AT CONCEPT FORD THE CUSTOMER IS ALWAYS #1

Ford

EMPLOYEE PRICING†

IT'S BACK AND BIGGER THAN EVER

with up to

$14,000*

IN PRICE ADJUSTMENTS

2012 F-150 Platinum Super Crew 4x4 amount shown

PLUS

YOU COULD WIN YOUR FORD‡

SHARE OUR PRIDE SHARE OUR PRICE

2012 FOCUS SE SEDAN

Employee Price Adjustment.....$1,280
Delivery Allowance.....$1,500
Total Eligible Price Adjustments...$2,780

Share our Employee Price
$17,848*
Offer excludes taxes.

Comes Loaded With Features Like:
- Air Conditioning
- AdvanceTrac® With Electronic Stability Control
- Active Grille Shutters

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

2012 F-150 STX SUPER CAB 4X2

Employee Price Adjustment.....$2,273
Delivery Allowance.....$6,500
Total Eligible Price Adjustments...$8,773

Share our Employee Price
$21,998*
Offer excludes taxes.

Lease For Only **$379**^^ @ **4.99%** APR
per month for **36** months with **$0** down payment.
Offer excludes taxes.

8.9L/100km 32MPG HWY^^
12.7L/100km 22MPG CITY^^

2013 EDGE SEL FWD

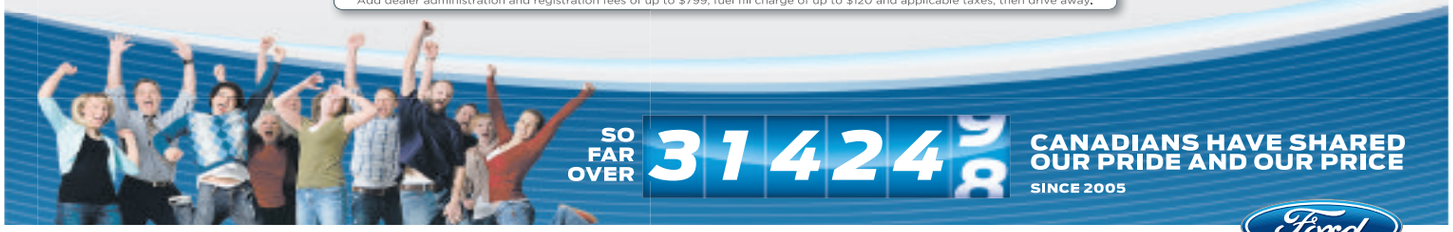
Employee Price Adjustment.....$2,770
Delivery Allowance.....$1,000
Total Eligible Price Adjustments...$3,770

Share our Employee Price
$32,358*
Offer excludes taxes.

Lease For Only **$398**^^ @ **1.99%** APR
per month for **36** months with **$1,800** down payment.
Offer excludes taxes.

7.2L/100km 39MPG HWY^^
11.1L/100km 25MPG 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.



SO FAR OVER 31424 98 CANADIANS HAVE SHARED OUR PRIDE AND OUR PRICE SINCE 2005

Ford
Go Further
ontarioford.ca

GET YOUR EMPLOYEE PRICE AND CHANCE TO WIN AT CONCEPT FORD TODAY!

SiriusXM
Available in most new Ford vehicles with 6-month pre-paid subscription

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. © 2012 Sirius Canada Inc. "SiriusXM", the SiriusXM logo, channel names and logos are trademarks of SiriusXM Radio Inc. and are used under licence. "Ford Employee Pricing" (Employee Pricing†) is available from June 14, 2012 to August 31, 2012 (the "Program Period"), on the purchase or lease of most new 2012/2013 Ford vehicles (excluding all chassis cab and cutaway body models, F-150 Raptor, Medium Trucks, Mustang Boss 302, and 2013 Shelby GT500). Employee Pricing refers to A-Plan pricing continually available to Ford of Canada employees (excluding any CAW-negotiated programs). 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 and AX/ZOF-Plan programs. *No purchase necessary. For full contest rules, eligible vehicle criteria, and to enter as a Ford owner, visit www.fordcanadasweepstakes.com and follow the entry path applicable to you, complete all mandatory fields and click on 'submit'). Open only to residents of Canada who have reached the age of majority, possess a valid graduated (level provincially) issued driver's license, and are owners of Ford branded vehicles (excluding fleet customers and all Lincoln and Mercury models). Eligible vehicle criteria includes requirement that the property registered in Canada in the contest entrant's name (matching vehicle ownership), and properly registered/plated and insured. Non-Ford owners can enter by mailing an original 100 word essay on "what they like about Ford", with their full name, full mailing address, email, daytime phone number (with area code) to: Vanessa Richard, Pareto Corp., 1 Concorde Gate, Suite 200, Toronto, ON, M3C 4G4. Contest closes at 11:59pm (PST) on the last day of the 2012 Ford Employee Pricing campaign which will be no earlier than August 31, 2012. Limit of 1 entry per person. Up to 6 prizes available to be won in Canada in 3 possible prize categories, each worth up to CAD$50,000. Chances of winning are dependent on the total number of entries received up to each 10,000 interval of unit sales under the Employee Pricing campaign ("Draw Trigger"). Odds of winning decrease as the contest progresses; more entries are made into the contest, and opportunities for Draw Triggers lessen. Skill testing question required. **Purchase a new (2012) (2013) [Focus SE Sedan Manual / F-150 STX Super Cab 4x2/F-150 Platinum Super Crew 4x4/Edge SEL FWD] for ($17,848/$21,998/$46,313) ($22, 336) after total Ford Employee Price adjustment of ($2,780/$8,773/$14,186)($3,770) (total Ford Employee Price adjustment is a combination of Employee Price adjustment of ($1,280 / $2,273/$7,186)($2,770) and delivery allowance of $1,500 / $6,500/$7,000)($1,000)) is deducted. Taxes payable on full amount of purchase price after Ford Employee 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 other consumer incentives. Employee Pricing is not combinable with CPA, GPC, CFP, Daily Rental Allowance and AX/ZOF-Plan programs. ***Until August 31, 2012. Lease is new (2012/2013) F-150 Super Cab 4x2/F-150 Super Cab 4x4/F-150 STX Super Cab 4x2/F-150 Platinum Super Crew 4x4/Edge SEL FWD for $379/$398 (1.99%) APR for up to 36 months on approved credit (O.A.C.) from Ford Credit. Not all buyers will qualify for the lowest APR payment. Lease is new (2012/2013) F-150 STX Super Cab 4x2/F-150 Platinum Super Crew 4x4/Edge SEL FWD for $379/$398 (1.99%) APR for up to 36 months on approved credit (O.A.C.) from Ford Credit. Not all buyers will qualify for the lowest APR payment. Lease payments are based on Manufacturer's Suggested Retail Price. Lease payments 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 applicable taxes. Offers include Total Price Adjustments of ($8,773)/($2,770) and Delivery Allowance of ($6,500)/($1,000). 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 other consumer incentives. Employee Pricing is not combinable with CPA, GPC, CFP, Daily Rental Allowance and AX/ZOF-Plan programs. 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. **Estimated fuel consumption ratings for the 2012 F-150 4X2 3.7L V6 SSTI 12.7L/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. ***Estimated fuel consumption ratings for the 2012 F-150 4X2 3.7L V6 SSTI 12.7L/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 2-valve 4X2 V8 engines. Max. payload of 3,120 lbs with 5.0L Ti-VCT V8 engines. Class is Full-Size Pickups under 8,500 lbs GVWR, non-hybrid. ©2012 Ford Motor Company of Canada, Limited. All rights reserved.

"Worth it" — VISITING CONCEPT FORD — "YES"

CONCEPT Ford

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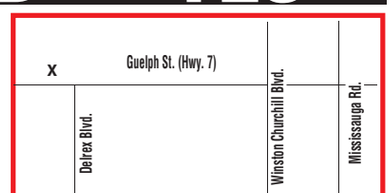
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