



| FORD PROTECT®

P.O. Box 8072 • Royal Oak, MI 48068

Call 1-888-252-3899 today

<Ford> <Model> Owner:

<John Q Sample>

<1234 Any Street>

<Any State USA 12345>

<This Spring, Weekends Are for Never Doing Anything Just Halfway.>

Your 3-year/36,000-mile New Vehicle Limited Warranty that's expiring in 18 months or less is just half the story.

Dear <John>,

Yes, your New Vehicle Limited Warranty is inching its way towards expiring. However, the other half of the story is that with a **Ford Protect extended service plan**, you can continue driving with confidence knowing you're protected from unforeseen covered vehicle repair expenses well beyond your warranty period, for up to the earlier of **8 years or 150,000 miles**.^o

<Spring is a time for hard work and fun. Whether you are off-roading, picking up cattle feed or heading to the city for a concert – time flies when you're driving your <Ford F-150>. Before you know it, that security you're enjoying will disappear.>

Why is Ford Protect worth the added protection?

- It's 100% Backed by Ford Motor Company
- It offers 24/7 Roadside Assistance and rental coverage
- It wraps around your existing coverage, providing enhanced protection

Your <Ford F-150> is loaded with smart technology that the average owner can't fix on their own. When you consider the rising cost of vehicle repairs, and the fact that the cost of one repair alone could cost more than the price of **Ford Protect**, the investment just makes sense.

**Why take a chance with
costly repair bills?**

Call toll-free today
1-888-252-3899.

Monday-Friday 9 a.m. to 8 p.m. ET.



Engine \$10,212 \$0*		Transmission \$6,910 \$0*
Steering Gear \$1,612 \$0*		Lane Keeping System \$631 \$0*
Headlamp & Taillamp Assembly \$2,487 \$0*		A/C Evaporator Core \$1,516 \$0*

*With a \$0 deductible on Ford Protect, you could pay nothing for a covered repair at the time of service. Other deductible options available. These examples are based on an average estimated U.S. retail repair cost for a <Ford F-150>. Actual repair costs will vary by vehicle and dealer location. Covered components are based on a Ford Protect PremiumCARE.
^oContact a Ford Protect Specialist for a list of covered repairs.

<Ditch the Worry.>

<Embrace the Unexpected. Discover What Ford Protect Can Do for You.>



Why Ford Protect is the best choice for your <Ford F-150>:

FACT: You depend on your vehicle because your work and people depend on you.

No matter the manufacturer, vehicles are most susceptible to repairs in the fifth, sixth and seventh years of ownership. With a Ford Protect extended service plan, you could avoid the expense of unexpected covered repairs.°

FACT: High-tech components are covered.

Driving with no warranty means you are responsible for covered repairs.° Today's <Ford F-150> is loaded with high-tech components and computer modules, which can be costly to repair using diagnostic equipment that the average owner doesn't have access to.

FACT: The cost of repairs will only rise over the years. Talk to a Ford Protect Specialist today to lock in today's service rates. Doing this now could save you even more later.



Little or No Out-of-Pocket Expenses:

Choose from a variety of plans covering the cost of parts and labor, less your deductible.



On-the-Road Protection:

Throughout your Ford Protect coverage period, you get Roadside Assistance featuring rental coverage, 24/7 roadside assistance and towing.



High-Quality Service from Ford Technicians:

All technicians handling your vehicle are factory-trained and certified, using Ford-authorized parts at Ford and Lincoln dealerships throughout the U.S., Canada and Mexico.



Ford Protect Plans – Flexible, Affordable, 0% APR Financing:

With coverage available for up to the earlier of 8 years or 150,000 miles, we have a plan for every budget and coverage need. And what's not to love about interest-free payments for up to 24 months?

Don't let the unexpected disrupt what really matters in your life.

Continue to do what you love this spring with Ford Protect.

Call **1-888-252-3899** to talk to one of our Ford Protect Specialists today to learn more – Monday-Friday, 9 a.m. to 8 p.m. ET. <Or visit your vehicle selling dealer.>

Thanks for driving with Ford,

Lisa J. Sabo
Ford Protect Product and Administration Manager

<VIN: XXXXXXXX>



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° Contact a Ford Protect Specialist for a list of covered repairs.

This letter is intended to provide general information about Ford Protect. Prices and plans are subject to change without notice. Plan availability, benefits, coverage and provider may vary by state.

<In Florida, Ford Protect on Ford, Lincoln and Mercury vehicles is a Service Contract from Ford Motor Company (License #12118).>
<In Texas, Ford Protect is a Service Contract from Ford Motor Service Company (License #SCP-165).>