). Applicable taxes calculated before \$1,000 Costco offer is deducted. Dealer may sell or lease for less. Limited time offer. See dealer for details or call the Ford Customer Relationship Centre at 1-800-565-3673. ©2011 Ford Motor Company of Canada, Limited. All rights reserved.