

# 10 Things Every Customer Should Know About Ford ESP



GENUINE PARTS • GENUINE SERVICE  
GENUINE PEACE OF MIND

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.**



GENUINE PARTS • GENUINE SERVICE  
GENUINE PEACE OF MIND

# Ford ESP Offers A Plan To Fit Every Need

EXTENDED SERVICE PLANS

Plan	Description	New	Pre-owned	Certified
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.	•		