

X-PLAN
PRICING
+ CUSTOMER
INCENTIVES
= GREAT SAVINGS



2013 FORD ESCAPE

Ford Motor Company's success is largely the result of our special relationship with our Partner organizations. In appreciation, the X-Plan Partner Recognition Program offers you exclusive savings on eligible Ford vehicles. See www.fordpartner.com for a complete list of eligible vehicles.

We Value Our Partners

The benefits of X-Plan pricing

- **Exclusive savings** – X-Plan pricing is available only to Partner company employees and their household members
- **You pay one low price** – no negotiating needed
- **Significant savings** – get X-Plan savings in addition to most other publicly offered programs¹
- **Exceptionally easy to use** – clear, simple procedures and identification requirements

How to Participate

Follow these simple steps to X-Plan savings

- 1 Obtain your organization's Partner Code (If it's not on the back of this card, see your company's Program Ambassador)
- 2 Visit www.fordpartner.com
- 3 Enter your Partner Code; the last four digits of your Social Security Number; and your name, address, city, state and zip code to generate your Personal Identification Number (PIN)
- 4 Visit a participating dealer, identify yourself as an X-Plan Partner Recognition participant, and provide the last four digits of your Social Security Number and your Personal Identification Number (PIN) to confirm eligibility
- 5 Provide proof of employment or organization membership (I.D. card, pay stub, W-2 form or health care card)
- 6 Select an X-Plan eligible vehicle and ask for a copy of the invoice to confirm X-Plan pricing

Additional Details

Partner Recognition program guidelines

- Partner Recognition pricing is available in addition to most other publicly offered programs¹
- Active organization members, employees, retirees and members of their households² are entitled to purchase or lease two new vehicles per year through Partner Recognition (used vehicles are ineligible)
- Dealer demonstration vehicles are available at new vehicle X-Plan pricing
- Vehicles may be registered or titled in the name of a business (using federal tax ID number)
- Trade-in allowances must be negotiated with the dealer
- Lease/Financing may be obtained at the customer's discretion from any source

¹See selling dealer for details.

²Driver's licenses are required for proof of residency.

Special savings, vehicle info and a dealer locator – available at www.fordpartner.com

Everything you need to save on a new X-Plan eligible Ford vehicle awaits you at www.fordpartner.com

- Vehicle information – click the brand logo to visit the Ford brand vehicle site
- In-stock pricing and special offer information

- Locate a dealer in your area
- Partner Recognition Program process, rules and frequently asked questions



Go Further



FORD – Committed To The Environment

Ford Motor Company cares about the environment. Our goal is to create a cleaner, healthier future for our children and their children. That's why we strive to:

- Conserve energy and resources
- Build more fuel-efficient, cleaner-burning vehicles
- Operate more environmentally responsible manufacturing plants
- Implement more effective recycling efforts

Because of our commitment to conserving energy and resources, we've printed this card on 30% post-consumer waste recyclable paper stock. To minimize our use of forest-sourced materials, we will only provide full product brochures by request. To request a brochure, please go to: <http://www.ford.com/brochures>

Partner Recognition X-Plan Vehicle Pricing

Exclusive Pricing

Your Partner Recognition X-Plan price is established before you visit the dealership so you don't have to negotiate.

Exceptionally Simple

Your Partner Recognition X-Plan price is clearly marked on the vehicle invoice. Just ask your dealer to show you.

Great Value

To thank valued Partners like you, these exclusive savings are available in addition to most other publicly offered programs.¹

Your Partner Code:

WB531

To obtain a PIN, log on to
www.fordpartner.com

¹See selling dealer for details.



Go Further