

FORD ADVANTAGE PLAN



Quality, Credit and Payment Protection you can count on – that's the Ford Advantage.

The Ford Advantage Plan lets you buy or lease a high-quality new Ford, Lincoln or Mercury vehicle with the unparalleled peace of mind of the Ford Payment Protection Program.

Quality

- Not even Honda or Toyota can beat Ford quality¹
- Ford Motor Company was awarded eight 2009 *Consumers Digest* Best Buy awards
- No other car company has earned more IIHS Top Safety Pick and NHTSA five-star crash test ratings²
- 2010 Ford Fusion/Mercury Milan – the most fuel-efficient midsize sedans in America³
- Lincoln is the only luxury brand to run exclusively on regular fuel
- 2010 Fusion Hybrid and Mercury Milan Hybrid deliver best-in-class 41 city mpg – 8 mpg better than Toyota Camry Hybrid⁴
- Escape Hybrid/Mercury Hybrid – the most fuel-efficient SUVs on the planet⁵
- Available Ford-exclusive SIRIUS Travel Link™ and SYNC® with 911 Assist™ and Vehicle Health Report

Credit

- While others tell you there's no credit available, Ford Credit is ready to help finance your Ford, Lincoln or Mercury vehicle
- 0% APR financing available on most Ford, Lincoln and Mercury cars, trucks, SUVs and crossovers⁶

Protection

- Buy or lease a new vehicle and we'll cover your payments for up to 12 months if you lose your paycheck
- Offered at no additional cost to you
- As a valued Ford customer, you're automatically enrolled in the plan when you buy a vehicle during the program
- More Ford Payment Protection Program details inside

Hurry, the Ford Advantage Plan ends June 1, 2009.

¹Based on cumulative survey data of 2008 model year Ford and competitive owners at three months of service in three surveys conducted 9/07-5/08. ²Star ratings are part of the U.S. Department of Transportation's Safercar.gov program (www.safercar.gov). ³EPA-estimated 23 city/34 hwy mpg/combined 27 mpg, Fusion S, I-4 automatic, Milan I-4 automatic with Rapid Spec 101A. Midsize class per R. L. Polk & Co. Non-hybrid. ⁴EPA-estimated 41 city/36 hwy mpg. Actual mileage will vary. Midsize class per R. L. Polk & Co. ⁵Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). EPA-estimated 34 city/31 hwy mpg, front-wheel drive. Actual mileage will vary. Excluding vehicles built for Mazda. ⁶Not all buyers will qualify for Ford Credit limited-term financing. Take new retail delivery from dealer stock by 6/1/09. Excludes 2010 model year Fusion Hybrid, Milan Hybrid and 08/09/10 model year Mustang Shelby® GT-500™ and 08/09 Shelby® GT-500KR™ Program subject to change; see dealer for full program details and qualifications.

The Ford Payment Protection Program is available on all Ford, Lincoln and Mercury vehicles – excluding E/F-450 and higher.

New vehicles purchased from March 31, 2009, to June 1, 2009, are eligible for the Ford Payment Protection Program.

What Benefit does the Ford Payment Protection Program offer?

- It pays the monthly amount due on your new vehicle purchase/lease up to a maximum monthly benefit of \$700, for a maximum of 12 Benefit payments
- Benefit is paid directly to your financing source
- No cost to you
- It is important for you to continue to make your monthly financing payments on your account until you have received notification that your Benefits have been approved in order to maintain your current account status

What do I need to do to qualify for these BENEFITS?

- Purchase/lease an eligible new vehicle between March 31, 2009 – June 1, 2009
- Finance your new purchase/lease (cash and equity line vehicle purchases are not eligible; vehicle must be titled in the name of an individual)
- Be the primary purchaser/lessee responsible for the financing of the vehicle
- Be Involuntarily Unemployed for at least 30 consecutive days
- Become Involuntarily Unemployed after the first 30-day exclusionary period immediately following the purchase/lease of your Ford vehicle, and before January 1, 2010
- Not have received notification of Involuntary Unemployment prior to your enrollment in the Ford Payment Protection Program (i.e., the date you purchased/leased your vehicle)
- Have been working full-time for 90 consecutive days, at least 30 hours per week, immediately before becoming Involuntarily Unemployed. This program does not cover part-time, seasonal, self-employed or persons employed by a family household member. However, if you subsequently become a full-time employee and later become Involuntarily Unemployed, you may qualify for Benefits provided you meet the stated eligibility requirements
- Complete a Benefit Form and submit all required documentation within 90 days of the day you became Involuntarily Unemployed in order to be eligible for Benefits



ALL-NEW 2010 Ford Fusion Hybrid



2009 Mercury Mariner



2009 Ford Edge