

2009 ESP Program

New, Used and Competitive-Make Plans

Plan Featuers	PremiumCARE	ExtraCARE	BaseCARE	PowertrainCARE	Incomplete Vehicles	Diesel EngineCARE Plus	Diesel EngineCARE
Major Component Coverage	500+	113	84	29	Yes	21	13
High-Tech Coverage	Yes	Yes	No	No	Yes	No	No
Standard Deductible	\$100	\$100	\$100	\$100	\$100	\$0	\$0
Rental Car Reimbursement* per Day	\$30/day for up to 10 days (\$36/Lincoln)	\$30/day for up to 10 days	\$30/day for up to 10 days	\$30/day for up to 10 days			
Enhanced Rental Option	\$75/day for up to 10 days	\$75/day for up to 10 days	\$75/day for up to 10 days	\$75/day for up to 10 days			
Towing Reimbursement	Up to \$100	Up to \$100	Up to \$100	Up to \$100	Up to \$100	Up to \$100	Up to \$100
Roadside Assistance	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Transfer Fee to Subsequent Owner**	\$75	\$75	\$75	\$75	\$75	\$75	\$75
Installment Payment Plan (IPP)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Commercial Vehicle	Yes ***	Yes ***	Yes ***	Yes ***	Yes ***	Yes	Yes
Ambulance/Tow Truck/Shuttle	No	No	No	No	Yes ***	Yes ***	Yes ***

Plan Features	TireCare New	DentCare NEW	Low Cab Forward (LCF)	Cab & Chassis	Police Vehicles
Standard Deductible	\$0	\$0	\$100	\$100	\$100
Rental Car Reimbursement* per Day	No	No	\$30/day for up to 10 days	\$30/day for up to 10 days	\$30/day for up to 10 days
Enhanced Rental Option	No	No	No	No	No
Roadside Assistance	Yes	No	Yes	Yes	Yes
Transfer Fee to Subsequent Owner**	\$75	\$75	\$75	\$75	\$75
Installment Payment Plan (IPP)	Yes	Yes	Yes	Yes	Yes
Commercial Vehicle	Yes	Yes	Yes	Yes	Yes
Ambulance/Tow Truck/Shuttle	Yes	Yes	No	No	No

*Rental coverage applies only if the vehicle is inoperable and must be kept overnight for a covered repair, unless the First-Day Rental Option has been purchased. Base rental charge and taxes only – does not include insurance, gas or any other normal per diem rental fees.

**Transfer fee in Florida is \$40.

***A surcharge applies.

Features and Benefits of New, Used and Competitive-Make Plans

- **Deductible** Plans have a \$100 standard deductible. \$0, \$50, \$200 and disappearing deductible options are available
- **Roadside Assistance** Flat tire change, fuel delivery, battery jump starts, lockout assistance, towing assistance up to \$100
- **Travel Expense Reimbursement** Up to \$500, up to three days for lodging, meals and rental vehicle for travel expenses incurred when the breakdown occurs more than 100 miles from home
- **Destination Assistance** Covers taxi, shuttle or rental car expense up to \$75 for emergency transportation to the immediate destination
- Service Locations United States and Canada
- Financing May be included in the finance contract in most cases
- Payment Plan Convenient interest-free installment payment plans are available
- Cancellable Yes

	PremiumCARE	ExtraCARE	BaseCARE	PowertrainCARE
What It Is	ESP PremiumCARE provides the ultimate coverage. This plan is so complete that we generally only discuss what's not covered!	ESP ExtraCARE provides additional component protection to the BaseCARE plan and includes many new high-tech options.	ESP BaseCARE is the next step up in coverage from ESP PowertrainCARE, offering a broader range of major component protection.	ESP PowertrainCARE is the foundation for all new vehicle component plans.
Who It's For	PremiumCARE is for the customer who wants the advantages of an ESP plan with maximum component and high-tech protection.	ExtraCARE is for the customer who wants the advantages of ESP and the security of comprehensive protection.	BaseCARE is for the customer who wants basic yet thorough extended warranty coverage.	PowertrainCARE is recommended for the customer who wants the advantages of an ESP plan, but only wants critical component protection.
Why Buy	 Maintains vehicle protection for key components after the Bumper-to-Bumper New Vehicle Limited Warranty has expired Vehicles are too complex for do-it-yourself owners Reduces the financial risk of vehicle ownership "Peace of mind" protection from covered repair bills while making vehicle payments Provides transportation when vehicle is in for a covered repair May add resale value 			
Target Audience	 Buyers of most vehicles equipped with extensive high- tech components High-mileage drivers Customers who keep their vehicles beyond the Bumper-to- Bumper New Vehicle Limited Warranty Customers who can't afford or don't want to deal with unexpected repair bills 	 Buyers of moderately equipped vehicles with some high-tech options High-mileage drivers Light truck customers Customers who keep their vehicles beyond the Bumper-to- Bumper New Vehicle Limited Warranty Customers who can't afford unexpected repair bills 	 Buyers of base model vehicles Customers with budget limitations High-mileage drivers Customers who plan to keep their vehicles beyond the Bumper-to-Bumper New Vehicle Limited Warranty 	 Buyers of base model vehicles High-mileage drivers Customers who plan to keep their vehicles beyond the Bumper-to-Bumper New Vehicle Limited Warranty Customers with budget constraints

	TireCARE	DentCARE	Low Cab Forward (LCF)	Cab & Chassis	Police Vehicles
What It Is	TireCARE provides unlimited road hazard protection for the vehicle's tires on Ford, Lincoln, Mercury and competitive- make vehicles.	DentCARE is a paintless dent repair product for Ford, Lincoln, Mercury and competitive-make vehicles.	Major component protection (BaseCARE and PowertrainCARE) for Low Cab Forward vehicles. Extends component protection out to 200,000 miles.	Major component protection (BaseCARE) for F-650 and F-750 vehicles. Plans do not cover the engine and transmission.	A variety of plans to minimize future repair expenses.
Who It's For	 Customers looking for complete vehicle service coverage Lease customers 	 Any new or used vehicle buyer Lease customers 	 Commercial customers High-mileage users Businesses that must minimize downtime Fleets 	 Commercial customers High-mileage users Businesses that must minimize downtime Fleets 	Municipal, state and federal government agencies.
Why Buy	 Establishes gas-and-go ownership experience Covers components not covered by the manufacturer's Bumper-to- Bumper New Vehicle Limited Warranty 	 Keeps the vehicle looking new throughout the ownership experience Eliminates the need for potentially high-cost body repairs 	 Minimizes downtime High-mileage drivers Minimizes cost of ownership 	Provides major system component coverage to complement the vehicle's powertrain warranty.	 Minimizes downtime High-mileage drivers Minimizes cost of ownership
Target Audience	All new and used vehicle buyers.	All new and used vehicle buyers.	Commercial buyers, business owners and fleets.	Commercial buyers, business owners and fleets.	Municipal, state and federal government agencies.

Diesel EngineCARE: 13 Covered Components

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PowertrainCARE: 29 Covered Components



engine



front-wheel

drive axle

BaseCARE: 84 Covered Components

rear-wheel drive axle









transmission









engine

rear-wheel

drive axle

front-wheel

brakes

front suspension

air conditioning and heating

transmission

rear-wheel drive axle

drive axle

steering





electrical



engine



transmission



front-wheel

drive axle



steering



brakes







air conditioning and heating

high-tech

PremiumCARE: 500+ Covered Components

front-wheel

drive axle



engine



transmission



rear-wheel

drive axle







front suspension



electrical

high-tech



steering



brakes







air conditioning and heating

emissions

safety

















suspension



RentalCARE for New Vehicles

	RentalCARE* for Ford and Mercury Vehicles	
Standard Deductible per Repair Visit	\$0	
Rental Car Reimbursement	Immediate first-day coverage, at up to \$30 per day for Ford, Mercury and non-Ford vehicles for up to three consecutive days per eligible repair visit	
Enhanced Rental Option	Up to \$75 per day for up to three days	
Installment Payment Plan	Yes	
Transfer Fee to Subsequent Owners [†]	\$75	

	RentalCARE* for Competitive-Make (Non-Ford, Lincoln, Mercury) Vehicles	
Standard Deductible per Repair Visit	\$0	
Rental Car Reimbursement	Immediate first-day coverage, at up to \$30 per day for Ford, Mercury and non-Ford vehicles for up to three consecutive days per eligible repair visi	
Enhanced Rental Option	Up to \$75 per day for up to three days	
Installment Payment Plan	Yes	
Transfer Fee to Subsequent Owners [†]	\$75	

 \star RentalCARE cannot be purchased for a vehicle covered with an ESP core component coverage plan.

[†] Transfer fees may vary according to state. Refer to the ESP Operating Guide for complete details.

Features and Benefits of RentalCARE

- Time and Mileage Choices RentalCARE is available with a 24-, 26- or 30-month option up to 50,000 miles. For Ford and Mercury vehicles, coverage up to 45,000 miles includes an additional 9,000 miles of PremiumCARE coverage and coverage up to 50,000 miles includes an additional 14,000 miles of PremiumCARE coverage
- Coverage begins at the warranty start date and zero miles. Coverage expires upon reaching your selected time or mileage, whichever occurs first
- Can be purchased as a stand-alone plan or purchased with any maintenance plan
- When RentalCARE and a maintenance plan are purchased together, RentalCARE provides rental for repairs covered by the Bumper-to-Bumper New Vehicle Limited Warranty only. It does not provide a rental vehicle for scheduled maintenance services
- Lincoln vehicles are not eligible
- Cancellable Yes
- Service Locations United States and Canada
- Financing May be included in the finance contract in most cases
- Payment Plan Convenient, interest-free installment payment plans are available

	RentalCARE
What It Is	ESP RentalCARE provides first-day rental coverage on Ford, Mercury and competitive- make vehicles. It also provides comprehensive extended component protection (PremiumCARE) from the expiration of the Bumper-to-Bumper New Vehicle Limited Warranty (3 years/36,000 miles) to the expiration of the contract. For 45,000-mile and 50,000-mile plans only: customers can upgrade benefit to \$75 per day for 3 days.
Who It's For	RentalCARE is for the customer who needs or prefers the convenience of alternative transportation for repairs covered by the vehicle's Bumper-to-Bumper New Vehicle Limited Warranty. It is also for customers who purchase a lease that terminates after the Bumper-to-Bumper New Vehicle Limited Warranty expires.
Why Buy	 Assurance of immediate transportation, especially if out of town Transportation when repairs are covered by the Bumper-to-Bumper New Vehicle Limited Warranty Extends component protection (PremiumCARE) beyond the expiration of the Bumper-to-Bumper New Vehicle Limited Warranty
Target Audience	 New lease customers Customer who require alternate transportation Buyers who like the convenience of first-day rental Customers who use the vehicle for business Customers who live long distances from the dealership

Limitations and Restrictions of RentalCARE

Eligibility Requirements

New RentalCARE contracts must be purchased before the earlier of 12 months or 12,000 miles from the warranty start date. Coverage begins at the warranty start date and zero miles.

Unique Plan Exclusions

- Not available on Lincoln vehicles
- RentalCARE cannot be combined with any other plan that provides rental benefits

Ford, Lincoln, Mercury and Competitive-Make Maintenance Plans

Plan Features	Premium Maintenance	Limited Maintenance	Engine Maintenance	Basic Maintenance
Standard Deductible	\$0	\$0	\$0	\$0
Rental Car Reimbursement per Day	No	No	No	No
Enhanced Rental Option	No	No	No	No
Roadside Assistance	No	No	No	No
Transfer Fee to Subsequent Owner**	\$75	No	No	No
Installment Payment Plan (IPP)	Yes	Yes	Yes	Yes
Commercial Vehicle	Yes	Yes	Yes	Yes
Ambulance/Tow Truck/Shuttle	No	Yes	Yes	Yes

*Rental coverage applies only if the vehicle is inoperable and must be kept overnight for a covered repair, unless the First-Day Rental

Option has been purchased. Base rental charge and taxes only – does not include insurance, gas or any other normal per diem rental fees. **Transfer fee in Florida is \$40.

Premium Maintenance Plan (PMP)

- Covers normal or optional scheduled maintenance and select wear items
 - Covers six wear items spark plugs (except California), shock absorbers, clutch disc, engine belts and hoses, brake pads and linings, and wiper blades
- Premium Maintenance can **only** be purchased before 12 months/12,000 miles of the warranty start date and zero miles, whichever occurs first
- Premium Maintenance may be purchased as a stand-alone plan or purchased with any new ESP plan from Ford
- When Premium Maintenance and RentalCARE are purchased together, RentalCARE provides rental for repairs covered by the Bumper-to-Bumper New Vehicle Limited Warranty only, not for Premium Maintenance Plan services or repairs. Premium Maintenance customers who want rental coverage for maintenance services and repairs should purchase the First-Day Rental Option
 - First-day rental option Up to \$30 per day for up to two days for Ford and Mercury; up to \$36 per day for Lincoln
 - Enhanced rental option Up to \$75 per day for up to two days

Essential Maintenance Plans

Limited Maintenance Plan (LMP)

- This plan can be purchased as a stand-alone plan or with any used ESP plan
- Anytime, anywhere
- · Covers engine oil and oil filter changes
- Covers tire rotation on each visit

Basic and Engine Maintenance Plans

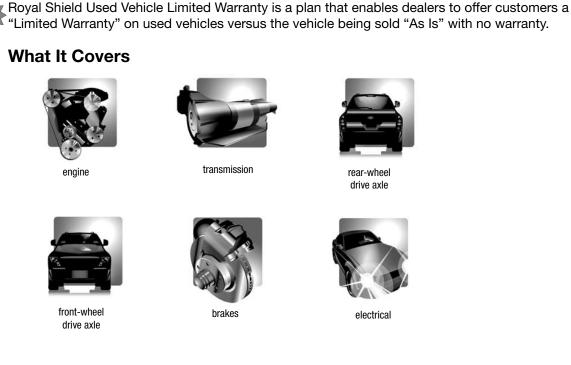
- Anytime, anywhere
- Covers engine oil and oil filter changes
- · Provides capped reimbursement for covered services
- Provides cost-effective maintenance for one to five years from the date of purchase
- Dealer benefit Offering an Engine Maintenance Plan virtually ensures that customers will bring their vehicles back to your dealership at least every three to six months, offering multiple opportunities for additional business. As your technician completes the oil and filter change, chances are good they will discover the need for additional maintenance or repair work

Features and Benefits of All Essential Maintenance Plans

- · Coverage begins at the signature date and current mileage
- Coverage expires upon reaching the selected time or mileage or completion of all maintenance services, whichever comes first
- All maintenance replacements are made with Genuine Ford or Original Equipment Manufacturer (OEM) parts
- Service Locations United States and Canada
- Financing May be included in the finance contract in most cases
- Payment Plan Convenient interest-free installment payment plans are available

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	Premium Maintenance	Limited Maintenance	Basic Maintenance	Engine Maintenance
What It Is	Provides for scheduled maintenance as outlined in the vehicle service schedule.	Provides customers with a cost-effective basic maintenance program for the service bundle selected.	Provides for maintenance service with pricing designed to promote traffic in the service department.	Provides for maintenance service with pricing designed to promote traffic in the service department.
Who It's For	 Customers who like to maintain their vehicles and protect their investments Any used vehicle buyer Lease customers 			
Why Buy	 Maintain vehicle for better performance and resale Prepayment of known maintenance expense 			
Target Audience	 Buyers who enjoy having their vehicles well-maintained Lease customers who want to help protect resale or lease-end value Businesses with maintenance budgets Customers who want gas-and-go driving 	 Buyers who recognize the importance of vehicle maintenance Buyers who have purchased a late model pre-owned vehicle Buyers who like the convenience of a prepaid maintenance plan 		

Royal Shield Used Vehicle Limited Warranty Plan



Plan Availability

Royal Shield has three plan options for coverage:

- 30 days/1,000 miles, whichever occurs first
- 60 days/3,000 miles, whichever occurs first
- 90 days/4,000 miles, whichever occurs first

Plan Specifics

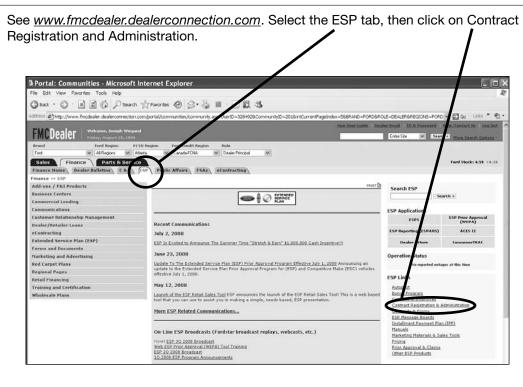
- This contract is included as part of the vehicle purchase in a sales transaction
- This contract is **NOT** a separately identified or negotiated extra cost to the purchaser
- For Ford, Mercury or Lincoln vehicles, this limited warranty will add on to the end of the Bumper-to-Bumper New Vehicle Limited Warranty
- For competitive-make vehicles, coverage begins on the date and mileage of vehicle purchase
- An ESP core contract may be sold, registered and coexist with a Royal Shield Used Vehicle Limited Warranty plan
- Royal Shield cannot be cancelled
- Royal Shield cannot be transferred
- Royal Shield can be used as a tool for "selling up" to a service contract

Royal Shield Inspection Forms The Used Vehicle Inspection Checklist (FCS-9754-09) must be completed and provided to the customer for each vehicle sold under the program The inspection checklist is a two-part form that needs to be signed by the dealership and customer: First copy goes to the customer First copy goes to the customer

- Second copy goes to the dealership



Prior Year Plan Summaries



Ineligible Vehicles and Usage

The following vehicle uses are ineligible for all makes and models:

Taxis, limousine/livery, rentals, vehicles used for competitive driving/racing/off-road use, all performance modified vehicles (e.g., Roush Stage2/Stage3/427R, and Saleen modified vehicles), 4x2-equipped vehicles modified with 4x4/AWD capabilities, electric vehicles, all compressed natural gas or liquid propane gas vehicles, vehicles manufactured for sale outside the United States and Canada, vehicles in which the odometer has been altered/broken/repaired/replaced so that the actual mileage cannot be determined, vehicles in which the Original Factory Limited Warranty has been voided, in whole or in part; the vehicle has a branded title, totaled or salvage, the VIN cannot be identified, any other vehicles not specifically referenced on the Vehicle Index except new released models found on the ESP website.

Additional competitive-make (non-Ford, Lincoln, Mercury) ineligible vehicle uses:

Police, fire, ambulance, tow truck, shuttle, incomplete vehicles (e.g., chassis cabs, cutaways, stripped chassis), all vehicles equipped with snowplows.

Make	Model	Make	Model
Acura	NSX	Jaguar	XJ Series XK Series
Audi	R8 R9 Any model with 8 or more cylinders	Jeep	SRT
BMW	6 Series M Series 7 Series Z8	Land Rover	Range Rover Supercharged Range Rover Sport Supercharged
Cadillac	V Series XLR Any model with 4.1L engine	Lexus	LF-A
Chevrolet	Corvette Z06 Corvette ZR1	Mercedes- Benz	AMG S Class CL Class SL Class G Class SLK Kompressor
Chrysler	SRT	Mitsubishi	3000 Series
Dodge	SRT Stealth Viper	Volkswagen	Phaeton Any model with W12 engine
Ford	Foose F-150 GT Mustang Cobra R Shelby GT 500 KR and Supersnake		

Note: Check <u>www.fmcdealer.dealerconnection.com</u> for updates on vehicles not listed.

Note: See the Unique Plan Exclusions on the individual plan pages of the ESP Price Book.