

The bottom of the advertisement features two horizontal banners. The left banner, titled "Ford PROTECT", promotes the "Ford Protect!" service plan, stating it is the only extended service plan fully backed by Ford and honored at every Ford dealership in the US and Canada. It directs customers to see their Ford dealer for details or visit www.ford.ca for more information. The right banner, titled "custom accessories", promotes "Ford Custom Accessories", stating that genuine Ford accessories are engineered for the vehicle and can be included under the Ford New Vehicle Limited Warranty, with certain conditions, limitations, and exclusions applying. It directs customers to see their dealer for details.