

The bottom of the advertisement features two horizontal banners. The left banner, titled "Ford PROTECT", promotes an extended service plan, stating it is the only one fully backed by Ford and honored at every Ford dealership in the US and Canada. It directs customers to visit www.ford.ca for more information. The right banner, titled "custom accessories", encourages personalizing the vehicle with Ford Custom Accessories, noting that genuine 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 also directs customers to see their dealer for details.