

FORD ADVANTAGE PLAN



LINCOLN



MERCURY



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.