



# Plus

This **5 year/100 000 km** plan covers all PremiumCARE components **PLUS** a \$0 deductible with first-day Rental Coverage up to \$35/day for up to 10 days.

## BACKED BY FORD

PremiumCARE is the most comprehensive Ford Extended Service Plan for your new Ford or Lincoln vehicle – and it's backed by Ford Motor Company of Canada, Limited. Service can be obtained at more than 4,500 authorized Ford, Lincoln and Mercury Dealers in Canada and the United States.

### WHY PREMIUMCARE?

- You want peace of mind protection.
- You plan to keep your vehicle beyond the New Vehicle Basic Warranty period.
- You can't be without a replacement vehicle while your vehicle is in for repairs.
- You value the benefits and security of emergency Roadside Assistance.
- You'd like to help maximize your vehicle's resale value.
- You want the ultimate Ford extended service plan.
- You'll spend only pennies per day!



## POINTS TO REMEMBER ABOUT YOUR PREMIUMCARE PLAN...

- Coverage includes repair or replacement of covered components for the time and distance travelled period you select. Includes parts and labour.\*
- Wear-and-tear failures of covered components are included, in addition to mechanical breakdowns.\*
- Time and distance limitations for Ford ESP New Vehicle Plans are calculated from the time the vehicle is initially put into service and zero kilometres.
- Ford ESP New Vehicle Plans are effective concurrent with the New Vehicle Basic Warranty and are not extensions of the New Vehicle Basic Warranty.
- Time and distance limitations for Ford ESP Used Vehicle Plans are calculated from the date and distance travelled on the vehicle at the time of delivery from the Dealer. However, the Ford and Lincoln vehicle with remaining New Vehicle Basic Warranty, coverage begins at the expiration of the original New Vehicle Basic Warranty.
- Ford ESP Plan prices and component coverage are subject to the pricing and component coverage in effect at the time the plan is purchased. Plans and prices are subject to change without notice. See your participating Dealer for details. ESP plans are subject to GST, PST, and HST where applicable.

\* Some restrictions and limitation apply. See your participating Dealer for details.



GENUINE PARTS.  
GENUINE SERVICE.  
GENUINE PEACE OF MIND.

### FORD CUSTOMER SERVICE

This brochure is intended to provide general information about Ford ESP. Plan availability, benefits and coverage may vary by province. See your participating Dealer for details. Illustrations used in the brochure are for graphic representation only. Repairs needed to any engine, transmission and final drive components caused by or resulting from a defect in a non-Ford component such as an aftermarket-installed turbocharger are not covered. **In some cases, the use of Ford authorized remanufactured parts is required before and after the expiration of the New Vehicle Basic Warranty.** See your Dealer or your Customer Information Guide (also known as Owner Information Guide) for complete details on the New Vehicle Basic Warranty and other warranty coverages contained in the New Vehicle Limited Warranty.

|                        |                |
|------------------------|----------------|
| VEHICLE MAKE _____     | MODEL _____    |
| YEAR _____             |                |
| TIME/DISTANCE _____    | PRICE \$ _____ |
| DATE OF PURCHASE _____ | ODOMETER _____ |

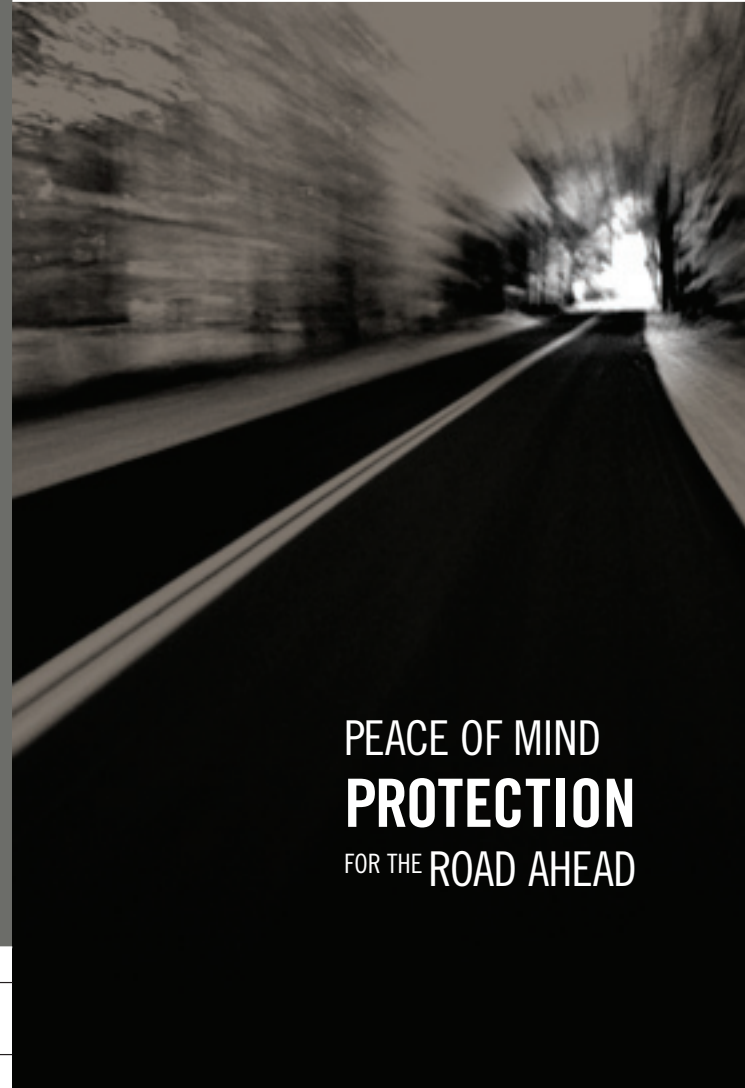
[ford.ca/esp](http://ford.ca/esp)



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# PREMIUM CARE

NEW & PRE-OWNED VEHICLES



## PEACE OF MIND PROTECTION FOR THE ROAD AHEAD

# PREMIUM CARE

## TRAVELLING WELL WITH PREMIUMCARE

You're buying peace of mind when you purchase or lease a quality Ford product. You want your ownership to be satisfying and pleasurable – and so do we! That's why we provide Genuine Service for the road ahead.

To add to your peace of mind and help protect your investment beyond your New Vehicle Basic Warranty, you'll be travelling well with PremiumCARE – the ultimate coverage backed by Ford.

### CONFIDENCE FOR THE ROAD

- Covers more than 500+ key components, including high-tech parts.
- Helps provide protection against the cost of unexpected repair bills during and after your New Vehicle Basic Warranty.†
- Provides rental vehicle reimbursement if your vehicle is inoperable and must be kept overnight for a repair covered by the Basic Coverage under the New Vehicle Limited Warranty or your Ford ESP.
- Ford ESP also extends your membership in the Ford Roadside Assistance Club. Your membership benefits include:

- Towing
- Flat tire
- Trip planning
- Emergency Travel Expense Reimbursement
- Battery boost
- Lockout
- Out-of-fuel

Please refer to the Roadside Assistance section in the Customer Information Guide (also known as Owner Information Guide) included with your new Ford or Lincoln vehicle. See your Ford or Ford Lincoln Dealer for details.

### OPTIONAL RENTAL PLUS! VEHICLE REIMBURSEMENT (New Plans Only)

Offers immediate first-day rental coverage up to \$75/day up to 10 days for a repair covered by the Basic Coverage under the New Vehicle Limited Warranty or your Ford PremiumCARE ESP.



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GENUINE SERVICE.  
GENUINE PEACE OF MIND.

† Warranty begins on the earlier of the vehicle's original delivery or the date of the first use. See your Dealer for details of this limited warranty.