



GENUINE PARTS • GENUINE SERVICE
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ESP Quick Tips






For Increasing Your Ford ESP Sales



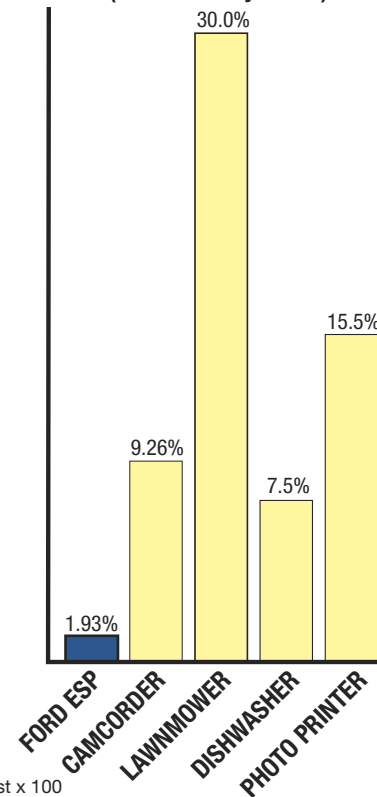
Ford ESP: A Great Value in the Service Contract Industry



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PRODUCT					
	FORD ESP	CAMCORDER	LAWNMOWER	DISHWASHER	PHOTO PRINTER
AVERAGE RETAIL COST	\$25,000	\$360	\$1,000	\$300	\$160
MANUFACTURER'S WARRANTY	3 YEARS/ 36,000 MILES	1-YEAR LIMITED	2-YEAR LIMITED	1-YEAR LIMITED	1-YEAR LIMITED
EXTENDED SERVICE PLAN TERM	6 YEARS/ 75,000 MILES	4 YEARS	3 YEARS	5 YEARS	3 YEARS
COST OF SERVICE PLAN	\$1,446	\$100	\$300	\$90	\$50
COST OF SERVICE PLAN AS A PERCENTAGE OF PRODUCT COST*	5.78%	27.78%	30.0%	30.0%	31.0%
COST PER YEAR OF COVERAGE (AFTER WARRANTY PERIOD)**	1.93%	9.26%	30.0%	7.5%	15.5%

Cost Per Year of Coverage (After Warranty Period)



* Cost of service plan as a percentage of product cost = (cost of service plan ÷ retail cost) x 100

** Cost per year of coverage (after warranty period) = (cost of plan ÷ [extended service plan term - no. of warranty years]) ÷ retail cost x 100



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Ford ESP: A Great Value in the Service Contract Industry

Non-Automobile Contracts

- High Cost
- Limited Number of Plans
- Limited Coverage Term
- No Loaners



Ford ESP

- Lowest Cost Per Year of Coverage (After warranty period)
- Plans Tailored to the Customer's Needs
- Genuine Ford Parts
- No Surprises



Remember: A vehicle is the second largest purchase most customers will ever make! Why not insure that investment with the “Peace of Mind” coverage that a Ford ESP can offer?