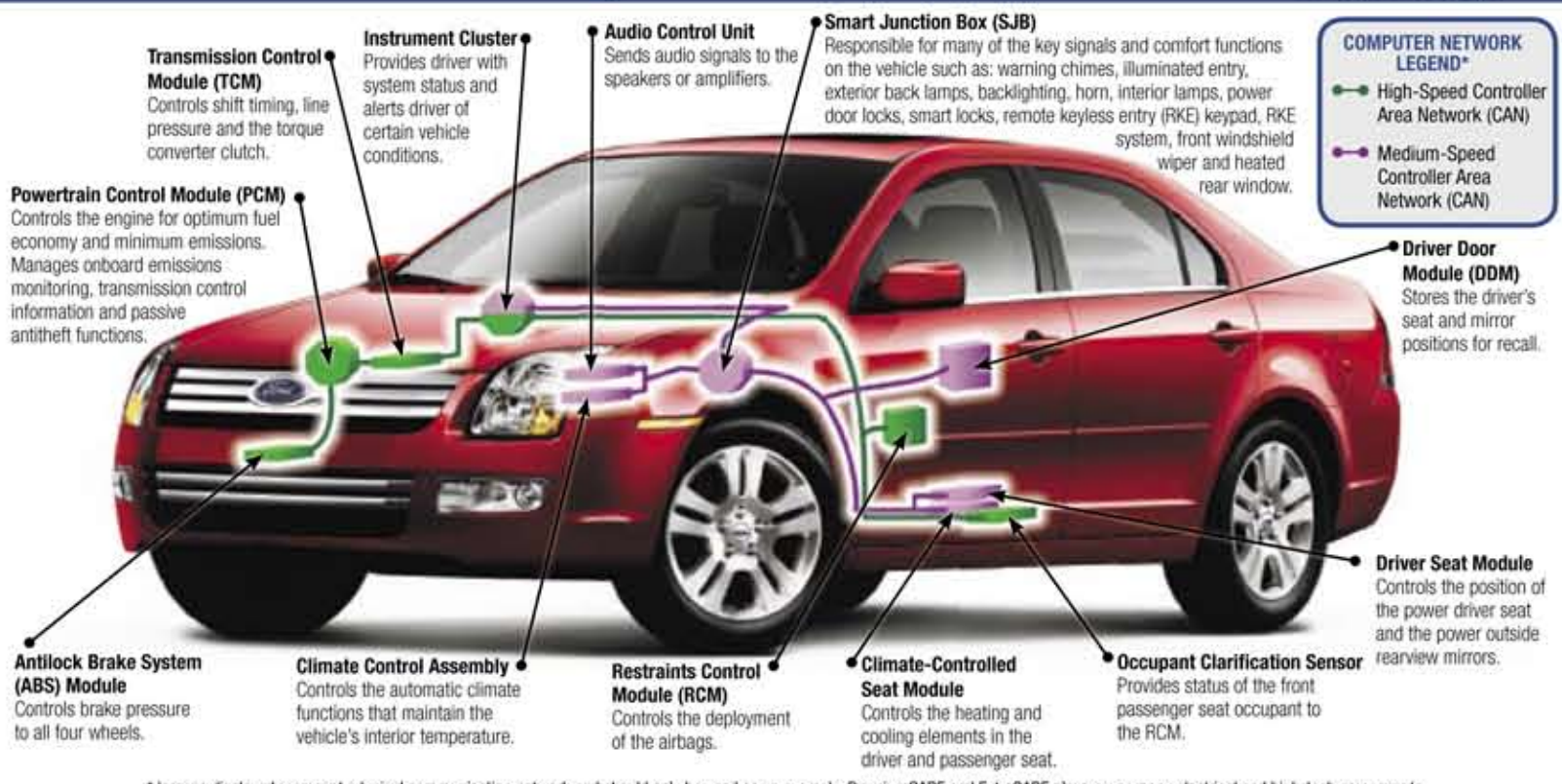
# Frazzled By The Complexity Of Today's Vehicles?

EXTENDED SERVICE PLAN
GENUINE PARTS • GENUINE SERVICE
GENUINE PEACE OF MIND




* Images displayed represent a typical communication network and should only be used as an example. PremiumCARE and ExtraCARE plans cover many electrical and high-tech components. See dealer for exact component coverage and plan details.

## With Ford ESP You Don't Have To Be Frazzled By The Small Print

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## Choose Ford ESP Today And Drive Worry-Free!

### Without Ford ESP ...

An Unplanned Adventure.

### With Ford ESP ...

Peace of Mind Protection and Security.

## With This Much Complexity – Diagnostic Ability Is Critical!

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## Not Only Does Ford ESP Cover The Parts To Keep Your Vehicle Moving – It Also Keeps You On The Move!

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*Which one of these has happened to you?*

*Flat Tire?*

*No Gas?*

*Locked Out?*

24/7 Ford ESP never stops working for you – Call toll-free, 24 hours a day, 7 days a week.

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## Whether On Vacation Or Around The Corner, Ford ESP Takes Care Of Life's Little Emergencies.

### Roadside Assistance Coverage provides the following services:

- ☑ **Flat tire change**
- ☑ **Battery jump starts**
- ☑ **Towing** (limited to one tow per disablement)
- ☑ **Lock-out assistance**
- ☑ **Out of fuel assistance**
- ☑ **Travel expense reimbursement up to $500** (must be 100 miles or more from home)
- ☑ **Destination assistance up to $75**

Roadside Assistance is administered by Ford Auto Club, Inc. and available on PremiumCare, ExtraCare, BaseCare and PowertrainCare contracts. Please see your dealer for more information.

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## 10 Things Every Customer Should Know About Ford ESP

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**1. 100% Backed by Ford Motor Company**
Ford ESP is the only Extended Service Plan backed by Ford Motor Company.

**2. Dealer Support Across the U.S. and Canada**
Ford ESP is the only Extended Service Plan accepted at every Ford, Lincoln and Mercury dealership in the U.S. and Canada.

**3. Genuine Ford Parts and Service**
Repairs are made with only genuine Ford parts by factory trained and certified technicians.

**4. No Out-of-Pocket Expenses**
Other than the applicable deductible, there are no out of pocket expenses for covered repairs.

**5. Variety of Payment Options Available**
Ford ESP offers a choice of payment methods. Customers may use the installment payment plan; combine with vehicle financing; or pay with cash, check or credit card.

**6. Provides Non-Stop Coverage**
Ford ESP combined with the manufacturer's warranty provides customers with continuous, uninterrupted coverage.

**7. Coverage is 100% Transferable**
Ford ESP is transferable and increases the resale value of the vehicle.

**8. 24-Hour Roadside Assistance Available**
Ford ESP provides a toll-free hotline for roadside assistance 24 hours a day to meet the needs a customer may experience on the road.

**9. No Unexpected Expenses or Surprises**
Ford ESP provides clear and comprehensive coverage and takes the RISK out of vehicle ownership.

**10. More Than 27 Million Contracts Sold**
Ford ESP is a proven winner and leads the industry in Extended Service Plans. There have been over 27 million satisfied customers since 1976.

## Most customers spend weeks selecting the right vehicle. Now, it's time to spend five minutes to select the right protection plan.

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## Ford ESP Offers A Plan To Fit Every Need

| | Plan | Description | New | Pre-owned | Certified |
|---|---|---|---|---|---|
| EXTENDED SERVICE PLANS | PowertrainCARE | 29 critical components covered. | • | • | |
| | BaseCARE | 84 major components covered. | • | • | |
| | ExtraCARE | 113 key components covered. | • | • | |
| | PremiumCARE | 500+ key components covered. | • | • | |
| | SuperDUTY | PowertrainCARE and BaseCARE extended service plans for new Ford F-650 & F-750 Super Duty commercial trucks. | • | | |
| | Certified Upgrades | Exclusive Extended Service Plan Upgrades for Ford Quality Checked, Lincoln Premier and Mercury Certified Pre-owned vehicles. | | | • |
| | Focus Upgrades | Exclusive Extended Service Plan Upgrades for Your No-Charge Ford Focus Powertrain Plan. | • | • | |
| MAINTENANCE AND RENTAL PLANS | Premium Maintenance Plan | NORMAL Maintenance Schedule (every 5,000 miles). | • | | |
| | | OPTIONAL Maintenance Schedule (every 3,000 miles). | • | | |
| | Extra Maintenance Plan | NORMAL Maintenance Schedule (every 5,000 miles). | • | | |
| | | OPTIONAL Maintenance Schedule (every 3,000 miles). | • | | |
| | Basic Maintenance Plan (BMP) | NORMAL Basic Maintenance Schedule (every 5,000 miles). | • | • | • |
| | | OPTIONAL Basic Maintenance Schedule (every 3,000 miles). | • | • | • |
| | Engine Maintenance Plan | NORMAL Maintenance Schedule (every 5,000 miles). | • | • | • |
| | | OPTIONAL Maintenance Schedule (every 3,000 miles). | • | • | • |
| | RentalCARE | Provides first-day rental service for repairs covered by the new-vehicle limited warranty, $0 deductible applies. | • | | |