

LIKE ALL GOOD THINGS, RECYCLE YOUR RIDE MUST COME TO AN END.

RECYCLE YOUR RIDE IS ON ALL ACROSS CANADA —
ONLY UNTIL **JANUARY 3RD** AND ONLY AT YOUR FORD STORE.



Ford's Recycle Your Ride program is a great incentive for consumers looking to save on their next vehicle while responsibly recycling their old one.

Since the program was first offered in 2009, Ford's Recycle Your Ride program has retired more than 50,000 old vehicles.

And now, in an effort to recycle even more, the program has been expanded to include 2005-model-year-or-older vehicles. So even more people can receive between \$500 and \$3000* in incentives towards purchasing or leasing our smartest, safest and most fuel-efficient Ford vehicles — like the Focus, Fusion and F-150, and even the award-winning Fiesta and Edge.

Our goal is to replace as many older vehicles still on the road today with more fuel-efficient, lower-emission Ford cars, CUVs, SUVs and trucks. And you can help. If it's time to recycle your ride, just visit any Ford Store across the country. But hurry, because Recycle Your Ride is only back for a limited time.

For more details visit ford.ca today.

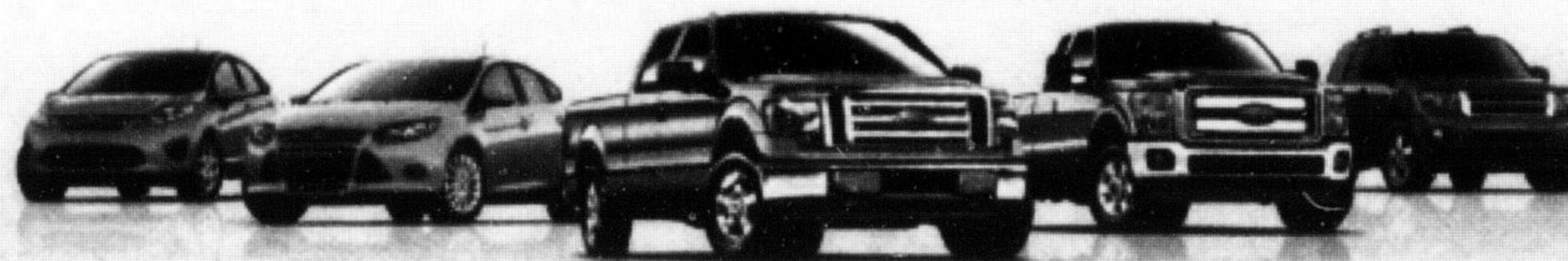
HURRY! IT ENDS JANUARY 3RD

Recycle Your Ride and get up to

\$3,000*

in additional incentives

Receive up to \$3,000* from Ford on qualifying vehicles of model year 2005 or older.



Drive one.

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*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 SE), Taurus (excluding SE), Mustang (excluding Value Leader), Escape (excluding XLT 4 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, B055302, 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 (CFRP). 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.