

Our Ultimate Option



*Your
Key to
Future
Repair
Cost
Protection*



FOR NEW . . .

Ford, Lincoln,
Mercury Cars or
Ford Light Trucks



WHAT IS ESP?

The Ford Extended Service Plan is a service contract between you and Ford Motor Company which provides protection against unexpected repair bills on major components. Your choice of three plans is available.

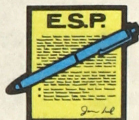
- 3-year/36,000 mile—Maximum Coverage
- 5-year/50,000 mile—Maximum Coverage
- 5-year/50,000 mile—Powertrain Plan

Choose the length of coverage **you** desire and rest easy, knowing that you're protected against most major repair bills. ESP takes the worry away.

WHEN DOES COVERAGE BEGIN?

Transportation assistance begins when you sign up for ESP protection. Component coverage picks up when the warranty expires and continues through three years or 36,000 miles or, if you choose, 5 years or 50,000 miles from the time the vehicle was originally placed in service.

ESP... PROTECTION YOU CAN COUNT ON!



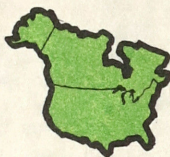
We call ESP our Ultimate Option, because it gives you so much in one package. It's a service contract and **more**.

- Both during vehicle warranty and after, ESP provides rental and towing reimbursement (up to specified limits) with no deductible fee.
- With an ESP Maximum Coverage Plan, you pay only \$25 per visit for repairs on covered components.
- Under the Powertrain Plan, you pay only \$50 per visit for repairs on covered components.
- All repairs will be made with Ford Authorized Service or Remanufactured Parts in accordance with the participating dealer's agreement with Ford.

ESP OFFERS EXTRA FEATURES

REPAIR PROTECTION WHEN TRAVELING

With ESP protection, you won't have to worry about unexpected major repair bills when you travel. The Plan is backed by Ford Motor Company, and service is normally available at over 6400 participating Ford and Lincoln-Mercury Dealers nationwide and across Canada. By calling a toll-free number (800-241-FORD), you can obtain the name of the nearest Ford or Lincoln-Mercury dealer and emergency service information anywhere in the U.S. Travel with confidence!



TRANSPORTATION REIMBURSEMENT

If your car or light truck becomes **inoperable** (or is damaged in such a way that further driving will be hazardous to either the owner or the vehicle) and must be kept overnight for repairs or replacement of any parts covered under the original new vehicle warranty while in force, or ESP covered components thereafter, reimbursement will be made for the rental fees of a replacement vehicle up to \$20 per day with a maximum allowance of five days or \$100. Mileage is not included.



TOWING ASSISTANCE

When one of the parts covered under the Ford Extended Service Plan fails, towing costs up to \$25 for towing to the nearest participating Ford or Lincoln-Mercury dealership will also be covered.



ESP IS TRANSFERABLE!

Want added value when selling your vehicle? You can **transfer** your remaining Ford Extended Service Plan coverage to a new owner for \$25. It's the kind of protection against future repair costs and inconveniences that means a lot to potential buyers. It's Our Ultimate Option!

Details for transferring remaining ESP coverage will be provided when you register for the Ford Extended Service Plan.

ESP PROTECTS YOUR PURCHASE!

WHAT TYPE OF REPAIRS ARE COVERED UNDER THE FORD EXTENDED SERVICE PLANS?

The following major components are covered if found defective within the time and mileage coverage of the plan selected.

- **Engine**—Cylinder block, heads, all internal lubricated parts, manifolds, turbocharger unit, timing gears and chain or belt, flywheel, valve covers, oil pan, timing chain cover, oil pump, seals and gaskets, water pump, and fuel pump.
- **Transmission**—Transmission case and all internal parts, including torque converter, transfer case, seals and gaskets.
- **Front Wheel Drive**—Final drive housing and internal parts, axle shafts, universal joints, locking rings (four wheel drive vehicles), wheel bearings, seals and gaskets.
- **Rear Wheel Drive**—Drive axle housing, including all internal parts, universal joints, axle shafts, wheel bearings and retainers, seals, gaskets, drive shaft, and constant velocity joints.
- **Steering***—Gear housing and all internal parts, power steering gear, power steering pump, main and intermediate shafts and couplings, manual linkage booster and gear box, cooler and lines, control valve and cylinder.
- **Front Suspension***—MacPherson struts, upper and lower control arms, control arm shafts and bushings, upper and lower ball joints, king pins and bushings, spindle and spindle supports, stabilizer shaft, linkage, and bushings. (Not included are front end alignment, wheel balance, and the replacement of shock absorbers.)
- **Brakes***—All brake components, excluding linings, pads, rotors, and drums (except when required in conjunction with a repair to a covered part).
- **Air Conditioning***—Compressor, condenser, evaporator, and compressor seals.
- **Electrical***—Alternator, starter motor, voltage regulator, windshield wiper motor, electronic ignition module, manually operated switches, heated backglass, and wiring harnesses.

*NOT COVERED BY POWERTRAIN PLAN

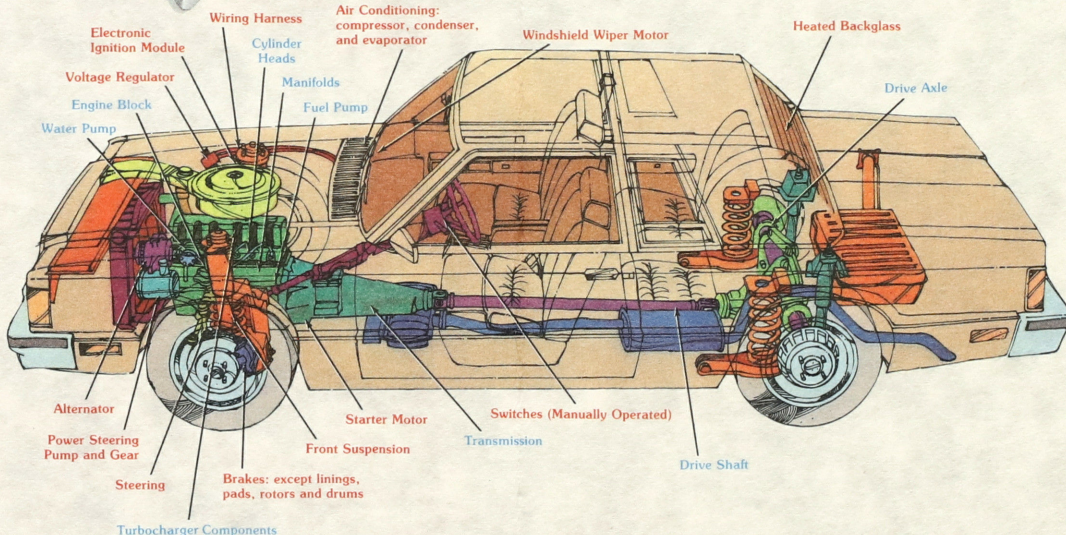
WHAT MUST I DO?

As the purchaser, you must operate and maintain your vehicle in accordance with the Owner's Guide. If you require a repair covered by the Plan, simply return to the Selling Dealer. If you are traveling, move, or need emergency repairs, any participating Ford or Lincoln-Mercury dealer in the U.S. or Canada is authorized to perform repairs.



Our Ultimate Option

Protects Your New Vehicle Purchase!



All components listed above are covered by the ESP Maximum Coverage Plan.
Components printed in blue are covered by the ESP "Powertrain Only" Plan.

FORD EXTENDED SERVICE PLAN To Obtain Ford Service Plan Protection

Sign Up Now!

Ask your Ford or Lincoln-Mercury dealer for the ESP Plan best suited to your needs. You can have ESP protection by registering at the time of vehicle purchase. And you can usually include the charges in the vehicle financing for a small monthly cost.



When you sign up, Ford will send you a special Membership Card and a vehicle identification sticker which identifies you as a Ford Extended Service Plan member.

**THE FORD EXTENDED SERVICE
PLAN . . . IT COULD PAY FOR
ITSELF THE FIRST TIME
YOU NEED IT . . .**

ESP offers you real protection against the rising costs of unexpected major repair bills. In fact, your Ford Extended Service Plan could easily pay for itself on your first after-warranty visit to your dealer's service center.

The following chart lists suggested retail prices for all three ESP Plans. Ask your dealer how little ESP will cost per month when financed with your vehicle purchase. We think you'll agree that ESP stands out as a real bargain.

VEHICLE LINES	SUGGESTED RETAIL PRICE		
	ESP MAXIMUM COVERAGE		POWER- TRAIN PLAN
	3 YR/ 36,000 MI PLAN	5 YR/ 50,000 MI PLAN	5 YR/ 50,000 MI
	\$25 DEDUCTIBLE		\$50 DEDUCTIBLE
Escort, Lynx, Fairmont, Zephyr, Courier, EXP, LN7	\$205	\$320	\$225
Mustang, Capri, Granada, Cougar, Thunderbird, XR-7	\$260	\$395	\$290
Ford, Mercury, F-100—F-350 Lt. Truck 4 x 2, Econoline, Club Wagon	\$305	\$455	\$345
Bronco, F-100— F-350 Lt. Truck 4 x 4	\$465	\$705	\$540
Lincoln, Mark VI, Continental	N/A	\$280	\$225

Prices applicable to any ESP Contract sold on or after September 24, 1981, regardless of model year of vehicle.

Prices and Plan subject to change without notice.

**THE FORD EXTENDED SERVICE PLANS
COVER MOST MAJOR COMPONENTS,
BUT . . . THE FORD EXTENDED SERVICE
PLANS DO NOT INCLUDE . . .**

1. Repairs Caused by Damage or Unreasonable Use (Damage from road hazards, accident, fire or other casualty, misuse, negligence, racing or failures caused by modifications or parts not authorized or supplied by Ford).

2. Damage From the Environment (Airborne fallout, chemicals, tree sap, salt, hail, windstorm, lightning, road hazards, etc.).

3. Repairs Resulting from Lack of Required Maintenance (Failures caused by the owner neglecting to perform the required maintenance services set forth in the Owner's Guide for the vehicle; costs of these routine maintenance services are not covered).

4. Maintenance Service and Wear Item Replacements. During the period covered by the Extended Service Plan, it may become necessary to repair or adjust items not specifically listed as covered under the Plan. Examples include:

- Replace spark plugs, wiper blades, emission control valves, brake/pad linings, manual clutch assembly, hoses, molded rubber or rubber-like items or filters.
- Adjust carburetor, ignition, transmission bands, belts or clutch system, and designated predelivery-type operations.
- Clean fuel and cooling systems; remove sludge or carbon deposits.
- Add oil, coolant, refrigerants, fluids or lubricants.
- Maintain or replace other items not specifically covered under the Extended Service Plan.

Typically, these services and replacements are required because of normal wear and use and are the owner's responsibility. Costs for these services and parts are not covered by the Extended Service Plan.

5. Repairs to the Vehicle if the Odometer is altered, broken or repaired/replaced so that the actual mileage cannot be determined.

6. To the extent allowed by law, LOSS OF USE OF VEHICLE (including other means of transportation except stated transportation assistance provision), LOSS OF TIME, INCONVENIENCE, COMMERCIAL LOSS OR CONSEQUENTIAL DAMAGES.