



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 Winter, Keep Your New Vehicle Confidence Alive.>

<This winter, know your vehicle is covered from the unexpected by Ford Protect.º>

Dear <Sam Sample>,

Our records indicate that you drive more miles than the average driver, so your original New Vehicle Limited Warranty may expire sooner than you think.

You can continue your new vehicle confidence for up to the earlier of **8 years or 150,000 miles with a Ford Protect extended service plan**. It takes the worry out of having to pay out of pocket for unexpected covered vehicle repairs long after your New Vehicle Limited Warranty expires.º

<Winter is time to hit the road for new adventures. The hot weather may be over, but you and your **<Ford Fusion>** still have plenty of adventures in store. Grab your coat and keep moving, because unexpected covered vehicle repairs shouldn't slow you down.º Sign up for Ford Protect and keep that new vehicle confidence alive.>

### 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 New Vehicle Limited Warranty, providing enhanced protection

Your **<Ford Fusion>** experiences significant wear due to weather, road conditions and daily use. When you consider the rising cost of automotive parts and service, and the fact that the cost of one repair alone could cost more than the price of **Ford Protect**, the investment just makes sense.



\*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 Fusion>. Actual repair costs will vary by vehicle and dealer location. Covered components are based on a Ford Protect PremiumCARE Plan.

ºContact a Ford Protect Specialist for a list of covered repairs.



A Ford Protect Specialist is ready to help.

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

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

# <Hit the Road with Confidence.>

<Discover What Ford Protect Can Do for You.>



## Why Ford Protect is the best choice for your <Ford Fusion>:

### **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 repairs. Today's <Ford Fusion> 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 help save on unexpected covered repairs down the road.°



#### **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 winter 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>



**FORD PROTECT®**

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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 is a Service Contract from Ford Motor Service Company (License #19-383364381).>

<In Texas, Ford Protect is a Service Contract from Ford Motor Service Company (License #SCP-165).>