

The bottom of the advertisement features two horizontal banners. The left banner, titled "FORD PROTECT", promotes the "Ford Protect! The only extended service plan 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", promotes the ability to "Personalize your vehicle with Ford Custom Accessories." It states that "Genuine Ford Accessories are engineered for your vehicle and can be included under the Ford New Vehicle Limited Warranty," with a note that "Certain conditions, limitations and exclusions apply." and to "See your Dealer for details."