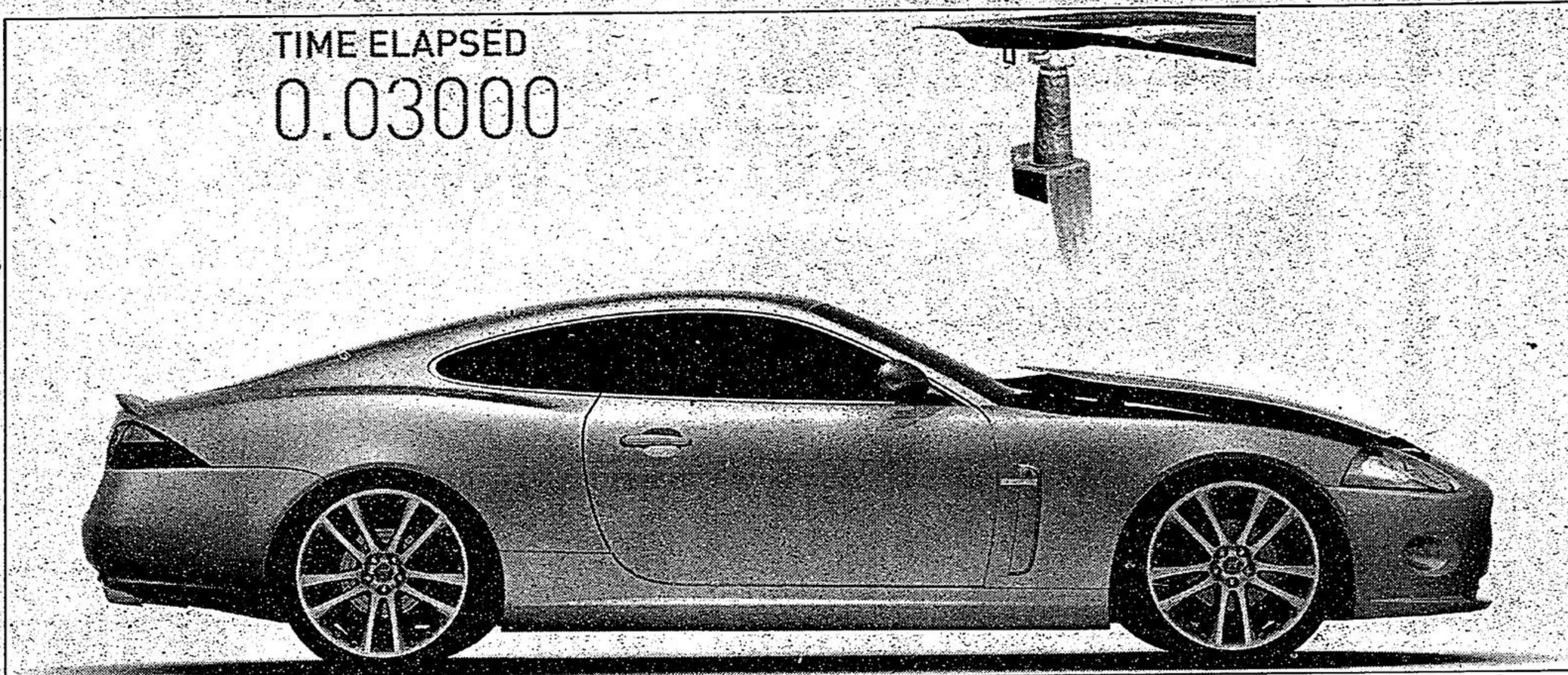


Jaguar premieres advanced deployable hood system

In an era of safety conscious motoring, Jaguar has managed to combine beautiful, fast sports car design with the latest pedestrian impact technology to create a world first with the all-new XK, which goes on sale in early 2006.



ROBINSON/BEINTEMA

Jaguar revealed the world's first Pyrotechnic Pedestrian Deployable hood (Hood) System (PDBS) a state-of-the-art advanced safety feature.

In an era of safety conscious motoring, Jaguar has managed to combine beautiful, fast sports car design with the latest pedestrian impact technology to create a world first with the all-new XK, which goes on sale in early 2006.

In the unfortunate event of a pedestrian impact, the deployable hood on the new XK automatically 'pops' up a few inches, to create a cushioning effect between the engine and the hood. This helps to isolate the pedestrian from hard points in the engine compartment - and takes place in less than a tenth of the time it takes to blink an eye.

Jaguar is one of the first manufacturers to meet Phase One of new European safety legislation using an active deployable hood system. The new standards are designed to help mitigate the severity of injuries to pedestrians in the event of a collision with a car.

Legislation in the European market requires manufacturers to commit to a two-phase introduction of a range of active and passive safety improvements on all new cars to improve the protection of pedestrians in case of accident.

The Jaguar Pyrotechnic Pedestrian Deployable hood provides an innovative solution to these legislative requirements whilst ensuring that the sleek lines that customers expect from Jaguar sports cars can be retained. The active system fitted to the all-new XK is complemented by a passive bumper system, the design of which helps to mitigate leg injury through the use of crushable foam and plastic covering. An advanced sensing system is mounted in the front bumper to help discriminate between a pedestrian collision and any other possible front-end collisions.

The speed of the sensing time in the system is around one tenth of the time it takes to blink an eye.

The complex system has been extensively researched across wide-ranging scenarios, using 120 man-years and thousands of computer simulations, as well as tested in practice at Jaguar's Engineering Centre at Whitley in Coventry, England.

One of the impressive points about the new XK's pyrotechnic deployable hood system is that it can lift the hood (which weighs 18kg) in around 30 milliseconds, which requires an acceleration rate of about 50 times the force of gravity (50g).

OUR TRUCKS ARE BUILT TO LAST BUT FORD EMPLOYEE PRICING ISN'T.

(LAST CHANCE TO GET EMPLOYEE PRICING ON MOST REMAINING 2005s.)



2005 F-150 Lariat shown

2005 FORD F-150

EMPLOYEE PRICING PLUS

UP TO **\$3000** AND **0%** [†]
DELIVERY ALLOWANCE PURCHASE FINANCING FOR 48 MONTHS

LEASE F-150 SUPERCREW 4x4

\$259 WITH **4.9%** [†]
24-MONTH LEASE LEASE RATE
\$2,605 down or Equivalent Trade. Plus \$1,150 freight, \$0 security with the purchase of WearCare.*

ON ALL REMAINING 2005 F-150 REGULAR CAB, SUPERCAB AND SUPERCREW



EVERYONE GETS FORD EMPLOYEE PRICING.

YOU'LL GET OUR EMPLOYEE DISCOUNT PRICING ON MOST NEW IN-STOCK 2005 FORD VEHICLES. WELCOME TO THE FORD FAMILY.



2005 FORD SUPERDUTY 2005 FORD FREESTAR



EMPLOYEE PRICING PLUS

UP TO **\$500** AND **0.9%** [†]
DELIVERY ALLOWANCE PURCHASE FINANCING FOR 48 MONTHS

ON MOST REMAINING 2005 SUPERDUTY

EMPLOYEE PRICING PLUS

UP TO **\$5500** AND **0%** [†]
DELIVERY ALLOWANCE PURCHASE FINANCING FOR 36 MONTHS

ON MOST REMAINING 2005 FREESTAR



ford.ca

Built for life in Ontario

WISE BUYERS READ THE LEGAL COPY: Ford Family Plan pricing is only in effect from July 7 to September 30, 2005 at participating Ford of Canada Dealerships. Ford Family Plan pricing is available on most new 2005 in-stock Ford or Lincoln models, excluding Mustang, Econoline Outback, Freestar Cargo Vans and F-Series Chassis Cabs. Ford Family Plan pricing includes all destination and delivery (freight) charges and air tax. Ford Family Plan pricing is not available on any Fleet or Government delivery. Additional incentives may apply. *Receive up to (\$5500)/(\$3000)/(\$2000)/(\$500) in Delivery allowance on the Cash purchase, Purchase financing or lease of Freestar Base, Freestar Cargo/F-150 SuperCrew, Taurus, Grand Marquis/Five Hundred SE AWD, Explorer Sport Trac, Expedition, F-150 excluding SuperCrew/Focus, Ranger SC 4x2 Edge/STX, Escape XLS HX/Thunderbird, Five Hundred SE PWD, Five Hundred SEL, LTD, Freestyle SE AWD/Ranger excl. SC 4x2 Edge/STX, Econoline Club Wagon & Van, F-Series Over 8500 GVW (excluding Chassis Cab). †Lease a new 2005 Ford F-150 SuperCrew XL 4x4 for \$259 per month based on an annual lease rate of 4.9% and a 24 month lease from Ford Credit to qualified retail lessees, on approved credit. Total lease obligation is \$8821. Some conditions and a mileage restriction of 40,000 km over 24 months applies. A charge of 8 cents per km over mileage restrictions applies, plus applicable taxes. \$2,605 down payment or equivalent trade required. First month's payment and \$300 security deposit required. Lease offer excludes freight (\$1150) license, insurance, administration fees and all applicable taxes. Security Deposit may be required by Ford Credit based upon customer credit terms and conditions. 10% purchase financing on all new 2005 Ford Focus/Taurus/Ranger/Explorer Sport Trac/Escape/Freestar/Expedition/F-150 for a maximum of up to 36 months to retail customers, on approved credit from Ford Credit. 0% purchase financing on all new 2005 Ford Taurus/Explorer Sport Trac/Escape excluding XLS HX/Expedition/F-150 for a maximum of up to 36 months to retail customers, on approved credit from Ford Credit. E.g. \$20,000 purchase financed at 0% annual percentage rate for 36 months, monthly payment is \$556.56, cost of borrowing is \$0.00 and total to be repaid is \$20,000. †50 Security Deposit with the purchase of WearCare (up to \$695 on a 24/36 month lease). WearCare is an excess wear and tear amendment product. It amends the customer's lease wear and tear responsibilities (as stated on ROL contract) by waiving up to \$3,500 of excess wear and tear charges at lease-end (subject to certain exclusions). WearCare pricing (customer selling price is up to \$695 on 24/36 month ROL's). Dealers may sell or lease for less. Some conditions may apply to the Graduate Recognition program. Only at participating Dealers. See your local participating Ford of Canada Dealership for complete program details. Ontario FDA P.O. Box 2000, Oakville, Ontario L6J 5E4



COMMUNITY CARE ACCESS

Centre of York Region

We're here for you...

Coming out of hospital? Suffering an illness or injury?

Need personal care to maintain your independence?

Are you eligible for health care at home? Call the

CCAC of York Region at **1-888-470-2222**

This message brought to you as a community service of The Economist & Sun/Tribune