



Introducing
**The Ford
 Recycle
 Your Ride
 Program**

Recycle your older vehicle and receive up to \$3,300+ in additional incentives towards a new Ford.

Exclusively for Canadians with a running vehicle from 1995 or before. It's a responsible recycling program that, depending on the model you choose, will give you up to \$3,000 over and above other current Ford incentives when you replace your vehicle with a new Ford. Combine that with the \$300 available from the Government of Canada's Retire Your Ride program, and you could get up to \$3,300 in additional incentives.

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 in incentives

It's as easy as 1-2-3:

In partnership with the Clean Air Foundation and the Retire Your Ride program, Ford is making it fast and easy to drive away your new car. Here is all you have to do:

1. If you own a 1995 or older running vehicle that has been properly registered and insured for the last 6 months (12 months in B.C.), just visit your closest Ford dealer to confirm your eligibility under the government's Retire Your Ride program. Within 2 business days you will have a confirmation of your eligibility for up to \$3,300 in incentives. OR,
2. If you have already 'retired your ride' with the Clean Air Foundation and the Retire Your Ride program, you automatically qualify for Ford's Recycle Your Ride incentives.
3. Go to your closest Ford dealer and purchase or lease your new Ford vehicle and receive additional incentives of **\$1,000 for cars and compact trucks, \$2,000 for CUV's and SUV's, and \$3,000 for trucks**†, all over and above current incentives. Then start driving one of the most innovative, fuel-efficient, safest and best quality vehicles we've ever built. Visit ford.ca for details.

Ford is committed to helping the environment by safely recycling old vehicles. And no other automaker is offering more incentives to recycle your ride than Ford.

Hurry to your local Ford store today.



Drive one.

In order to qualify for the Ford Recycle Your Ride incentives, you must qualify for the Government of Canada's "Retire Your Ride Program" and you must turn in a 1995 model year or older vehicle that is in running condition and has been properly registered and insured for the last 6 months (12 months in B.C.). Upon government confirmation of vehicle eligibility under the "Retire Your Ride Program", Ford of Canada will provide additional incentives towards the purchase or lease of a new 2009 or 2010 Ford or Lincoln vehicle in the amount of \$1,000 (Focus, Fusion, Fusion Hybrid, Mustang, Taurus, Transit Connect, Ranger), \$2,000 (Escape, Escape Hybrid, Edge, Flex, Taurus X, Explorer, Sport Trac), and \$3,000 (F150, F250-550, E-Series, Expedition, MKZ, MKS, MKX, MKT, Navigator). If you qualify, the Government of Canada will provide you with \$300 cash or a rebate on the purchase of a 2004 and newer vehicle as part of their Retire Your Ride program. These Ford Recycle Your Ride incentives are only in effect from September 2nd to November 2nd, 2009. Ford Recycle Your Ride incentives will be applied after taxes. Ford Recycle Your Ride incentives 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. Ford Recycle Your Ride incentives are raincheckable. Ford Recycle Your Ride incentives are not available on any vehicle receiving Competitive Price Allowance or Government Price Concession, Fleet Delivery Allowance, or Daily Rental Incentives. By participating in this program you will not be eligible for any trade-in value for your old vehicle. The Government of Canada's "Retire Your Ride Program" is not available to residents of Northwest Territories, Yukon or Nunavut and, therefore, Ford Recycle Your Ride incentives are also not available to residents of North West Territories Yukon or Nunavut. Other provincially specific rewards may be available in association with the government's "Retire Your Ride program", for more information visit retireyourride.ca. Limited time offer, see dealer for details or call the Ford Customer Relationship Centre at 1-800-565-3673. ©2009 Ford Motor Company of Canada, Limited. All rights reserved.