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Preventive Maintenance Savings

"Pay me now or pay me later. Big time!"

A 5 Step Process

Preventive maintenance is the single most important thing you can do to save your company money on vehicles costs and down time. Having a comprehensive and well executed plan is essential. Let's take a look at five steps to success.

Know Your Fleet

Knowing how your vehicles are used is the first step to setting up the appropriate maintenance schedule. Changing the oil at 5,000 mile or 7,500 mile intervals might not be enough.

Vehicles that idle a lot, operate at low speeds or that pull heavy loads need to have oil changed more frequently. Good examples are utility vehicles that use PTO, ambulance units and police cruisers. Ford recommends oil change intervals at 200 hours on those types of use.

Here's why. Oil gets dirty from blow-by gases that enter the crankcase. During normal driving there will be about 6 million combustion events in 5,000 miles. On a utility truck sitting by the side of the road running the PTO with a boom

in the air all day, the engine will run about 6 million combustion events in 200 hours. In that 200 hours, the vehicle might accumulate only 1,200 miles! Ford Super Duty trucks, E-Series and Crown Vic Police Interceptor vehicles are equipped with hour meters in the message center. On vehicles with hour meters, a little simple math will help you understand the reality of vehicle usage. One hour of engine run time is equivalent to 25 miles normal road use. Multiply the hours by 25 and that will give you the equivalent miles. Com-

(Please see Maintenance, pg 2)

BPN
BUSINESS PREFERRED NETWORK
EST. 1989

A network of dealers that specialize in Commercial Vehicle Sales, Financing and Service. Each dealer has specially trained people to give you priority treatment.

Business Preferred Network dealers understand the pace of today's business and they're equipped to serve you best.

Business Preferred Network - Your Comprehensive Fleet Solution

Dealers Have the Answers

In the market for new commercial vehicles? Vehicle service? Vehicle financing and lease plans? Ask the Commercial Account Manager (CAM) at your Business Preferred Network Ford Dealer. You'll soon discover that BPN dealers have what it takes to serve your business transportation needs:

- Quality Ford Motor Company trucks and vans.
- Service Departments with extended hours, including Saturdays, with priority

"head of the

- line" service for BPN customers.
- Ford Credit Commercial Lending Services finance and lease programs, tailored to meet
- your cash flow needs

The Power of Ford Motor Company is on Your Side

Everyone on the Business Preferred Network team understands that today's satisfied customer is tomorrow's loyal friend. They're committed to making the Business Preferred

Network the nation's strongest business-to-business program for automotive sales, service and finance.

Customer Focus

Business Preferred Network dealers understand the pace of today's business and they're equipped to serve you best.

The latest technology.

- Presentations at your office. It's more convenient for you.
- Priority service for your business vehicles.

(Please see BPN, page 4)

Maintenance

(Continued from page 1)

pare that to the odometer miles. If the calculated miles are higher than the actual miles, the PM schedule should be adjusted to a greater frequency. If you don't have hour meters, estimate the number of hours the vehicle is running according your shift schedules. A cruiser that's on the road 3 shifts probably is running 20 hours per day. 200 hrs / 20 hrs per day = 10 working days. Preventive Maintenance should be scheduled about every 1-1/2 to 2 weeks. A bucket truck that has a boom in the air most of the time running 2 shifts, 5 days per week: 200hrs / (8 hrs X 2 shifts) = 12.5 working days. PM should be scheduled every 2-1/2 – 3 weeks.

To create a maintenance schedule for your drivers, go to the Ford Fleet website at www.Fleet.Ford.com. Click on the maintenance tab and select Maintenance Schedules. You can either enter a 17 digit VIN or select year, make and model. Answer a few qualifying questions and the right maintenance grid will display and can be printed.

Establish a Preventive Maintenance Process

Create a preventive maintenance checklist for each vehicle type. Build your preventive maintenance inspections and service around the oil change schedule. On heavy use vehicles, safety items such as brakes, steering components, tires, exterior lighting, wiper system and glass need to be inspected and serviced. With a diesel engine it's extremely important to test the cooling system with coolant test strips. Schedule DOT inspections and equipment inspections around the vehicle maintenance schedule.

Get the Word Out

Make sure everyone in your company that uses a company vehicle knows what their responsibilities are. Establish a written policy. Assemble a driver handbook that includes company vehicle policies, a maintenance schedule specific to the vehicle, multiple copies of the detailed maintenance checklist, DOT certificates, insurance certificates, vehicle registration and other important documents. Include a list of approved maintenance providers. Require drivers to have the detailed maintenance checklist signed off by the mainte-

nance provider.

Create a System of Accountability

Require your drivers and maintenance supervisors to record and report all maintenance performed. Consider adding a vehicle maintenance reporting section or separate reporting document to your expense reports. Some companies use fuel cards and require operators to log mileage at the pump when filling up. Request mileage reports from your fuel card company to help determine and predict upcoming maintenance. Send out monthly maintenance reminders.

Insist on Original Equipment Parts

Recently, a Ford Field Service Engineer sent in some photos illustrating the cause of a major engine failure. In this case, the overhead cam engine experienced a loss of oil pressure to one of the cylinder heads causing damage to the hydraulic lash adjusters, camshaft and left cylinder head. Needless to say, the repair was expensive, about \$3,200. The culprit was the aftermarket oil filter. A piece of material broke loose from the oil filter and was pushed through the bypass valve, up through the block and into the oil passage that feeds the left cylinder head. Here's a picture of the piece lodged in the oil passage.



Many aftermarket filters have an inherent design flaw. The bypass valve is located in the bottom of the can where all the debris settles. When the oil is cold and thick, the bypass valve opens to prevent the filter media from collapsing. In this design, when the bypass opens, there is a good possibility of debris getting flushed into the engine. This can't happen with an original equipment Motorcraft filter. Motorcraft's filter design incorporates the

bypass valve on the top of the filter at the inlet, the furthest point from the bottom of the oil filter can. In another case there was a major failure of the injectors and high pressure fuel pump on a diesel engine. Cost of repair: over \$14,000. Root cause: water in the fuel. The driver claimed the water-in-fuel indicator never came on. The technician verified that was probably true since there was no diagnostic trouble code stored for the water-in-fuel indicator being triggered. Root cause of no water-in-fuel indicator: an aftermarket fuel filter made without Motorcraft's Aquabloc®.



Aquabloc® is a fabric material wrapped around the filter element. It attracts and collects microscopic water droplets and sheds them into the water separator. This prevents the water from saturating and going past the filter.

The only way to guarantee you're getting the Ford engineered features designed to protect your vehicles is by insisting on Motorcraft and Ford original equipment parts. Don't let anyone fool you that you're getting a same or better product at a lower cost. Blind calls to the competition proves Motorcraft parts are available at very competitive prices. Ford makes a lot more money on engine parts, injectors, pumps and other parts than on simple filters. Aftermarket brands are not interested in protecting the Ford brand with quality. They are only interested in expanding their own brand name by implying price advantage. There are many design characteristics and specifications. A brand that claims it "meets or exceeds original equipment specifications" is usually misleading. It might meet the filter micron specifications and it might screw on and fit OK. What's actually going on inside? What did they compromise in the design to get around patented features and to reduce cost? The only way to be sure is to insist on original equipment parts.

OE Parts Are Easy to Find

(Continued on page 3)

Maintenance

Exclusive online offer from [redacted]
OFFER VALID FEBRUARY 1-28, 2011

STANDARD OIL CHANGE & FILTER

\$22⁹⁹ | Most Vehicles.
An additional fee of up to \$2.50 may be charged for oil filter disposal (\$2.75 in CT).

Service includes:
 • install new oil filter • refill up to 5 quarts [redacted]
 Synthetic Blend Motor Oil with [redacted]

See store for complete service description and details. Redeem this coupon at your participating [redacted] Care store. Not to be combined with another offer or service and not to be used to reduce outstanding debt. No cash value. Offer void where prohibited.
 Shop supply charges in the amount of 6% of labor charges will be added to invoices greater than \$35. These fees will not exceed \$25 and represent costs and profits. Shop fees not applicable in CA or NY. Offer available at participating stores only.



THE WORKS
FUEL SAVER PACKAGE

GENUINE PARTS & SERVICE

THE WORKS. AN OIL CHANGE AND MORE. \$29.95 OR LESS AFTER \$10 REBATE.

Much more, including: • Oil change • Tire rotation • Brake inspection • Multi-point Inspection • Fluid top-off • Battery test • Filter check • Belts and hoses check

Retail purchases only. Up to five quarts of Motorcraft® oil and Motorcraft oil filter. Taxes, diesel vehicles, and disposal fees extra. Hybrid battery test excluded. Rebate form must be submitted by 4/30/11. See participating dealership for vehicle exclusions and rebate details.

Expires 3/31/2011 Print

Which of these advertised specials is the best value with the most benefits?

(Continued from page 2)

Ford has one of the most extensive dealer networks in the country. Over 2,600 Ford and Lincoln dealers, 600 Quick Lane Dealers (and growing) and almost 300 Ford Authorized Motorcraft Distributors can provide service and/or parts to virtually every fleet and fleet driver no matter where they're located. Add the knowledge, training, experience and access to the factory these dealers have and it's hard to explain why not! And they are competitive with most aftermarket facilities on routine maintenance items such as oil changes, batteries, brakes and tires. The best part is you have the confidence knowing Ford designed the parts that are going into your vehicles.

Pay Me Now or Pay Me Later!

Is the perceived savings of going to a tire store, quick lube place or a big box retailer really worth it? Look at the ads at the top of the page. The cost of the oil change at an aftermarket tire store in the oil filter example was \$22.95. It includes only the oil change and filter. The same oil change at participating Ford dealers nationwide is \$29.95 after a \$10 rebate. Plus, they throw in a tire rotation, brake inspection, electronic battery test, top off of fluids and inspection of another 22 items. All inspection results are documented on a comprehensive, color coded inspection report. Tire store oil change savings: \$7. Cost to repair the engine: \$3,200. Rental cost: \$250. That's \$3,450 plus unmeasured cost of downtime. It'll take 493 oil changes at the tire store to recover that cost! The diesel engine fuel

filter case is even worse.

Here are couple more quick examples of non-Ford repairs that led to expensive diagnosis and repairs:

- A quick-lube place put the wrong oil in an engine with variable camshaft timing. It caused a check engine light when the vehicle was cold started.
- An independent garage replaced a head gasket. The cam drive sprocket was installed backwards causing incorrect valve timing and lack of power.

Keeping Records & Paying Bills

A review of maintenance receipts will shock you once you look closer. How many times is the VIN or unit number missing? Is the date and mileage accurate? Is there a detailed list of parts, fluids and other items? How accurate is the description of what the driver requested and what the shop did?

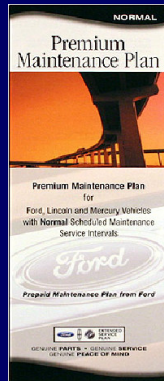
Dealers are held to a high degree of accountability for Ford warranty repairs and by local and state laws regarding their repair orders. They have sophisticated repair order systems on which they record every detail. They can quickly reproduce an invoice at your request.

Keeping track of maintenance and repairs and processing hundreds of invoices each month is complicated and time consuming. Ford's Quality Fleet Care Program is designed to do all of that for you. Any maintenance or repairs performed by a Ford or Lincoln dealer are billed to Ford Quality Fleet Care. Ford pays the bill on your behalf. At the end of the month, Ford consolidates all billed repairs into

one detailed invoice document. You pay one bill and have the records to show what was done on each vehicle in each of your branches or locations. Ask your dealer or Ford representative about Quality Fleet Care.

Average Out Your Maintenance Costs

Oil prices keep climbing and there's no relief in sight. How much will an oil change cost three years from now? What if you could get everything we've covered so far at a locked in price, using original equipment Ford and Motorcraft parts, Ford trained and certified technicians and the backing and protection of Ford Motor Company? The Premium Maintenance



"In addition to normal scheduled maintenance the Ford PMP also covers 6 selected wear items (shocks absorbers, sparkplugs, clutch disc, engine belts and hoses, brake pads and linings and wiper blades)."

Plan is a great way to simplify and control costs.

Here's how it works: Determine the life cycle of your vehicles. Select a mileage and frequency that matches. Pay upfront for the plan. Now your drivers can go to any Ford, Lincoln and Quick Lane dealer

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Maintenance

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in the country and get their maintenance done pre-paid! In addition to normal scheduled maintenance the Ford Premium Maintenance Plan also covers 6 selected wear items (shocks absorbers, sparkplugs, clutch disc, engine belts and

hoses, brake pads and linings and wiper blades). Cost savings over 75,000 miles: about \$750. Plan cost varies by model, engine type and plan terms you select.

The best benefit of using Quality Fleet Care and the Premium Maintenance Plan is that it forces your drivers to use the products that best protect your company's

investment.

Get Started

This is by no means a comprehensive outline of how to manage your fleet. The experiences and ideas presented here should give you some tools to help improve your company's investment and add value. 

BPN

(Continued from page 1)

Service Plans and Support


Quality Fleet Care is a centralized billing service that allows you to make a single monthly payment on behalf of your entire fleet for maintenance and repair services performed at a participating Ford dealer. Extended Service Plan (ESP) is another valuable tool for helping to reduce your exposure to unknowns and variable expense.

Because we know the importance of taking care of service needs quickly with these types of programs, Business Preferred Network customers can expect prompt attention and service whenever they need it. The goal is to keep your vehicles on the road and working hard for you.

Tailored Finance Options

Whether purchasing or leasing, Ford Credit Commercial Lending Services consultants

can work with you and your BPN dealer, tailoring a plan that's right for you and your business. We Have the Power to Put Your Business First!

Find a Business Preferred Network dealer in your area now. Go to www.Fleet.Ford.com and click on the Dealer Locator on the top right corner of the home page. 

Fleet Maintenance Seminars

Western States

Ford Fleet Maintenance Seminars have been scheduled in the Western US for your branches out that way. This year's topics include 2011 and Forward Ford Line-up, FordParts.com, Diesel Maintenance, Motorcraft Parts, Technical Resources, Service Solutions, Alternate Fuels, Crew Chief Telemetrics.

Feb 8 – NV Energy, Las Vegas, NV

Feb 22 – Ford Trng. Center, Salt Lake City, UT

Feb 24 – The Wagner Company, Denver, CO

Mar 3 – Ford Regional Office, Irvine, CO

Apr 5 – Ford HVC Parts Depot, Portland, OR

April 7 – Renton Tech. College, Seattle, CA


Apr 12 – UTI Training Center, Sacramento, CA

Apr 14 – Santa Clara County, San Jose, CA

May 4 – The Pera Club, Phoenix, AZ

To register, contact Chris Eldridge at jel-dridg@ford.com.

Midwest

Seminars are also being scheduled in the Great Lakes Area. Dates aren't locked in yet but we'll keep you in the loop by email and will have a complete schedule in the next newsletter. So far we have scheduled one for the Twin Cities Market on April 20th. Other cities include Chicago, Cincinnati, Detroit, Cleveland and Buffalo. 

Service Messages

Intermittent Lack Of Power/ Surge/ Hesitation While Driving - Brake Over Accelerator Feature

Some customers may experience a perceived loss of power/ hesitation/ engine surge/ lack of throttle response while driving. This may be the result of the powertrain control module (PCM) receiving inputs from both the brake and accelerator pedals at the same time and activating the brake over accelerator (BOA) feature. This feature reduces engine power during off-idle driving when both the accelerator and brake pedals are applied simultaneously. All vehicles equipped with electronic throttle control (ETC) built after January 1, 2011 are equipped with this feature. Refer to the PC/ED section 1, powertrain control software, for additional information on the brake over accelerator feature. Review with the customer before performing diagnostics.

More Service Messages

Oil Change Intervals Reset Instructions

Some Ford, Lincoln, Mercury cars and trucks are designed to automatically calculate engine oil change intervals. If equipped with this technology, please see the vehicles owner guide for reset instructions.

2011 Explorer Power Lift Gate Opening Height

The 2011 Explorer equipped with power lift gate has a programmable height feature that allows the customer to set the opening height of the power lift gate. If a customer complains that the lift gate does not open all the way, verify that the opening height has not been inadvertently programmed to a position lower than expected. To reset the opening height to full open do the following: Power open the lift gate until it stops. Manually open the rest of the way to the "Full Open" position. Press and hold the control button on the lift gate until a chime is heard, indicating the new height has been programmed. Refer to the "Driver Controls" section of the owner guide for additional information.

2007 - 2008 Escape/ Mariner - 3.0L Engine - Excessive Engine/Exhaust Noise or Exhaust Odor

Some 2007 - 2008 Escape/ Mariner vehicles equipped with a 3.0L engine may exhibit excessive engine and/ or exhaust noise, or exhaust odor due to an exhaust leak at the joint between the catalytic converter manifold flange and cylinder head joint. The malfunction indicator lamp (MIL) will not be illuminated, and no diagnostic trouble codes (DTC) will be present. If verified, reference updated workshop manual, 303-00, exhaust manifold cleaning and inspection procedure. It may not be necessary to replace the catalytic converter manifold assembly.

Crown Victoria And Grand Marquis, Body Side Molding Installation

Refer to Section 501-08 of the Workshop Manual (WSM) when installing body side molding on Crown Victoria and Grand Marquis vehicles. To ensure proper bond between the molding and the vehicle, the vehicle surface must be clean and warm (above 70 degrees F) and the molding must be thoroughly heated as per the WSM procedure. For police vehicles that were shipped with body side molding uninstalled, please ensure that all installers are provided a copy of the proper installation procedure.

2011 Transit Connect Electric - IDS

To communicate with the 2011 Transit Connect electric vehicle using IDS, you must use the manual vehicle entry procedure. IDS will communicate with all Ford electronic modules (ABS, GEM/ SJB, RCM, OCS, PAM, ACM, SRM, and VSM) and the azure dynamics (AZD) modified instrument cluster (IC). However, some IC pids will not be available until IDS release B71 and ACCM, PSCM communication will be added. Also, IDS will not communicate with AZD vehicle control unit. AZD unique electronic modules can only be accessed using a special AZD diagnostic tool, found at authorized AZD/ Ford dealers. Contact www.azdtec.com for more information.

2008 - 2010 6.4L Diesel - Fuel Rail Packaging Change - Information Only

There is a new level high pressure (HP) fuel rail kit available (8C3Z-9T287-CA) that should be used when diagnostics lead to the replacement of both HP fuel rails. This new kit includes the left/ right fuel rails and excludes HP fuel lines. The current individual fuel rail kits will continue to be available and should be used when diagnostics lead to individual HP fuel rail replacement.

Intelligent Oil Life Monitor

The IOLM algorithm uses a predetermined number of engine revolutions it would take to achieve 10,000 miles and has a timer up to one year. It then uses inputs from the PCM to adjust the oil change interval according to the operating conditions under which the vehicle is driven. Some examples of conditions that would accelerate the oil change interval are: trailer towing, short distance driving in colder or hotter temperatures, or the use of E85 fuel in Flex Fuel Vehicles

Customers can expect the service interval to be as follows:

- Up to 10,000 miles: Normal commuting with highway driving
- 5,000 to 7,500 miles: Trailer towing or driving with high loads
- 3,000 to 5,000 miles: Short trip usage, driving in extreme cold or hot temps

The IOLM must be reset after each oil change/ service interval to initiate a new interval cycle, as indicated in the Owner Guide.



Improve engine performance. Use Cetane Booster year round and Anti-gel below 30 deg.

Technical Service Bulletins

TSB 10-24-07 - 2009 - 2010 F-150 - 6R80 Transmission - Excessive Gear Selector Effort - Cold Climate Conditions

Some 2009 - 2010 F-150 vehicles may exhibit excessive effort with the gear selector lever in cold climate conditions. This may be caused by snow building up around the shift cable and lever. A new snow shield kit has been released to alleviate this condition. Refer to TSB 10-24-07 and follow the service procedure to correct the condition. Refer to the kit instructions for proper installation of the snow shield.

TSB 10-24-13 - 2007 - 2008 Escape/ Mariner 3.0L Engine - Excessive/ Exhaust Noise Or Exhaust Odor

Some 2007 - 2008 Escape and Mariner vehicles equipped with a 3.0L engine may exhibit excessive engine and/or exhaust noise, or exhaust odor due to an exhaust leak at the joint between the catalytic converter manifold flange and cylinder head joint. The malfunction indicator lamp (MIL) will not be illuminated, and no related diagnostic trouble codes (DTC) will be present. Refer to TSB 10-24-13 and follow the service procedure only if no related DTCS are present and replace exhaust manifold gasket, exhaust manifold studs and nuts, and reinstall the original catalytic converter manifold. Refer to workshop manual section 309-00.

TSB 10-23-01 - 2011 F-250 - F-550 - Low Oil Pressure Warning - Check Fuel Cap Display Icon

Some 2011 F-Super Duty vehicle may exhibit an intermittent, false low oil pressure warning light/message on initial start-up after an extended engine soak on 6.7L diesel engines only and/or a check fuel cap icon illuminates in the instrument cluster (IC) message center when switched into 4X2 mode and cluster language is set to Spanish or French (4X4 vehicles equipped with 6.2L, 6.8L, or 6.7L engines and base IC (instrument cluster) only. Follow the service procedure in TSB 10-23-01 to correct the condition.

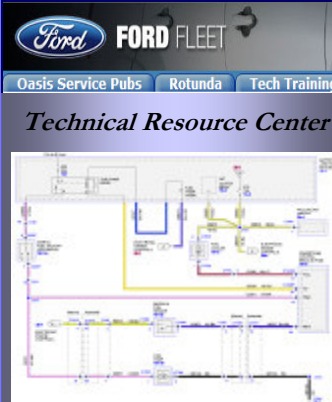
TSB 10-22-09 - 2011 F-250 - F-550 - 6.7L - Exhaust Leak At EGR Inlet Tube - Possible MIL On With DTC P0299 Or P132B

Some 2011 F-Super Duty vehicles equipped with a 6.7L diesel engine may exhibit an exhaust leak at the EGR inlet pipe flex joint possibly accompanied by a malfunction indicator lamp (MIL) and diagnostic trouble code (DTC) P0299 or P132B. This concern is caused by a crack in the flex joint which typically results from a loose fastener between the pipe support bracket and the EGR cooler. Exhaust leaks may cause DTC P0299 and/ or P132B. In addition, leaks can result in higher under hood temperatures and may lead to potential damage of the EGR bypass vacuum actuator, EGR bypass vacuum line, RH windshield washer hose, washer nozzle or engine air induction duct. Follow the service procedure steps in TSB 10-22-09 to correct the condition.

TSB 10-22-10 - 2010 - 2011 Escape/ Mariner - Broken Liftgate Window Glass - Built On Or Before 10/15/2010

Some 2010 - 2011 Escape and Mariner vehicles built on or before 10/15/2010 may experience the liftgate window glass breaking, typically when colder ambient temperatures are present. Follow the service procedure steps in TSB 10-22-10 to correct the condition by replacing the liftgate window glass after closely inspecting for any signs of impact or external damage that may have caused the glass breakage. If no evidence of external damage found then proceed with glass replacement.

TSBs are supplements to the Workshop Manuals. They provide in-depth technical diagnostic information, new service procedures and revised parts information. TSBs do not change or extend the vehicle's warranty.



Want access to Ford TSBs, Service Manuals, Wiring Diagrams, Training and a lot more? Ask your Ford Dealer or Motorcraft Distributor about full access to the Ford Fleet Technical Resource Center.



Ford and Motorcraft® New and Remanufactured Gas Engines and Transmissions

- 3-year/unlimited mileage warranty with No Commercial Exceptions*
- National Coverage*
- OEM Perfect Fit Every Time
- No-Risk Core Return
- Same or Next Day Delivery
- Competitive Prices

Protect the reputation of your shop – choose the powertrain that can't be beat. See your local Ford or Lincoln Mercury Dealer, call the Powertrain Assistance Center at 1-800-392-7946 (8 AM to 8 PM ET, M-F) or visit motorcraft.com/rebates.

Ford and Motorcraft® Remanufactured 7.3L Diesel Engines and Fuel Injectors

- Diesel engines are covered by 2-year/unlimited mileage warranty covering parts and labor*
- Diesel fuel injectors are covered by a 12-month/12,000 mile parts warranty*

*See your Dealer for limited warranty details.

Motorcraft® is a registered trademark of Ford Motor Company



09/10 - 12/10

\$300 CASH BACK
7.3L DIESEL ENGINES ONLY

\$200 CASH BACK
GAS ENGINES

\$100 CASH BACK
TRANSMISSIONS

\$50 CASH BACK
7.3L DIESEL FUEL INJECTORS



Take Advantage of Unlimited Savings!

REDEEM YOUR REBATE ONE OF TWO WAYS:

1. Submit your rebate online at motorcraft.com/rebates OR
2. Complete the form below, attach proof of purchase and mail to: Ford Powertrain Rebate Program Headquarters, PO Box 1206, Dearborn, MI 48121-1206. Retain a copy for your records. Repeat for future purchases.

PLEASE PRINT:

First Name _____

Last Name _____

First Name _____

Address _____

City _____

State _____

ZIP _____

Phone Number: (____) _____

E-mail (optional) _____ @ _____

Yes, please e-mail me communications including product information, offers and incentives from Ford Motor Company.

REQUESTED REBATE (\$):

	QUANTITY	TOTAL
<input type="checkbox"/> 7.3L Diesel Engine(s)	X \$300 =	_____
<input type="checkbox"/> Gas Engine(s)	X \$200 =	_____
<input type="checkbox"/> Transmission(s)	X \$100 =	_____
<input type="checkbox"/> 7.3L Diesel Fuel Injector(s)	X \$50 =	_____

Not valid with any other offer. Must purchase a Ford or Motorcraft® New or Remanufactured Gas Engine (base part #6006, 6007, 6V/026 and 6V/012 only), New or Remanufactured Transmission (base part #7000, 7002, 7005, 7V/000 only), Remanufactured 7.3L Diesel Engine (base part #6006, 6007, 6V/026 and 6V/012 only) OR 7.3L Diesel Fuel Injector (199-4-2003 MR, base part #916027 only) between 09/01/10 and 12/31/10 to be eligible for the rebate. Open only to municipalities/government accounts and those with in-house repair facilities who perform their own repairs. All Ford and Lincoln Mercury Dealers and employees are ineligible. Rebate form must be completed in full and postmarked or submitted online no later than 01/31/11. Some restrictions apply. Not valid in conjunction with any other offer. Call 1-877-869-5006 for details. Rebate form may be reproduced for multiple uses. Rebate check will be issued 6 to 8 weeks from receipt and validation of rebate and proof of purchase. Dealer inventory date and sale date must fall within program period. Subject to Rules of Use at Motorcraft.com/rebates.

FT 235 899/099 05

THESE OFFERS EXPIRE ON DECEMBER 31, 2010.
FLEETS HAVE UNTIL JANUARY 31, 2011 TO REDEEM THESE REBATES

2011 1st Event Featured Offers

BUY WITH CONFIDENCE! LOW PRICE TIRE GUARANTEE

In the unlikely event you find tires for less, we'll beat that price up to 30 days after your purchase!

Offer available for all makes and models. Requires presentation of competitor's current price ad on exact tire sold by dealership. See Service Advisor for details. Offer valid with coupon. Expires 12/31/11.

THE WORKS

\$29⁹⁵ OR LESS
AFTER \$10 REBATE

- Motorcraft® Premium Synthetic Blend Oil and filter change
- Rotate and inspect four tires
- Check air and cabin air filters
- Inspect brake system
- Test battery
- Check belts and hoses
- Top off all fluids

Retail purchases only. Up to five quarts of Motorcraft® oil and Motorcraft oil filter. Taxes, diesel vehicles and disposal fees extra. Hybrid battery test excluded. Rebate form must be postmarked by 4/30/11. See participating dealership for exclusions and details through 3/31/11.

FREE BATTERY TEST

Visually inspect and test battery using Rotunda Micro-490 tester. Hybrid battery test excluded. See participating dealership for details through 3/31/11.

MOTORCRAFT® COMPLETE BRAKE SERVICE! \$179⁹⁵

- Motorcraft® brake pads or shoes
- Machining rotors or drums
- Labor included

Per axle price on most cars and light trucks. Front or rear axle. Taxes extra. See participating dealership for vehicle exclusions and details through 3/31/11.

MOTORCRAFT® PREMIUM WEAR INDICATOR WIPER BLADES STARTING AT \$19⁹⁵ INSTALLED

Per pair, installed. Offer valid with coupon. See participating dealership for vehicle applications and details through 3/31/11.

FREE BRAKE INSPECTION

Inspect brake friction material, caliper operation, rotors, drums, hoses and connections. Inspect parking brake for damage and proper operation. See participating dealership for details through 3/31/11.

MOTORCRAFT® TESTED TOUGH® PLUS BATTERIES

\$89⁹⁵ MSRP With 84-month warranty

With exchange. Taxes and installation extra. Warranty includes FREE towing on dealer-installed battery. See participating dealership for vehicle applications and limited-warranty details.

MOTORCRAFT® TESTED TOUGH® MAX BATTERIES

STARTING AT
\$109⁹⁵ MSRP With 100-month warranty

With exchange. Taxes and installation extra. Warranty includes FREE towing on dealer-installed battery. See participating dealership for vehicle applications and limited-warranty details.

For more coupons and new offers, go to

www.flmowner.com

Offers are dependent on dealer national product support. All pricing is default - dealers may lower the price during the event period.

Share these coupons with your employees, family and friends.



Ford Fleet Customer Information Center

1-800-34-Fleet (1-800-343-5338)

Monday – Friday

Option 1: FIN Enrollment and Fleet Website Access

Option 2: Vehicle Special Order and the Fleet Customer Information Center (Fleet CIC)

Option 3: Fleet Service

Your Ford Great Lakes Fleet Team

Kevin Naro - Great Lakes Fleet Manager - Chicago, Eastern Wisconsin

Jane Evans - Fleet Zone Manager - Indiana, Illinois, Twin Cities

Tom Ozbolt - Fleet Zone Manager & Newsletter Editor - Michigan, Northern Ohio, Western PA, Western NY

Laura Beth Hiers-Ellis - Fleet Zone Manager - Southern Ohio, West Virginia, Kentucky

About the Fleet Customer Information Center

Ford Motor Company is continuously striving to provide fleet customers with efficient, high-quality service. Our mission is to provide you with "best-in-class" customer service from our staff of highly-trained business analysts.

Ford's Fleet Customer Center (1-800-34-FLEET) provides a single source for answering fleet-related questions. We offer a wide variety of assistance to help you establish a fleet account, reset your Fleet Website password, obtain order status and information on fleet programs, and obtain warranty information. We also offer assistance with Vehicle Special Order (VSO) and Rental (FRCS/LMCRS) questions.

Please have the following information available when you call or email.

- ◇ Fleet Identification Number (FIN)
- ◇ The Dealer Code for your order
- ◇ Body Code of the vehicle
- ◇ Factory Order Number OR Vehicle Identification Number (VIN)

We're on the Web! Check us out at www.fleet.ford.com