

**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](http://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 programs<sup>1</sup>
- **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](http://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 programs<sup>1</sup>
- Active organization members, employees, retirees and members of their households<sup>2</sup> 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

<sup>1</sup>See selling dealer for details.

<sup>2</sup>Driver's licenses are required for proof of residency.

### Special savings, vehicle info and a dealer locator – available at [www.fordpartner.com](http://www.fordpartner.com)

Everything you need to save on a new X-Plan eligible Ford vehicle awaits you at [www.fordpartner.com](http://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**



**Partner  
Recognition**  
X-Plan Vehicle Pricing

**THE PRIVILEGE OF PARTNERSHIP**  
EXCLUSIVE PRICING. EXCEPTIONALLY SIMPLE.



## 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.<sup>1</sup>

Your Partner Code:

**AL546**

To obtain a PIN, log on to  
[www.fordpartner.com](http://www.fordpartner.com)



**Go Further**

<sup>1</sup>See selling dealer for details.