



### How do I trade in my old vehicle?

You must purchase your new vehicle from a participating new-car dealership. The C.A.R.S. incentive amount will be applied to the new-vehicle purchase price rather than sent to you.

### In addition to the C.A.R.S. incentive, 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 C.A.R.S. incentive?

This C.A.R.S. incentive cannot be reserved; they are available on a first-come, first-served basis.

### How do I know what value C.A.R.S. incentive I qualify for?

Beginning Thursday, June 25, customers can visit [ford.com](http://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 C.A.R.S. incentive, 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 C.A.R.S. incentive 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 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 C.A.R.S. incentives can I receive?

The program limits the number of C.A.R.S. incentives to one per customer, including joint registered owners of a single eligible trade-in vehicle.

### Can I apply more than one C.A.R.S. incentive claim to the same new-vehicle sale?

No, only one C.A.R.S. incentive can be used on each sale.

### Where can I get more information?

Beginning Thursday, June 25, customers can visit [ford.com](http://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 C.A.R.S. incentive, in addition to existing incentives that customers may qualify to receive. In addition, the government has set up [cars.gov](http://cars.gov) as its Web site for additional information.

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### Can I combine this C.A.R.S. incentive with other manufacturer rebates or incentives?

Yes, you can use this C.A.R.S. incentive 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](http://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 C.A.R.S. incentive?

No, this incentive is not taxed.

### Is there an income limit that disqualifies certain vehicle owners?

No, there is no income limit for this program.



## We're experts on C.A.R.S.

C.A.R.S. (Consumer Assistance to Recycle and Save) the government's new-vehicle trade-in program.\* No one makes it easier to receive your C.A.R.S. incentive, 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 before it begins.



In addition to the government C.A.R.S. incentive, 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](http://ford.com) or [cars.gov](http://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.

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## C.A.R.S. Incentive Breakdown

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

For more information, please visit [ford.com](http://ford.com) or [cars.gov](http://cars.gov).

## How the program works

We're your experts on C.A.R.S., the government's new-vehicle trade-in program. No one makes it easier to receive your C.A.R.S. incentive when you recycle your old vehicle. The C.A.R.S. incentives 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 sedan\* and the most fuel-efficient SUVs on the planet.\* At [ford.com](http://ford.com) you'll find our comprehensive Web site, which includes a detailed overview of the C.A.R.S. 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.



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## What do I need to do?

- Visit [ford.com](http://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 [www.ford.com](http://www.ford.com).\*



### What is the Consumer Assistance to Recycle and Save (C.A.R.S.) program?

C.A.R.S. 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 incentive 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?

Beginning Thursday June 25, customers can visit [ford.com](http://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 C.A.R.S. incentives, 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 C.A.R.S. incentives 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.



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Second, the manufacturer's suggested retail price (MSRP) of the new vehicle cannot exceed \$45,000.

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](http://ford.com) and select your current vehicle to see specific C.A.R.S. incentives 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 C.A.R.S. incentive or sign up for this program?

No. You do not need an actual C.A.R.S. incentive 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 C.A.R.S. incentives of up to \$4,500 toward the purchase of a new vehicle.

### How many C.A.R.S. incentives 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. Beginning Thursday June 25, customers can visit [ford.com](http://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 C.A.R.S. incentive?

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 C.A.R.S. incentive amount from the purchase price of the new vehicle. The dealer will handle all of the paperwork and will apply for the C.A.R.S. incentive on the customer's behalf.



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