



Let Ford Recycle Your Ride



LINCOLN



MERCURY

What is the Cash for Clunkers Program?

Cash for Clunkers is the government's new-vehicle trade-in program.* No one makes it easier to receive your Cash for Clunkers rebate, recycle your old vehicle and save on a new, high-quality Ford, Lincoln or Mercury vehicle.

- 20 highly fuel-efficient models to choose from
- America's most fuel-efficient midsize sedans**
- The most fuel-efficient SUVs on the planet†
- Quality that not even Honda or Toyota can beat††
- Ford Motor Company was awarded eight 2009 *Consumers Digest* Best Buy awards
- Our Ford.com Web site details eligible vehicles, financing, shopping tools and more
- Our Call Center at 1-800-392-FORD (3673) can give you more information

Learn all about this exciting new program.



FordFocus



FordFusion



FordFusion Hybrid



FordTaurus



FordTaurus X



FordEscape



FordEscape Hybrid



FordEdge



FordFlex



FordRanger



FordF-150



FordSuper Duty®



FordTransit Connect



FordE-Series



MercuryMilan



MercuryMilan Hybrid



LincolnMKT



LincolnMKX



MercuryMariner



MercuryMariner Hybrid

In addition to the government Cash for Clunkers rebate, you may be eligible for Ford, Lincoln or Mercury discounts on these vehicles. Ask your salesperson for details.

*This government program and rules are subject to change. Please refer to ford.com or cars.gov for complete details. **Fusion/Milan Hybrid. EPA-estimated 41 city/36 hwy mpg. Actual mileage will vary. Midsize class per R. L. Polk & Co. Fusion S, I-4 automatic/Milan I-4 automatic with Rapid Spec 101A, 23 city/34 hwy/27 combined mpg. Midsize class per R. L. Polk & Co. Non-hybrid. †Escape/Mariner Hybrid. Based on unadjusted city fuel economy from EPA (10/08) and VCA (5/08). EPA-estimated 34 city/31 hwy mpg, front-wheel drive. Actual mileage will vary. Excluding vehicles built for Mazda. ††Based on RDA Group's GQRS cumulative survey at three months of service in three surveys of 2008 Ford and competitive owners conducted 9/07-5/08.

NEW2010MercuryMilan



Cash for Clunkers Program Breakdown

New passenger vehicles with 22 mpg or better	4-mpg improvement	\$3,500
	10-mpg improvement	\$4,500
New regular trucks with 18 mpg or better	2-mpg improvement	\$3,500
	5-mpg improvement	\$4,500
New large trucks and vans with 15 mpg or better (6,000 – 8,500 lbs.)	1-mpg improvement	\$3,500
	2-mpg improvement	\$4,500
New large trucks and vans that are '01 model year or older (8,500 – 10,000 lbs.)	Into similar class truck or van	\$3,500

For more information, please visit ford.com or cars.gov.

How the program works

We're experts on Cash for Clunkers, the government's new-vehicle trade-in program. No one makes it easier to receive your Cash for Clunkers rebate when you recycle your old vehicle. The Cash for Clunkers rebates are in limited supply, so you need to act now. We have 20 highly fuel-efficient models to choose from, including America's most fuel-efficient midsize sedans** and the most fuel-efficient SUVs on the planet.† At ford.com you'll find our comprehensive Web site, which includes a detailed overview of the Cash for Clunkers program, along with information about eligible vehicles, financing, shopping tools and more. Our Call Center at 1-800-392-FORD (3673) can also give you more information.

What do I need to do?

- Visit ford.com and tell us what type of vehicle you own. We will give you a detailed list of eligible Ford, Lincoln and Mercury vehicles.
- **OR** visit any Ford, Lincoln or Mercury Dealer, who will take care of everything for you. Just ask a salesperson.
- Call 1-800-392-FORD (3673) for more information.

When can I take advantage of this program?

The law states that the final rules will be in place within 30 days of President Obama signing the bill. Sign up for regular email updates at ford.com.

NEW2010FordFusion





What is the Cash for Clunkers program?

Cash for Clunkers is a government-sponsored program to help customers trade in a program-qualifying vehicle for a new, fuel-efficient vehicle. Customers receive a \$3,500 or \$4,500 rebate from the government, on top of all other incentives, in exchange for their vehicle.

What vehicles qualify for this program?

The trade-in vehicle must meet the following criteria:

- Have been manufactured less than 25 years before the date you trade it in
- Have a "new" combined city/highway fuel economy of 18 miles per gallon or less
- Be in drivable condition
- Be continuously insured and registered to the same owner for the full year preceding the trade-in

Note: For some transactions, work trucks (very large pickup trucks and cargo vans) only qualify if they are 2001 model year or earlier.

How do I find out when my vehicle was manufactured?

The month and year of manufacture, such as 1-96 (January 1996), appear on the safety standard certification label on the frame or edge of the driver's door in most vehicles.

How do I find out if my vehicle qualifies?

Customers can visit ford.com to find out more about the program, determine if their vehicle qualifies and view Ford, Lincoln and Mercury vehicles that are eligible to receive Cash for Clunkers rebates, in addition to other incentives customers may qualify to receive.

There are 20 vehicles in the Ford, Lincoln and Mercury lineup that qualify for this program, with Cash for Clunkers rebates of up to \$4,500 toward the purchase of a new vehicle.

Am I limited to what new vehicle I can purchase?

Yes. First, for most transactions, the EPA combined city/highway fuel economy of the vehicle you purchase must be higher (by specified amount) than that of the vehicle you are trading in. The amount of the difference depends on the specific types of vehicles involved in the transaction.

Second, the Manufacturer's Suggested Retail Price (MSRP) of the new vehicle cannot exceed \$45,000.

ALL-NEW 2010 Lincoln MKT



ALL-NEW 2010 Ford Taurus

Third, the program requires that the new vehicle meet certain mpg requirements. Ford, Lincoln and Mercury offer 20 vehicles* that qualify for this program: Ford: Focus, Fusion, Taurus, Ranger, Edge, Escape, Flex, Taurus X, Transit Connect, Fusion Hybrid, Escape Hybrid. Mercury: Milan, Mariner, Milan Hybrid, Mariner Hybrid. Lincoln: MKX, MKT.

In addition, F-150, Super Duty and E-Series will qualify under certain conditions if the vehicle being traded in is a truck of comparable size, as defined in the legislation. Go to ford.com and select your current vehicle to see specific Cash for Clunkers rebates you may be eligible for.

Note: Not all powertrain combinations will qualify, and select trim series may have an MSRP above \$45,000.

Do I need to get a Cash for Clunkers rebate or sign up for this program?

No. You do not need an actual Cash for Clunkers rebate and you are not required to sign up or enroll in this program. Participating Ford and Lincoln Mercury Dealers will apply a credit, reducing the price you pay at the time of your purchase or lease, provided the vehicle you buy or lease and the vehicle you trade in meet the program requirements. Your dealer will be reimbursed by the government.

How many eligible vehicles does Ford have as part of this program?

There are 20 vehicles in the Ford, Lincoln and Mercury lineup that qualify for this program, with Cash for Clunkers rebates of up to \$4,500 toward the purchase of a new vehicle.

How many Cash for Clunkers rebates are available?

The government has approved funding for \$1 billion under this program, and the program will end when the budget has been exhausted or by Sunday, November 1, whichever comes first.

When will this program take effect?

The U.S. Department of Transportation has 30 days from the date the President signs the bill to finalize the complete program rules and initiate the program. Customers can visit ford.com to find the latest information about the start date for the program and other details.

What do consumers need to do to claim and redeem their Cash for Clunkers rebate?

Participating Ford, Lincoln and Mercury Dealers will be able to seamlessly handle this program for consumers. The dealer will take a customer's qualifying vehicle as a trade-in and deduct the Cash for Clunkers rebate amount from the purchase price of the new vehicle. The dealer will handle all of the paperwork and will apply for the Cash for Clunkers rebate on the customer's behalf.



How do I trade in my old vehicle?

You must purchase your new vehicle from a participating new-car dealership. The Cash for Clunkers rebate amount will be applied to the new-vehicle purchase price rather than sent to you.

In addition to the Cash for Clunkers rebate, will I get the full value of my trade-in vehicle?

No. The law requires your trade-in vehicle to be destroyed. Therefore, the value you negotiate with the dealer for your trade-in vehicle is not likely to exceed its scrap value. The law requires the dealer to disclose to you an estimate of the scrap value of your trade-in vehicle.

How can I reserve a Cash for Clunkers rebate?

This Cash for Clunkers rebate cannot be reserved; it is available on a first-come, first-served basis.

How do I know what value Cash for Clunkers rebate I qualify for?

Customers can visit ford.com to find out more about the program, determine if their vehicle qualifies for the program and view Ford, Lincoln and Mercury vehicles that are eligible to receive a Cash for Clunkers rebate, in addition to other incentives customers may be qualified to receive.

There are 20 vehicles in the Ford, Lincoln and Mercury lineup that qualify for this program, with a Cash for Clunkers rebate of up to \$4,500 toward the purchase of a new vehicle.*

What if I want to purchase an F-150 or Super Duty®?

There is a provision for current truck owners to purchase a new F-150 or Super Duty, as outlined below:

If you own a truck or van with a gross vehicle weight rating of 6,000 to 8,500 lbs., you can buy an F-150 and receive \$3,500 for 1-mpg improvement for the same class of trade-in or \$4,500 for 2-mpg improvement for the same class of trade-in, as long as the new vehicle's combined fuel economy rating is at least 15 mpg.

If you own a truck or van with a gross vehicle weight rating of 8,500 to 10,000 lbs. and that is a 2001 model year or older, you can receive \$3,500 if you purchase a Super Duty with a gross vehicle weight rating of 8,500 to 10,000 lbs.

Note: Not all powertrain combinations will qualify, and select trim series may have an MSRP above \$45,000.

I have a truck and I cannot find its fuel economy rating. Is it an eligible trade-in vehicle?

Maybe. Large work trucks do not have an EPA fuel economy number. For these trucks, age is the only criterion for determining whether they are eligible trade-in vehicles. If you have one of these trucks, it must be from model year 2001 or earlier. The other criteria for an eligible unit must also be met.

I just traded in my old car for a new vehicle last month. Will I get some money back?

No. The program does not apply retroactively.

How many Cash for Clunkers rebates can I receive?

The program limits the number of Cash for Clunkers rebates to one per customer, including joint registered owners of a single eligible trade-in vehicle.

Can I apply more than one Cash for Clunkers rebate claim to the same new-vehicle sale?

No, only one Cash for Clunkers rebate can be used on each sale.

Where can I get more information?

Customers can visit ford.com to find out more about the program, determine if their vehicle qualifies for the program and view Ford, Lincoln and Mercury vehicles that are eligible to receive a Cash for Clunkers rebate, in addition to existing incentives that customers may qualify to receive. The government has also set up cars.gov as its Web site for additional information.

There are 20 vehicles in the Ford, Lincoln and Mercury lineup that qualify for this program, with Cash for Clunkers rebates of up to \$4,500 toward the purchase of a new vehicle.*

Can I combine this Cash for Clunkers rebate with other manufacturer rebates or incentives?

Yes, you can use this Cash for Clunkers rebate with all manufacturer rebates that you qualify for.

Can I combine this with other government incentives?

Yes. You can combine this with other state and federal incentives, such as the hybrid vehicle tax credit.

How do I know if a dealer is participating in the program?

The law requires dealers to be registered to participate in the program. The government is moving as quickly as possible to register interested dealers. As dealers are registered, the government will list them on the cars.gov Web site, and will continue to update this list during the life of the program. Meanwhile, you may contact dealers in your area to ask whether they plan to participate in the program.

Does the program apply if I want to lease a vehicle or must I purchase a vehicle?

Under the program, you may purchase or lease a new vehicle, provided the lease period for the new vehicle is at least five years.

Do I have to pay taxes on the amount of the Cash for Clunkers rebate?

The Cash for Clunkers rebate is not subject to federal taxes. State or local taxes may apply. See dealer for details.

Is there an income limit that disqualifies certain vehicle owners?

No, there is no income limit for this program.

