



FIRST RESPONDER
APPRECIATION PROGRAM

Get

\$500

Bonus Cash on an
eligible new Ford vehicle.

**YOUR LIFE-SAVING
SKILLS DESERVE
TO BE REWARDED.**



First Responders Appreciation Cash (PGM#37412) is exclusively for active members of an eligible First Responder Association and their eligible household members. Medical Professional Appreciation Cash (PGM#37636) is available for eligible medical professionals and their eligible household members. Available on the purchase or lease of an eligible new 2020/2021 Ford and Lincoln vehicles. Not available on Ford Mustang Shelby GT350®, Mustang Shelby® GT350R, Mustang Shelby® GT500®, Mustang Mach 1, Ford GT, F-150 Raptor, Bronco, Bronco Sport, Mustang Mach-E and Lincoln Continental Coach Doors. May be used with other Ford and Lincoln public offers. Limit 5 purchases or leases. U.S. residents only. Take new retail delivery from an authorized Ford or Lincoln Dealer's stock by January 4, 2021. Contact your dealer for complete details and eligibility.