



*This thought provoking book is the latest in a series designed to detail the full Ford range in an easy-to-digest format. Its goal is to introduce New Zealanders to the new models and show why each would make a suitable addition to your family. And by 'family', we mean 'any individual of legal driving age'.*

*The illustrations are from a simpler time, before cat memes were invented and when everyone communicated in song.*

*We hope these stirring images and words encourage you to purchase a new Ford of your very own. If they themselves are not persuasive enough however, there's a bundle of generous offers on the included bookmark that may help twist your arm.*

# WELCOME A NEW FORD INTO YOUR FAMILY

**A guide for prospective purchasers.**

Commissioned by Ford Family Planning of New Zealand

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MMXV11



The images shown are artistic impressions of Ford vehicles and may not accurately depict all features on the vehicles or current specifications.

Here's a family. Let's call them  
the McPickletons.

It's a very exciting day for them.  
Look how much they're smiling!

The reason they're so cheerful is  
they're about to welcome a new  
addition to the family.

They even got their teeth  
straightened and whitened so to  
make the best impression.





It has a turbocharged engine.

Not only does that sound cool,  
it also means the Focus ST is so  
much quicker than other cars.

Dad imagines himself in the ST at  
a weekend track day.

Mum thinks that's not such a great  
idea and instead considers how  
she can get to yoga class faster  
than all the other mums.



Everest is as tough as they come.

It's so tough, Mt Everest was  
named after it.

This means it's tough enough  
to handle all terrain. Including  
the moon.



Ranger doesn't shy away from hard work, unlike some other family members.

It's obedient and loves to help with chores, never asking for pocket money or getting distracted halfway through.

You can even take Ranger to work.

It can haul things and carry things, like a pallet of paving stones, or a large box of gluten free dog biscuits.<sup>2</sup>



Here come the McPickletons  
with the newest member of  
the family.

It took seven hours, the dealer  
had to get food brought in, but a  
decision was eventually made.

They look very satisfied.

Welcome to the family,  
Ford Escape.



THIS IS NOT  
JUST A  
BOOKMARK  
It's a little sweetener  
for a select few,  
including yourself!

But please don't lick it, you  
might get a paper cut.  
Instead, use your eyes to  
check out this tempting offer:

Purchase a new Ford from  
participating dealers (not  
including the Fiesta range,  
Focus RS or Mustang) and get  
**\$2,000 cash back\***  
even if that car is  
already discounted.

Just bring this bookmark  
into your local Ford dealer  
to redeem this exclusive offer  
and welcome a new Ford  
into your family!

Vehicle model  
VIN XXXXXXXXXXXXXXXXXXXX  
REG XXX

