

ESP
D. DENNISTON

OUR ULTIMATE OPTION



**Your
Key to
Future Repair
Cost Protection!**

Now You Can Purchase Extended Service Protection For Your New Ford, Lincoln-Mercury, Or Previously Owned Ford, Lincoln-Mercury, Or Competitive-Make Vehicle!

WHAT IS ESP?

The Ford Extended Service Plan is a contract between you and Ford Motor Company that protects you against unexpected repair bills on major components.

ESP OFFERS A PLAN SPECIALLY DESIGNED TO MEET YOUR NEEDS

Because everyone has different driving needs, ESP offers 12 separate protection plans to help you beat the high cost of repairs.

It helps you maintain the value of your **new** vehicle with a choice of nine Maximum Coverage plans:

- 5 years/60,000 miles, or 48,000 miles, or 36,000 miles
- 4 years/60,000 miles, or 48,000 miles, or 36,000 miles
- 3 years/60,000 miles, or 48,000 miles, or 36,000 miles

And it lets you buy a **previously owned** vehicle with confidence with a choice of three plans:

- 24 month/24,000 mile Maximum Coverage Plan
- 12 month/12,000 mile Maximum Coverage Plan
- 12 month/12,000 mile Powertrain Only Plan (1977-78 model year vehicles and 1979-83 vehicles with 50,000-75,000 miles)

Once you have ESP, covered repairs on your new vehicle need never exceed \$25, or \$50 on your previously owned vehicle.

- With the New Vehicle Maximum Coverage Plans, you pay only \$25 per visit on repairs for covered components.
- With the Previously Owned Vehicle Maximum Protection and Powertrain Only Plans, you pay only \$50 per visit on repairs for covered components.

The Extended Service Plan can easily pay for itself on your first after-warranty visit to your dealer's service center. And all repairs are made by experienced Ford technicians using Ford Authorized New or Remanufactured Parts.

Cost protection isn't the only reason why you should have ESP. ESP virtually eliminates questions about who is responsible for repairs . . . the most frequent Service Department hassles. ESP makes service visits easier. ESP is peace of mind.

AND THAT'S NOT ALL! ESP OFFERS THESE ADDITIONAL FEATURES TO HELP ENSURE TROUBLE-FREE DRIVING



Repair Protection When Traveling

With ESP, you don't have to worry about unexpected repair bills when you travel. The Extended Service Plan is backed by Ford Motor Company. And ESP protection is available at over 6300 participating Ford and Lincoln-Mercury dealerships throughout the United States and Canada. By calling a toll-free number (800-241-FORD), you can obtain the name of the nearest Ford or Lincoln-Mercury dealer, plus emergency service information that will help get you on your way as quickly as possible.



Transportation Reimbursement

Ford will reimburse up to \$20 per day, to a maximum of five days or \$100, for base rental charges if your vehicle becomes inoperable (or if further driving will make it inoperable) and must be kept overnight by the servicing dealer for an ESP-covered repair or a repair covered by the 12 month/12,000 mile Warranty. Mileage fees and sales tax are not included.



Towing Reimbursement

If towing is required for an ESP-covered repair, Ford will reimburse up to \$25 per visit for towing to the nearest participating Ford or Lincoln-Mercury dealership.

ESP ELIGIBILITY

New Vehicle Eligibility

All new Ford and Lincoln-Mercury cars and light trucks, sold or leased by Ford and Lincoln-Mercury dealers, are eligible for ESP protection.

Previously Owned Vehicle Eligibility

Previously owned vehicles are eligible for ESP protection if they pass an ESP Eligibility Inspection performed by your Ford or Lincoln-Mercury dealer. To be eligible, previously owned vehicles must show no more than 75,000 miles on the odometer, and must be a previously owned 1977-83 Ford, Mercury, Lincoln, or competitive-make passenger car or light truck, manufactured in the United States or Canada.

The following imported vehicles are also eligible for ESP protection: Plymouth Arrow, Dodge Colt, Chevrolet Luv, Buick Opel, Datsun, Volkswagen, Honda, Toyota, Mazda, Subaru, and Isuzu.

WITH ESP, YOU GET PROTECTION FROM DAY ONE!

New Vehicle Protection

ESP coverage is in effect from the day you take delivery of your new Ford or Lincoln-Mercury vehicle. During the 12 month/12,000 mile Warranty period, ESP provides protection when you travel with a 24-hour hotline, plus transportation reimbursement for any ESP- or warranty-covered repair. After the 12 month/12,000 mile Warranty period, ESP also provides continued protection on covered components, plus transportation reimbursement and towing reimbursement.

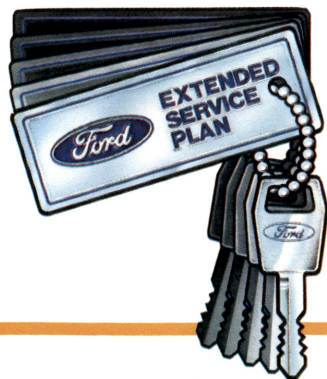
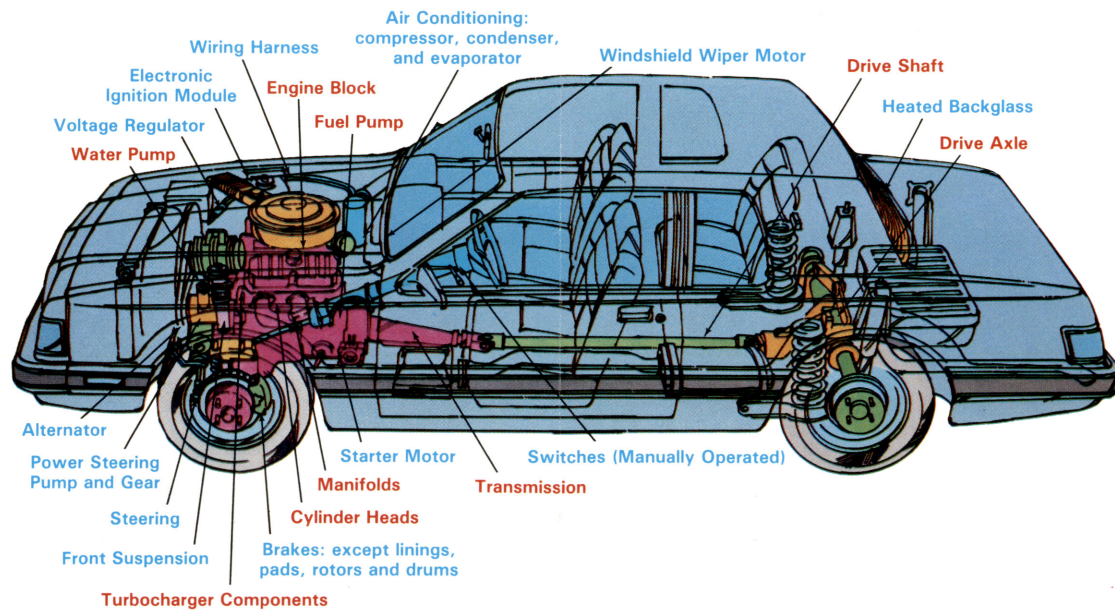
Previously Owned Vehicle Protection

On eligible previously owned vehicles, major component coverage, transportation reimbursement, protection when you travel, and towing reimbursement for ESP-covered repairs are in effect from the day you take delivery.

NEW ESP IS TRANSFERABLE

ESP adds to the value of your new vehicle when you sell it, because the remaining new ESP coverage can be transferred to the subsequent owner for a \$25 processing fee.

OUR ULTIMATE OPTION PROTECTION BACKED BY FORD



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

FORD EXTENDED SERVICE PLAN

The Extended Service Plan Covers These Major Components

If found to be defective within the time and mileage provision 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 and constant velocity 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. (Front end alignment, wheel balance, and the replacement of shock absorbers are not included.)

- **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.

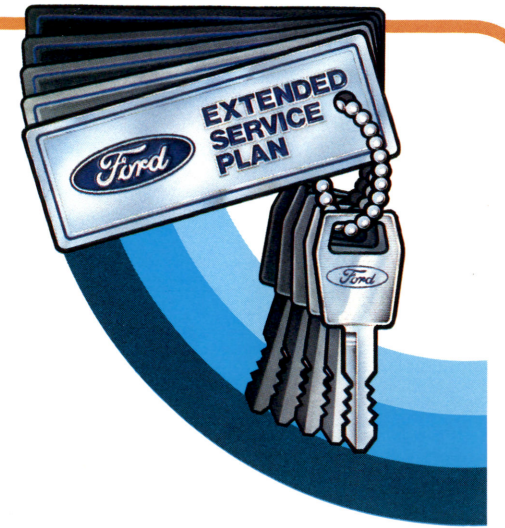
*NOT COVERED BY POWERTRAIN PLAN

Here's All You Have To Do!

As the purchaser, you must operate and maintain your vehicle as specified in the Owner's Guide. If your vehicle requires a repair covered by the Extended Service Plan, simply take it to your Selling Dealer. If you are traveling, move, or need emergency repairs, you can take your vehicle to any participating Ford or Lincoln-Mercury dealer in the United States or Canada.

SIGN UP FOR OUR ULTIMATE OPTION...THE EXTENDED SERVICE PLAN!

Ask your Ford or Lincoln-Mercury dealer for the plan best suited to your needs. Then sign up at the time you purchase your vehicle. You can pay for ESP at the time of purchase or include it in your vehicle financing.



After you sign up, Ford will send you a special membership card and vehicle identification sticker.

EXTENDED SERVICE PLAN		This is your special Extended Service Plan membership card. Please present it to your dealer for prompt service on any Extended Service Plan repair. It should be kept in your vehicle at all times.	
OWNER'S SIGNATURE		PLAN	
J Q PUBLIC		83	
12831 SOUTH BRISTOL			
DETROIT MI 48219			
1FABP0129DR155360 92			
0 1 A48998			
12-05-87 NEW 2557 60000			
DATE PLAN BEGINS		DATE PLAN ENDS	

**THE FORD EXTENDED SERVICE PLAN
COVERS MOST MAJOR COMPONENTS.
BUT, THE FORD EXTENDED SERVICE PLAN
DOES NOT COVER:**

1. Repairs covered by the New Vehicle Warranty.
2. 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).
3. Damage from the environment (airborne fallout, chemicals, tree sap, salt, hail, windstorm, lightning, road hazards, etc.).
4. 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.
5. Maintenance service and wear item replacement. 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:
 - Replacement of spark plugs, wiper blades, emission control valves, brake/pad linings, manual clutch assembly, hoses, molded rubber or rubber-like items or filters.
 - Adjustment of carburetor, ignition, transmission bands, belts or clutch system, and designated predelivery-type operations.
 - Cleaning of fuel and cooling system; removal of sludge or carbon deposits.
 - Adding of oil, coolant, refrigerants, fluids or lubricants.
 - Maintenance or replacement of 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.

6. Repairs to the vehicle if the odometer is altered, broken or repaired/replaced so that the actual mileage cannot be determined.
7. 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.
8. Used Vehicles Only
 - Imported vehicles other than those named as eligible vehicles.
 - Repairs caused by safety or other types of recalls, involving non-Ford vehicles.

GET IT TOGETHER—BUCKLE UP