

FORD EXTENDED SERVICE PLAN SUGGESTED RETAIL PRICE SCHEDULE

(Prices effective on all contracts sold on or after Sept. 24, 1981. Prices and Plan Coverage subject to change without notice.)

SUGGESTED RETAIL PRICE FOR NEW FORD VEHICLES*				
Vehicle Lines	ESP Maximum Coverage		ESP "Powertrain"	Renewal Plan
	3 Year/ 36,000 Mile Plan	5 Year/ 50,000 Mile Plan	5 Year/ 50,000 Mile Plan	1 Year/ 12,000 Mile Plan
Escort, Lynx, Fairmont, Zephyr, EXP, LN7, Fiesta, Pinto, Bobcat, Courier	\$205	\$320	\$225	\$160
Mustang, Capri, Granada, Monarch, Thunderbird, Cougar, XR7	\$260	\$395	\$290	\$175
Ford, Mercury, F-100-F-350 Light Truck 4 x 2, Econoline, Club Wagon	\$305	\$455	\$345	\$230
Bronco, F-100-F-350 Lt. Truck 4 x 4	\$465	\$705	\$540	\$350
Lincoln, Mark, Continental, Versailles	N/A	\$280	\$225	\$300

*Transfer cost (regardless of model)—\$25

SUGGESTED RETAIL PRICE FOR USED FORD VEHICLES (Available Through 50,000 Miles)				
Vehicle Lines	12 Month/ 12,000 Mile Protection or 24 Month/ 24,000 Mile "Powertrain" *			
Model Years →	1982/81	1980	1979	1978
Escort, Lynx, Fairmont, Zephyr, EXP, LN7, Fiesta, Pinto, Bobcat, Courier, Maverick, Comet	\$180 \$210	\$220 \$280	\$245 \$340	\$305 \$455
Mustang, Capri, Granada, Monarch, Thunderbird, Cougar, XR7, LTD II, Torino, Montego	\$200 \$245	\$250 \$320	\$285 \$395	\$360 \$530
Ford, Mercury, F-100-F-350 Light Truck 4 x 2, Econoline, Club Wagon, Ranchero	\$210 \$275	\$280 \$365	\$320 \$470	\$410 \$635
Bronco, F-100-F-350 Lt. Truck 4 x 4	\$275/\$450	\$480/\$800	\$720/\$1065	\$910/\$1365
Lincoln, Mark, Continental, Versailles	\$250/\$330	\$295/\$385	\$365/\$525	\$480/\$695

* \$60 Surcharge on vehicles with more than 40,000 miles at contract sign-up (24/24 Contracts only).

COMPETITIVE MAKE USED VEHICLE PRICING (Available Through 50,000 Miles)		Suggested Retail Price 12 Month/12,000 Mile Protection* or 24 Month/24,000 Mile "Powertrain"†*			
Eligible Vehicles	Model Years →	1982/81	1980	1979	1978
AMC...Pacer, Gremlin, Hornet, Concord, AMX, Spirit, LeCar; CHRYSLER...Arrow, Colt, Horizon, Omni, Sapporo, Challenger, Volare, Aspen, Valiant, Dart, Champ, Reliant, Aries; GM...Cavalier, J-2000, Chevette, T-1000, Citation, Monza, Sunbird, Opel, Starfire, Skyhawk, Apollo, Nova, Skylark, Omega, Phoenix, Ventura; VW...Rabbit, Scirocco, Dasher; SUBARU (2 Wheel Drive Only); TOYOTA...Corolla, Celica, Corona, Tercel; DATSUN...B-210, 310, 510, 610, 710, 200SX, F10; HONDA...Accord, Prelude, Civic; MAZDA...GLC (ex. rotary engine); LT. UTILITY TRUCKS (4 x 2 Only)...CHEVY Luv, DODGE D-50, VW; DATSUN; TOYOTA; MAZDA		\$180 \$210	\$220 \$280	\$245 \$340	\$305 \$455
AMC...Renault 18i, Matador; CHRYSLER...Fury, Monaco, LeBaron, Diplomat, Mirada, Cordoba, Magnum, Charger, Coronet; GM...Chevelle, Malibu, LeMans, Cutlass, Century, Monte Carlo, Grand Prix, Camaro (Z-28 see below), Firebird (Trans Am see below), Regal; TOYOTA...Cressida, Mark II; DATSUN...810; MAZDA...626 (ex. rotary engine); VW...Jetta		\$200 \$245	\$250 \$320	\$285 \$395	\$360 \$530
CHRYSLER...Grand Fury, Royal Monaco, St. Regis, Newport, Fifth Ave.; GM...Chevrolet/Caprice, Oldsmobile/Delta 88, Royale, 98, Buick/Electra, LeSabre, Pontiac/Bonneville; CHRYSLER...D-100, D-200, D-300, D-400, Ramcharger, Sportsman, Tradesman, Trail Duster, Voyager; GM...C-10, C-20, C-30, P-Series, Blazer, Suburban, Chevy Van, C-1500, C-2500, C-3500, Jimmy, Sprint Rally, Vandura; IHC...Terra, Scout II, Traveler		\$210 \$275	\$280 \$365	\$320 \$470	\$410 \$635
4 x 4... AMC...J-10, J-20, CJ-5, CJ-6, CJ-7, Cherokee, Eagle, Wagoneer; CHRYSLER...W-100, W-200, W-300, W-400, AA, A1, Ramcharger, Trail Duster; GM...K-10, K-20, K-30, Luv, Blazer, Suburban (Also GMC), C-1500, C-2500, Jimmy; TOYOTA; DATSUN; DODGE D-50; VW; IHC...Terra, Scout II, Traveler; SUBARU...Brat & All 4 x 4's		\$275 \$450	\$480 \$800	\$720 \$1065	\$910 \$1365
GM...Cadillac DeVille, Fleetwood, Eldorado, Seville, Cimarron, Riviera, Toronado, Camaro Z-28, Firebird Trans Am, Corvette; DATSUN...280Z; CHRYSLER...New Yorker, Imperial		\$250 \$330	\$295 \$385	\$365 \$525	\$480 \$695
Extra Cost Items: * Fuel Injected or Diesel Competitive-Make Models † Used vehicles with more than 40,000 miles at contract sign-up (POWERTRAIN PLAN ONLY)		\$75 \$60	\$75 \$60	\$75 \$60	\$75 \$60

Our Ultimate Option

ESP POCKET SALES GUIDE

ESP COVERAGE

NEW VEHICLES

- Eligible for registration within first 12 months/12,000 miles—first or subsequent owner

ESP Maximum Coverage Plan

- 3 year/36,000 mile protection—\$25 deductible
- 5 year/50,000 mile protection—\$25 deductible

ESP "Powertrain" Coverage Plan

- 5 year/50,000 mile protection—\$50 deductible

USED VEHICLES

- 1978–82 Ford Motor Company and competitive make used vehicles
- Eligible for registration at time of sale only on vehicles with not more than 50,000 miles at contract sign-up

ESP Maximum Coverage Plan

- 12 month/12,000 mile protection—\$25 deductible

ESP "Powertrain" Coverage Plan

- 24 month/24,000 mile protection—\$50 deductible
- A \$60 surcharge applies to vehicles with over 40,000 miles at time of enrollment

ESP Special Service Vehicles Coverage Plan

- Eligible for registration within first 12 months/12,000 miles
- Optional 12 month/12,000 mile protection, whichever comes first, to a max. 24 month or 24,000 miles from original in-service date—\$25 deductible

- For Previously Used Dealer-Owned Demonstrators, Driver Education, Dealer Daily Rental (FRCS or DDR) or Ford Motor Company Service Vehicles

RENEWAL OPTION (New Vehicles Only)

- Existing 3 year/36,000 mile contracts can be renewed up to a maximum of 4 years or 48,000 miles. Renewal takes effect upon expiration of original coverage
- 1982 Plan coverage is provided during the renewal period (36/36,000—48/48,000)
- Renewal eligibility—within first 36 months/36,000 miles

TRANSPORTATION ASSISTANCE

- Reimbursement up to \$20 a day (max. of 5 days or \$100), mileage excluded
- Applies if the vehicle is inoperable and must be kept overnight for repairs during either warranty or ESP coverage

TRANSFER OPTION (New Vehicles Only)

- Contract coverage on new vehicles can be transferred to subsequent owners with a \$25 transfer fee
- Coverage continues to expiration of original contract

TOWING ASSISTANCE (New/Used)

- Covers up to \$25 in towing cost if the part that fails is covered by ESP
- Towed to nearest participating Ford or Lincoln-Mercury dealership

CUSTOMER REFUNDS (New Vehicle and 1982 SSV Plans Only)

- Within initial vehicle 12 month/12,000 mile base warranty period, provided no claims have been filed
- \$10 cancellation fee (Dealer cost less \$10)

REFER TO OPERATING GUIDE FOR
COMPLETE DETAILS

COMPONENTS COVERED

- **Engine**—Cylinder block, heads, all internal lubricated parts, manifolds, turbocharger unit, timing gears and chain or belt, fly-wheel, 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, 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 PLANS

ESP HOTLINES (DEALER USE ONLY)

NEW AND USED FORD VEHICLES

- 800-521-4144
- In Michigan, 800-482-4107

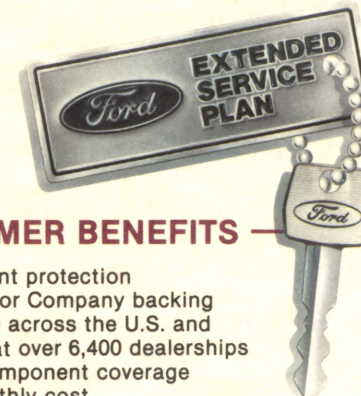
COMPETITIVE MAKE USED

(For prior repair approvals)

- 800-521-4116
- In Michigan, 800-482-4108

ESP HEADQUARTERS REGISTRATIONS

ESP Headquarters
P.O. Box 1909
Dearborn, MI 48121



CUSTOMER BENEFITS

- Investment protection
- Ford Motor Company backing
- Coverage across the U.S. and Canada at over 6,400 dealerships
- Broad component coverage
- Low monthly cost
- Hedge against inflation
- Improved resale value
- Low deductible
- Transportation reimbursement
- Peace of mind

ESP SALES HINTS

- Include the cost of ESP in payment amounts.
- Know the benefits of ESP coverage, and use brochures to explain them to your customers.
- Assume customers want ESP—it's just a question of which plan they will buy.
- Explain coverage in terms of **pennies per day** or **dollars per month**, rather than the full purchase price.
- Use examples, such as: ESP cost per day is less than the cost of a pack of cigarettes or a Coke.
- Include ESP as part of an "Investment Protection Plan" which may include accident and health insurance, Credit Life Insurance.