CARS COST LESS IN GEORGETOWN

BRING IT ON JACK FROST.

Ford WINTER READY

GET WINTER READY WITH SAFETY FEATURES AND OPTIONS LIKE ADVANCETRAC®, ABS, AND AVAILABLE HEATED LEATHER SEATS.

2012 FOCUS SE

TRACTION CONTROL · AVAILABLE POWERSHIFT™ 6-SPEED · MP3 COMPATIBLE

5.5L/100 km 51 MPG HWY^^
7.8L/100 km 36 MPG CITY^^

LEASE FOR ONLY **$299**†† @ **2.99%** APR

PER MONTH FOR 48 MONTHS WITH $299 DOWN PAYMENT

OFFER EXCLUDES TAXES

GET FINANCING AS LOW AS **0%** APR FOR UP TO 36 MONTHS† ON MOST NEW 2012 FOCUS MODELS.

OR

FOCUS S STARTING FROM $17,629* OFFER EXCLUDES TAXES

NOW IT'S EASY TO OWN WINTER WITH

NO EXTRA CHARGE WINTER SAFETY❄PACKAGE
UP TO $1,800 (MSRP) VALUE**
ON FIESTA, FOCUS, FUSION, ESCAPE, EDGE (EXCLUDING EDGE SPORT) AND EXPLORER MODELS
- WINTER TIRES
- WINTER WHEELS
- TIRE PRESSURE MONITORING SYSTEM

WITH THE PURCHASE OR LEASE OF SELECT NEW MODELS.

AND

GET FINANCING AS LOW AS **0%** APR FOR UP TO 60 MONTHS‡ ON SELECT NEW 2012 FUSION AND ESCAPE MODELS.

OR GREAT LEASE OFFERS

INSURANCE INSTITUTE FOR HIGHWAY SAFETY Top Safety Pick Award Winner from IIHS

BEST NEW SMALL CAR (UNDER $21,000)

2012 FIESTA SE HATCHBACK

LEASE FOR ONLY **$269**†† @ **4.99%** APR

PER MONTH FOR 48 MONTHS WITH $269 DOWN PAYMENT. OFFER EXCLUDES TAXES

OR

PURCHASE A FIESTA S STARTING FROM $14,629*. OFFER EXCLUDES TAXES

PLUS

ELIGIBLE CUSTOMERS GET $500 IN RECYCLE YOUR RIDE INCENTIVES

TRACTION CONTROL · AVAILABLE POWERSHIFT™ 6-SPEED · MP3 COMPATIBLE

5.1L/100 km 55 MPG HWY^^
6.9L/100 km 41 MPG CITY^^

CANADA'S BEST-SELLING COMPACT SUV***

2012 ESCAPE I4 XLT AUTO

LEASE FOR ONLY **$399**†† @ **1.99%** APR

PER MONTH FOR 48 MONTHS WITH $0 DOWN PAYMENT. OFFER EXCLUDES TAXES

OR

PURCHASE AN ESCAPE XLT FWD MANUAL STARTING FROM $21,629*. OFFER EXCLUDES TAXES

PLUS

ELIGIBLE CUSTOMERS GET $1000 COSTCO INCENTIVE & $1000 RYR INCENTIVE

4WD AVAILABLE 4WD · ELECTRONIC STABILITY CONTROL · MP3 COMPATIBLE

7.1L/100 km 40 MPG HWY^^
10.0L/100 km 28 MPG CITY^^

RECYCLE YOUR RIDE IS BACK FOR A LIMITED TIME.

FORD LETS YOU RECYCLE YOUR **2005 OR OLDER** VEHICLE & GET UP TO **$3,000**‡ TOWARDS MOST NEW FORD VEHICLES.

FORD LETS YOU RECYCLE YOUR 2005 OR OLDER VEHICLE & GET UP TO $3,000 TOWARDS MOST NEW FORD VEHICLES. THIS OFFER IS IN ADDITION TO INCENTIVES CURRENTLY OFFERED ON QUALIFYING NEW FORD VEHICLES. INCENTIVES RANGE FROM $500 TO $3000. VISIT WWW.FORD.CA FOR DETAILS.

ALL VEHICLES SHOWN FEATURE: AVAILABLE SYNC · AVAILABLE HEATED SEATS

COSTCO WHOLESALE — ELIGIBLE COSTCO‡‡ MEMBERS RECEIVE **$1,000**

ON MOST 2011 AND 2012 FORD VEHICLES. VISIT FORDCOSTCO.CA

SIRIUS SATELLITE RADIO††† Available in most new Ford vehicles with 6-month pre-paid subscription

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.

Ford Drive one.

Hurry in and get winter ready. Only at Concept Ford

ontarioford.ca

Vehicle(s) may be shown with optional equipment. 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. **Receive a winter safety package which includes: four (4) Winter Tires, four (4) steel Rims (Escape receives alloy wheels), and one (1) Tire pressure monitoring system when you purchase lease any new 2011/2012 Ford Fiesta, Focus, Fusion, Escape, Edge (excluding Sport) or Explorer on or before Nov 30/11. This offer is not applicable to any Fleet (other than small fleets with an eligible FIN) or Government customers and not combinable with CPA, GPC, CFIP or Daily Rental Allowances. Some conditions apply. See Dealer for details. Vehicle handling characteristics, tire load index and speed rating may not be the same as factory supplied all season tires. Winter tires are meant to be operated during winter conditions and may require a higher cold inflation pressure than all season tires. Consult your Ford of Canada dealer for details including applicable warranty coverage. *Purchase a new 2012 [Focus S /Fiesta S/Fusion I4 S/Escape XLT I4 FWD Manual] for [$17,629/$14,629/$21,629/$21,629] after Total Manufacturer Rebate of [$0/$0/$0/$0] 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. 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. †Receive 0% APR purchase financing on new 2012 Ford [Focus (excluding S), Edge (excluding SE), Flex (excluding SE), Taurus (excluding SE)/Fusion (excluding S)/Escape (excluding I4 manual) models for a maximum of [36/48/60] months to qualified retail customers, on approved credit (OAC) from Ford Credit. Not all buyers will qualify for the lowest interest rate. Example: $30,000 purchase financed at 0% APR for 60 months, monthly payment is [$833.33/$625/$500], cost of borrowing is $0 or APR of 0% and total to be repaid is $30,000.Down payment on purchase financing offers may be required based on approved credit from Ford Credit. Taxes payable on full amount of purchase price. ††Lease a new 2012 [Ford Focus SE Manual/Fiesta SE Coupe/Escape XLT I4 FWD Auto] and get [2.99%/4.99%/1.99%] APR for 48 months on approved credit (OAC) from Ford Credit. Taxes payable on full amount of purchase price. Example: $20,290/$17,449/$27,529(Cash Purchase Price) with $299/$269/$399 down payment or equivalent trade-in, monthly payment is $299/$269/$0 total lease obligation is $14,651/$13,181/$19,152 optional buyout is $7,633/$7,052/$9,910 cost of leasing is $1,667.50/$2,452.12/$1,484.02 or 2.99%/4.99%/1.99% APR. Taxes payable on 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/64,000km/$80,000km over 48 months apply. A charge of 16 cents per km over mileage restrictions applies. Offers include freight, air tax, PPSA, 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. ^^Estimated fuel consumption ratings for the 2012 [Fiesta 1.6L- I4 5 speed manual] [Fusion 2.5L- I4 6 speed manual] [Escape 2.5L- I4 6 speed auto]; [6.9L/100 km city and 5.3L/100 km hwy] [9.4L/100 km city and 6.9L/100 km hwy] [10.0L/100 km city and 7.1L/100 km 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. ‡Estimated fuel consumption ratings for the 2012 Focus Duratec 2.0L I-4 engine [6-speed Automatic Transmission with available SFE Package] / [2012 Focus SE 2.0L I4 5 speed manual]; [7.2L/100km (39 MPG) city and 4.8L/100km (59 MPG) hwy] / [7.8L/100km (36 MPG) city and 5.5L/100km hwy (51 MPG)]. Fuel consumption ratings based on Transport Canada approved test methods. Actual fuel consumption will vary based on road conditions, vehicle loading and driving habits. ***© 2011 Sirius Canada Inc. "SIRIUS", the SIRIUS dog logo, channel names and logos are trademarks of SIRIUS XM Radio Inc. and are used under licence. †††Offer only valid from September 1, 2011 to October 31, 2011 (the "Offer Period") to resident Canadians with a Costco membership on or before August 31, 2011. Use this $1,000CDN 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, Transit Connect EV & Medium Truck) (each an "Eligible Vehicle"). The Eligible 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 one (1) Eligible Vehicle, up to 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 Upfit Program or the Commercial Fleet Incentive Program (CFIP). Applicable taxes calculated before $1,000CDN offer is deducted. ‡Program in effect from October 1, 2011 to January 3, 2012 (the "Program Period") To qualify, customer must turn in a 2005 model year or older vehicle that is in running condition (able to start and move and without missing parts) and has been properly registered/plated or insured for the last 3 months (the "Criteria"). Eligible customers will receive [$500]/[$1,000]/[$2,500]/[$3,000] towards the purchase or lease of a new 2011/2012 Ford [Fiesta (excluding S), Focus (excluding S)/(Fusion (excluding Value Leader), Escape (excluding XLT I4 Manual), Transit Connect (excluding EV), Ranger (excluding Regular Cab 4x2 XL), Edge (excluding SE), Flex (excluding SE), Explorer (excluding base)/(F-150 (excluding Regular Cab 4x2 XL), Expedition, E-Series)/(F250-550) – all Raptor, GT500, BOSS302, and Medium Truck models excluded (each an "Eligible Vehicle"). Taxes payable before Rebate amount is deducted. To qualify: (i) customer must, at the time of the Eligible Vehicle sale, provide the Dealer with (a)sufficient proof of Criteria, and (b) signed original ownership transferring customer vehicle to the Authorized Recycler, and (ii) Eligible Vehicle must be purchased, leased, or factory ordered during the Program Period. Offer only available to residents of Canada and payable in Canadian dollars. Offer is transferable to persons domiciled with the owner of the recycled vehicle. 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. Offer not available on any vehicle receiving CPA, GPC, or Daily Rental Rebates and the Commercial Fleet Rebate Program (CFIP). 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. 2012 Ford Fusion factory order may be required. ***Based on R.L. Polk Canada, Inc. vehicle registrations data, YTD April 2011. Class is small utility.**

JOHN SAYS WE WON'T LOSE A CUSTOMER OVER PRICE

CONCEPT Ford

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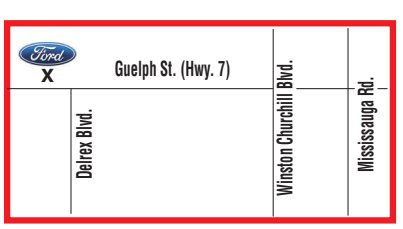
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