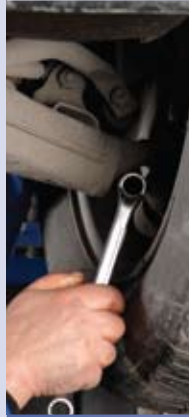


Important Details About Ford ESP Essential Maintenance Plan

- Coverage begins at the signature date and current mileage
- Coverage expires upon reaching the selected time or mileage or completion of all the maintenance services, whichever occurs first

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. Please see your dealer for details or refer to your plan provisions. Illustrations used in this brochure are for graphic representation only.



F O R D E S P

ESSENTIAL MAINTENANCE PLANS

LIMITED, BASIC AND ENGINE



L I N C O L N



M E R C U R Y

Q: What Are Limited,
Basic and Engine
Maintenance Plans?
A: Essential Coverage
for Your Vehicle
Maintenance Needs.

**Ford ESP ... Protection Against
Future Vehicle Repair Costs**



**GENUINE PARTS • GENUINE SERVICE
GENUINE PEACE OF MIND**



Prepaid Maintenance Protection Plans from
Ford ESP for New and Used Vehicles

Q: What's the best way to limit the cost of my vehicle's most vital maintenance needs?

A: Ford ESP offers protection plans to cover the most essential maintenance services on new and used Ford, Lincoln, Mercury and competitive-make vehicles.

Since each plan is prepaid, it will protect you against rising maintenance costs. It's like buying a basic dental plan for your car. It covers regular checkups, routine inspections and key maintenance your vehicle requires.

Features and Benefits

Ford ESP Limited, Basic and Engine Maintenance Plans provide affordable, professional maintenance with no out-of-pocket cost at the time of service. That's convenient!

	Limited	Basic	Engine
Engine Oil Change	Yes	Yes	Yes
Oil Filter Change	Yes	Yes	Yes
Multipoint Inspections	Yes	Yes	No
Tire Rotations	Yes	Yes	No
Up to Six Years	Yes	Yes	Yes
Deductible	\$0	\$0	\$0

Genuine Peace of Mind From Ford Motor Company

Ford factory-trained dealership technicians will use only original equipment manufacturers (OEM) maintenance parts. Genuine parts keep your vehicle running at its best.

With a Ford ESP Limited Maintenance Plan, your vehicle is covered at over 4,000 Ford, Lincoln and Mercury dealers in the U.S. and Canada. Basic and Engine Maintenance Plans cover your vehicle at the dealership where you bought your plan.

Mile After Mile After Mile ...

With Limited, Basic and Engine Maintenance Plans, you get:

- Timely care and inspections that can prevent serious and expensive problems
- Improved vehicle performance
- Protection for your vehicle investment and budget
- Coverage that may increase your resale or lease-end value, while limiting maintenance costs

Ford ESP Provides Worry-Free Maintenance Protection

You can choose from different maintenance schedules to meet your budget and specific driving needs.

TIME AND MILEAGE OPTIONS

With all Ford ESP coverage, you decide how long your coverage lasts to best meet your driving habits.

FORD ESP LIMITED, BASIC, ENGINE MAINTENANCE PLAN* Prices Based on \$0 Deductible Service Intervals in Miles			All Makes and Models						
			Gas			Diesel			Hybrid
			3,000	5,000	7,500	5,000	7,500	10,000	10,000
1-Year Plan	15,000 Miles	Maximum No. of Service Visits	5	3	2	3	•	•	•
2-Year Plan	30,000 Miles	Maximum No. of Service Visits	10	6	4	6	4	3	3
3-Year Plan	45,000 Miles	Maximum No. of Service Visits	15	9	6	9	6	4	4
4-Year Plan	60,000 Miles	Maximum No. of Service Visits	20	12	8	12	8	6	6
5-Year Plan	75,000 Miles	Maximum No. of Service Visits	25	15	10	15	10	7	7
6-Year Plan	100,000 Miles	Maximum No. of Service Visits	33	20	13	20	13	10	10

*Not available in New Jersey or Maine.