

Why Ford Extended Service Plans are so popular

No one but Ford ESP offers you all this:

- Your choice of four plans and a variety of deductibles to fit your exact needs
- Ford authorized parts installed by factory-trained technicians
- Pays for covered items that fail due to normal wear and tear
- Just one deductible per service visit (not multiple deductibles like some plans)
- Honored at all Ford and Lincoln dealers

See many more advantages inside.

Growing numbers

Join more than 35 million Ford, Mercury and Lincoln owners who have chosen Ford Extended Service Plans.

The earlier you buy, the less you pay!

Call today

1-888-252-3899

Monday through Friday, 9 a.m. to 10 p.m., ET



Add up the advantages of Ford ESP Plans

- 1) You deal with Ford, a company you know and trust
- 2) Items that fail due to normal wear and tear are covered
- 3) You won't pay more than one deductible per repair visit, no matter how many repairs are made
- 4) You avoid large out-of-pocket repair costs
- 5) You can take your vehicle to any Ford or Lincoln dealer in the U.S. and Canada
- 6) Interest-free financing is available (no credit check)
- 7) Payment for repairs are made directly to your dealer, less a deductible, if any
- 8) Repairs are performed by Ford factory-trained technicians
- 9) We use only Ford authorized parts
- 10) Plans are transferable if you sell your vehicle, which may make it more attractive to a potential buyer

SPECIAL BONUS:

You also get emergency roadside assistance benefits at no extra charge. These include: help with a flat tire or dead battery, towing, car rental, and destination assistance protection.

Learn more. Call us today at

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This brochure is intended to provide general information about Ford ESP. Prices and plans are subject to change without notice. Plan availability, benefits, coverage and provider may vary by state.

In Florida, Ford ESP on Ford, Lincoln and Mercury vehicles is a Service Contract from Ford Motor Company (License #60018). Ford ESP on competitive-make vehicles is a Service Contract from The American Road Insurance Company, Dearborn, MI 48126 (Certificate of Authority #09079).

In Texas, Ford ESP is a Service Contract from Ford Motor Service Company (License #SCP-165).

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**You're eligible
for Ford Extended
Service Plans
that protect your
vehicle after your
New Vehicle Limited
Warranty expires**

Easy and economical ...
you could save the entire cost
in just one covered repair

Avoid large and unexpected bills

Let Ford ESP pay for future repairs

We demand a lot from our vehicles nowadays ... because today's cars and trucks are almost like our second home. All of the high-tech parts, communications systems, new fuel technology, audio systems and power control features that provide life's conveniences are right at our fingertips with a push of a button.

These are marvelous innovations that make driving more enjoyable every day ... but that also increase the likelihood that something could go wrong.

A shield against unexpected costs

That's why Ford offers our Extended Service Plans (Ford ESP). Besides providing you with peace of mind, they protect you against rising repair costs. They're like health insurance for cars.

You don't have to worry about suddenly getting hit with a large unexpected service bill at the worst possible time. Not when you have Ford ESP.

Just call us and find out how easy it is to protect your vehicle and your wallet.

With Ford ESP, you won't pay for these covered repairs

(except for whatever deductible you choose)



These are sample repair costs and may vary by the vehicle and servicing dealer.

Let us help you select the Ford ESP that's right for you and your budget

It will take just minutes!

Ford ESP offers you a variety of ways to protect your vehicle:

PremiumCARE — Comprehensive coverage of 500+ key components

ExtraCARE — Substantial coverage of 113 key components

BaseCARE — Significant coverage of 84 key components

PowertrainCARE — Fundamental coverage of 29 key components

Mileage Range: 36,000 to 125,000

Deductibles: \$0 to \$200

Ford ESP helps keep it simple

You don't need to spend a lot of time figuring out the complexities of which plan best suits you.

We're here to help you.

Call now with no obligation. Your Ford ESP specialist will help you find the money-saving plan and deductible that is best for you and your vehicle.

Guard against unexpected repair costs

Call us today at

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OUR
BEST
SELLING
PLAN