



# EMPLOYEE PRICING

## SHARE OUR PRIDE SHARE OUR PRICE

WITH UP TO  
**\$12,000\***  
IN PRICE ADJUSTMENTS  
2011 F-250 Super Cab 4x4 XLT Diesel amount shown

### 2011 F-150 SUPERCAB XLT

**BEST IN CLASS FUEL ECONOMY** NON-HYBRID MODELS\*\*

Employee Price Adjustment.....\$3,621  
Delivery Allowance.....\$6,000

**Total Eligible Price Adjustment...\$9,621**

Share our Employee Price  
**\$25,358\***

Offer excludes taxes



Supercrew Platinum model shown



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

**4 ALL-NEW ENGINES**

• BEST IN CLASS TORQUE\* • BEST IN CLASS PAYLOAD\*  
• BEST IN CLASS TOWING\* • BEST IN CLASS FUEL ECONOMY (NON-HYBRID MODELS)\*\*



2011 RANGER SUPERCAB SPORT  
**DELIVERS AN IMPRESSIVE 29 MPG\*\***

Employee Price Adjustment.....\$1,600  
Delivery Allowance.....\$5,000

**Total Eligible Price Adjustment...\$6,600**

Share our Employee Price  
**\$14,879\***

Offer excludes taxes



**9.8L/100km 29MPG HWY\*\***  
**13.5L/100km 21MPG CITY\*\***



2011 ESCAPE XLT AUTO  
**CANADA'S BEST SELLING COMPACT SUV\*\***

Employee Price Adjustment.....\$1,891  
Delivery Allowance.....\$3,000

**Total Eligible Price Adjustment...\$4,891**

Share our Employee Price  
**\$22,288\***

Offer excludes taxes

**7.1L/100km 40MPG HWY\*\***  
**10.0L/100km 28MPG CITY\*\***



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

Employee Price Adjustment.....\$2,720  
Delivery Allowance.....\$1,500

**Total Eligible Price Adjustment...\$4,220**

Share our Employee Price  
**\$31,359\***

Offer excludes taxes

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



Automotive Journalists Association of Canada  
**BEST NEW SUV/CUV**  
(\$35,000-\$50,000)

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.

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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 16/11 to August 31/11 (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 CAW negotiated bonuses). 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, CAP, Daily Rental Allowance and AAZ/DF-Plan. \*Purchase a new 2011 Ford F-250 Super Cab XLT 4x4 Diesel/Escape XLT Automatic/Edge SEL FWD/Ranger SuperCab Sport/F-150 SuperCab XLT for (\$57,899) / (\$22,288) / (\$31,359) / (\$4,879) / (\$25,358) after Total Price Adjustments of (\$12,243) / (\$4,891) / (\$4,220) / (\$6,600) / (\$9,621) deducted. (Total Price Adjustment is a combination of Employee Price adjustment of (\$6,993) / (\$1,891) / (\$2,720) / (\$1,600) / (\$3,621) and delivery allowance of (\$5,500) / (\$3,000) / (\$1,500) / (\$5,000) / (\$6,000). Vehicle shown is a 2011 F-150 Supercrew Platinum with MSRP of \$56,299. Taxes payable on full amount of purchase price after Total Price Adjustment 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 of Canada 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 Edge FWD SST 3.5L-16/Escape FWD 2.5L-4.6 Speed Auto/Ranger SuperCab Sport 4X2i 11.2L/100km city and 7.4L/100km hwy/110.0L/100km city and 7.1L/100km hwy/113.5L/100km city and 9.8L/100km hwy. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption will 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 2011 F-150 4x2 3.7L V6 SST: 12.8L/100km city and 8.9L/100km hwy based on Transport Canada approved test methods. Actual fuel consumption will vary based on road conditions, vehicle loading and driving habits. \*\*When properly equipped. Max. towing of 11,300 lbs with 3.5L EcoBoost and 6.2L V8 engines. Class is Full-Size Pickups under 8,500 lbs GVWR vs. 2010/2011 comparable competitor engines. \*\*Based on R.L. Polk Canada, Inc. vehicle registrations data, YTD April 2011. Class is small utility. ©2011 Ford Motor Company of Canada, Limited. All rights reserved.