



Why Risk a Breakdown in Any City or Anywhere You Travel? Help is on the Way!

Just one truck repair alone could cost more than the price of Ford ESP coverage; and, you still have over 3 years of payments remaining on your vehicle.

Why let unexpected repairs lead to heavy costs or lost time on the road?

Samantha, with many years of driving experience behind you, you know that time, mileage and use increase the need for repairs.

Ford ESP Coverage Gives "Peace-of-Mind" Protection!

On-The-Road Protection

Ford ESP Plans include a Comprehensive Roadside Assistance Plan that is effective throughout your Ford ESP coverage period. Plans feature rental coverage, 24/7 roadside assistance and towing.

Little or No Out-of-Pocket Expenses

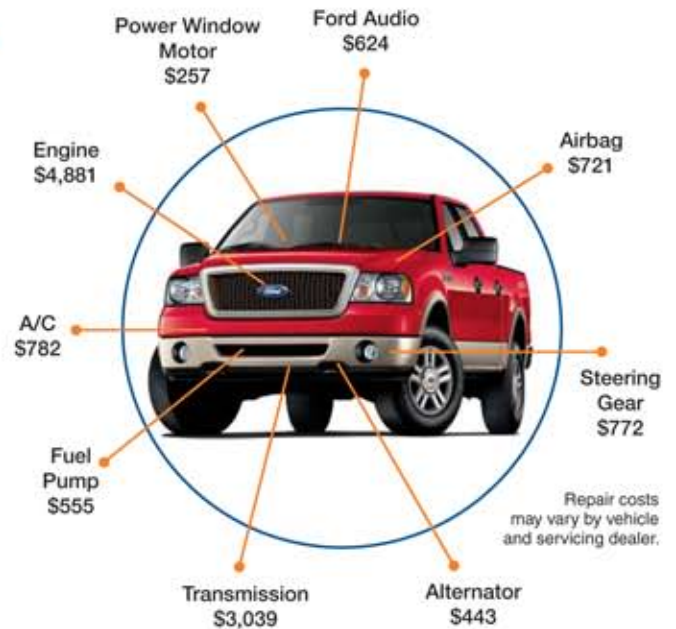
Ford ESP offers a variety of plans covering the cost of both parts and labor, less the deductible you choose.

Fast, High-Quality Service from F-Series Truck Technicians

You can be assured of Ford factory-trained technicians and Genuine Ford Parts at all of our nationally located Ford, Lincoln and Mercury dealerships throughout all 50 states and Canada.

Ford ESP Plans – Flexible, Affordable, 0% Financing!

Plans are built to fit any budget and coverage needs. Take advantage of affordable financing options and enjoy interest-free payments for up to 17 months. Coverage is available for up to 7 years or 100,000 miles.



Select the Ford ESP coverage that meets your needs:

Plan Duration*		ExtraCare – \$100 deductible		PremiumCare – \$100 deductible	
Yrs	Miles	Plan Price	10% Down Payment and 17 monthly payments of:	Plan Price	10% Down Payment and 17 monthly payments of:
6	60,000	\$1,115.00	\$59.02	\$1,350.00	\$71.47
5	75,000	\$1,295.00	\$68.55	\$1,470.00	\$77.82
6	75,000	\$1,330.00	\$70.41	\$1,715.00	\$90.79
7	100,000	\$2,425.00	\$128.38	\$2,880.00	\$152.47

*Offer expires on November 24, 2008. All Ford ESP plans begin with your New Vehicle Limited Warranty start date March 9, 2006 and zero miles. Pricing does not include sales tax.

Did You Know?

- Ford ESP PremiumCare protects you from unexpected repair costs covering over 500 key components, including high-cost items like your engine and transmission.
- Ford ESP Plans, backed by Ford Motor Company, are fully transferable to a new owner! That may represent added value for you if you ever choose to sell your vehicle.



Discover how affordable Ford ESP coverage can be.

† Based on our best selling PremiumCare Plan, you could be covered for what amounts to less than \$1 a day.

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.

CALL US TODAY at **1 800 367-3377** and talk to a Ford ESP consultant! We'll help tailor your Ford ESP coverage to fit your needs.

We're sure you'll find that the real cost of Ford's ESP coverage may amount to only a small fraction of your F-150 4X4's cost, while delivering tremendous value in the years and miles ahead.

To learn more, call **1 800 367-3377** today or visit our website at www.espfromford.com or visit your dealer for details.

Your Vehicle Identifier: 1AB23456

