

Pre-production model shown throughout



## 2021 Bronco

### BIG BEND

#### SUMMARY

**\$53,599**

NET PRICE <sup>33</sup>

**\$361**

EVERY TWO WEEKS FOR 84 MONTH FINANCE <sup>35</sup>

Pre-production model shown throughout

#### EXTERIOR <sup>38</sup>

---

Carbonized Grey	\$0
17" Carbonized Grey-Painted Aluminum Wheel	\$0
P255/75 R17 All-Terrain (A/T) Tires	\$0
Top – Soft Top, Black Cloth	\$0

Remote Start System	\$0
---------------------	-----

Pre-production model shown throughout

## INTERIOR <sup>38</sup>

---

Black Onyx	\$0
------------	-----

Cloth Seats With Medium Sandstone	\$0
-----------------------------------	-----

Front Row Heated Seats	\$0
------------------------	-----

Dual-Zone Electronic Automatic Temperature Control (DEATC)	\$0
--	-----

AC Power Outlet - Back Side of Center Floor Console	\$0
---	-----

SYNC®4 with Enhanced Voice Recognition, LCD Capacitive Touchscreen with Swipe Capability and Connected Navigation	\$0
---	-----

SiriusXM® With 360L	\$0
---------------------	-----

SYNC®4 with Enhanced Voice Recognition	\$0
--	-----

Connected Navigation	\$0
----------------------	-----

## POWERTRAINS <sup>38</sup>

---

2.7L EcoBoost® Engine	\$2,000
-----------------------	---------

10-Speed SelectShift® Automatic Transmission	\$0
--	-----

4x4 with Part Time Selectable Engagement	\$0
--	-----

3.73 Open Style Rear Axle Final Drive Ratio	\$0
---	-----

## PACKAGES <sup>38</sup>

---

Mid Package	\$1,750
Towing Capability	\$600
Ford Co-Pilot360™	\$0

## PRICING SUMMARY

BASE MSRP <sup>1</sup>	\$45,499
OPTIONS <sup>38</sup> & ACCESSORIES	+ \$6,100
TOTAL FEES	+ \$2,000
<b>NET PRICE <sup>33</sup></b>	<b>= \$53,599</b>
<b>TRADE-IN-VALUE <sup>24</sup></b>	<b>\$0</b>
<b>BIWEEKLY PAYMENT <sup>35</sup></b>	<b>\$361</b>

Finance based on \$0 down payment,  
84 month term and 5.99% APR, \$0 trade-in-value

YOUR POSTAL CODE [C1A3P1](#)

CLOSEST FORD DEALER  
[Fair Isle Ford Charlottetown](#)  
1.75 kms away

**Your Configuration:** 2021 Ford Bronco Big Bend™, 2.7L EcoBoost® Engine, 4X4 with Part Time Drive, 10-Speed Automatic Transmission  
Pricing shown for Postal code C1A3P1 as of 18 February 2021

## DISCLOSURES

### Note.

Vehicle offers: Dealers may sell or lease for less. Offers may be cancelled at any time without notice (except in Quebec). See your Ford Dealer for complete offer details or call the Ford Customer Relationship Centre at 1-800-565-3673. For factory orders, a customer may either take advantage of raincheckable eligible Ford retail customer promotional incentives/offers available at the time of vehicle factory order or time of vehicle delivery, but not both or combinations thereof.

Service offers: Offers may be cancelled or changed at any time without notice. See Service Advisor for complete details. Applicable taxes and provincial levies not included. Dealer may sell for less. Only available at participating locations.

Vehicle(s) may be shown with optional equipment. Dealer may sell or lease for less. Limited time offers. Offers may be cancelled at any time without notice (except in Quebec). See your Ford Dealer for complete details or call the Ford Customer Relationship Centre at 1-800-565-3673. For factory orders, a customer may either take advantage of eligible Ford retail customer promotional incentives/offers available at the time of vehicle factory order or time of vehicle delivery, but not both or combinations thereof.

Images shown are for information purposes only. US images may be shown on this website. Images may not necessarily represent the configurable options selected or available on the vehicle or the models shown. Ford Motor Company of Canada, Limited is not responsible for typographical or other errors, including data transmission, display, or software errors, that may appear on the site.

1.  
Based on MSRP (Manufacturer's Suggested Retail Price) after currently applicable adjustments have been applied. Excludes options, freight (except in Quebec), AC Tax (except in Quebec), Green Levy (if applicable, and except in Quebec), license, fuel fill charge, insurance, dealer PDI (except in Quebec), PPSA (if financed or leased. PPSA not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec , if financed or leased), administration fees (except in Quebec), and taxes. Dealers may sell or lease for less. See your local dealer for details.
2.  
Estimated Fuel consumption ratings based on Government of Canada approved test methods. Le/100 km is the Government of Canada equivalent measure of gasoline fuel efficiency for electric mode operation. Refer to "Specs" portion of applicable vehicle page for engine and transmission details. Actual fuel consumption will vary.
3.  
The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. All rights reserved.
4.  
You must have a Bluetooth®-enabled phone paired to your SYNC system. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.
5.  
The vehicle's electrical system (including the Battery), the wireless service provider's signal and a connected mobile phone all must be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to Sync and the 911 Assist feature enabled in order for 911 to be dialed. Mobile phone charges may apply.
6.  
Some mobile phones and some digital media players may not be fully compatible. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. SYNC with MyFord Touch voice recognition and screens available in English, French and Spanish. Some features may be locked out while the vehicle is in gear.
7.  
Some driver input required. Requires having available Intelligent Access key on your person.
8.  
Always wear your safety belt and secure children in the rear seat.
9.  
Some driver input required. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.
10.  
Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.
11.  
Figures achieved with 93-octane premium fuel.
12.  
Do not drive while distracted.
13.  
SiriusXM Satellite Radio subscriptions can be purchased after prepaid period expires. 2020 or earlier model year vehicles have a 6-month prepaid period. 2021 or later model year vehicles have a 3-month prepaid period. Subscriptions are governed by SiriusXM Customer Agreement; see sirius.ca.
14.  
Sony and Clear Phase are registered trademarks of Sony Corporation. Live Acoustics is a trademark of the Sony Corporation. All rights reserved.

15.

Always wear your safety belt and secure children in the rear seat. SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag or safety belt pretensioner.

16.

Some driver input required. Requires having available Intelligent Access key on your person.

17.

Equipped with the Class II Trailer Tow Package.

18.

MyFord Mobile (optional on select vehicles), the MyFord Mobile App., and FordPass Connect Service are required for remote features (See FordPass Terms for details). Service includes a trial for remote features, excluding Wi-Fi hotspot, that starts with original vehicle sale date (after which, fees may apply). Connected service and features depend on compatible Bell 3G network availability. Evolving technology/cellular networks/vehicle capability may limit future functionality and prevent operation of connected features. Length of trial varies depending on vehicle model year.

19.

Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

20.

When properly equipped.

21.

Located between the grille opening and the radiator, the active grille shutter automatically opens and closes to maintain the ideal engine operating temperature and helps improve fuel efficiency by maximizing the aerodynamic efficiency of the grille opening and the engine cooling system.

22.

MSRP is the Manufacturer's Suggested Retail Price only and excludes options, freight, AC Tax, Green Levy (if applicable), license, fuel fill charge, insurance, dealer PDI, PPSA (if financed or leased. PPSA not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec, if financed or leased), administration fees (except in Quebec), and taxes. Dealers may sell or lease for less. See your local dealer for details.

23.

The amount of money you are able to pay towards the purchase or lease of a vehicle which results in a lower amount to be financed or leased. For lease, down payment may be subject to applicable taxes, which are excluded from the payment estimator calculation and are due at signing. If you want to include a trade-in amount, please add it to the trade-in field.

24.

Trade-in-Value - The estimated amount you can expect to receive from a dealer for a trade-in vehicle. Trade-in value subject to dealer evaluation of your vehicle.

25.

Term by months - A Lease term is the number of scheduled months in your lease agreement. If you finance the purchase of your vehicle, the term represents the number of months you agree to pay off the contract with your scheduled payments.

26.

APR - Must finance through Ford Credit Canada Company. Subject to Ford Credit Canada Company lending criteria. Not all buyers will qualify for the lowest APR. Only available on approved credit. This is a sample transaction for estimation purposes only. Contact your local dealer for full program details. Some restrictions/conditions may apply.

27.

Your entered rate - A rate you enter manually to estimate a payment. This rate is for estimation purposes only. You may not be able to finance your vehicle at this rate.

28.

Lessee is responsible for charges applicable on excess distance travelled over the "Annual KMs" stated.

29.

Delivery Allowances are not combinable with any fleet consumer incentives.

31.

Based on MSRP (Manufacturer's Suggested Retail Price) and includes freight, AC Tax, Green Levy (if applicable), currently applicable adjustments and incentives, options and accessories (where selected), but excludes license, fuel fill charge, insurance, dealer PDI (except in Quebec), PPSA (if financed or leased. PPSA not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec, if financed or leased), administration fees (except in Quebec), and taxes. Dealers may sell or lease for less. See your local dealer for details.

32.

Offer samples shown may not be available to all customers and may be subject to restrictions on combinability with other currently available incentives. Offers listed are available at the time of posting and are subject to change, cancellation and expiration. Restrictions apply. See your local dealer for complete details.

33.

Based on MSRP (Manufacturer's Suggested Retail Price) and includes freight, AC Tax, Green Levy (if applicable), currently applicable adjustments and incentives, options and accessories (where selected) and applicable government sales taxes when selected by user (except when using tool with lease path selected) but excludes license, fuel fill charge, insurance, dealer PDI (except in Quebec), PPSA (if financed or leased. PPSA not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec, if financed or leased), and administration fees (except in Quebec). Dealers may sell or lease for less. See your local dealer for details.

34.

Based on MSRP (Manufacturer's Suggested Retail Price) and includes freight, AC Tax, Green Levy (if applicable), applicable government sales taxes, when selected by user (except in lease path portion of the tool), currently applicable adjustments and incentives, trade-in value and down payment (where entered), and options (where selected) but excludes accessories, license, fuel fill charge, insurance, dealer PDI (except in Quebec), PPSA (if financed or leased. PPSA not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec, if financed or leased), and administration fees (except in Quebec). Dealers may sell or lease for less. See your local dealer for details.

35.

Estimated payment: Finance - The Payment shown is an estimate of the principal and interest you can expect to pay monthly (or every two weeks) on a Ford Credit retail instalment contract, and includes an estimate of the delivery and destination charges. Payments do not include PPSA (not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec), registration fees, and (except in Quebec), other applicable dealer fees. "Every two weeks" payment amounts are calculated by taking the sum of twelve (12) monthly payments and dividing by 26 periods. Please consult with your local dealership for actual vehicle payment information.

36.

Estimated payment: Lease - The Payment shown is an estimate of the monthly (or every two weeks) amount you can expect to pay on a Ford Credit lease contract. Payments do not include PPSA (not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec), registration, security deposit (if applicable), NSF fees (where applicable), excess wear and tear, late fees, dealer fees and applicable taxes and other charges. Every two weeks payment amounts are calculated by taking the sum of twelve (12) monthly payments and dividing by 26 periods. Please consult with your local dealership for actual vehicle payment information. Annual kilometrage restrictions apply. Excess kilometrage charges are 12¢ per km for Fiesta, Focus, C-Max, Fusion, EcoSport, Escape, Bronco Sport and Ranger; 16¢ per km for E-Series, Mustang, Mustang Mach-E, Taurus, Edge, Flex, Explorer, Aviator, F-Series, MKC/Corsair, Nautilus, MKX, MKZ, MKT, Continental, Bronco, Transit Connect and Transit Wagon; 20¢ per km for Expedition and Navigator, plus applicable taxes. Excess kilometrage charges subject to change, see your local dealer for details.

37.

Federal and provincial electric vehicle incentives (each an "Incentive") are provided separately by the provincial governments of British Columbia and Quebec (each a "Participating Province") and the Canadian federal government ("Transport Canada"). The Incentives are subject to cancellation or change by Transport Canada or any Participating Province without notice. Ford Motor Company of Canada, Limited is not responsible for any changes to or cancellation of the Incentives and makes no representations about eligibility. For more information about each Incentive, please consult Transport Canada, your provincial government or a Ford dealer. Rebate amount varies by eligible vehicle and purchase option. The Incentives provided by Transport Canada and the provincial government of British Columbia and Quebec are applied after applicable taxes are calculated. Certain conditions apply.

38.

The Option Package price is a manufacturer's suggested price. The monthly payment displayed is an example only, based on the borrowing details selected in the vehicle payment calculator. Prices and monthly payments may vary. Options and Options Packages are subject to availability. Dealer may sell for less. See your local dealer for details.

39.

This payment estimator is a tool to help you estimate your scheduled payments and does not make any representation as to actual payment amounts. The payments calculated using this tool are estimates only. The estimated selling price and the interest rate that you enter to use this payment estimator tool are for your estimation/comparison purposes only. The actual prices and payments may vary and dealers may sell for less. Additional payments may be required under the terms of any finance or lease agreement that you may enter into and in the case of a lease, you may be required to pay excess kilometre and wear and tear charges. For lease, down payment may be subject to applicable taxes, which are excluded from the payment estimator calculation and are due at signing. You must qualify for credit to finance or lease a vehicle subject to Ford Credit Canada Company lending criteria and you may not be able to finance/lease a vehicle at the rate you have chosen. Please contact your local Dealer for information regarding price, payments and rates.

47.

Ford Protection Plan ("FPP") is only available for purchasers of Ford or Motorcraft® replacement parts for non-commercial cars and light trucks. FPP provides coverage (part only, labour and towing excluded) beyond the expiry of the standard Parts & Accessory Warranty. If a FPP-eligible Ford or Motorcraft® part fails due to a defect in material or workmanship, wear out or rust through, it will be replaced at no charge as long as the original purchaser of the part owns the vehicle on which the part was installed. Coverage varies between over-the-counter and dealer-installed parts. See your local Ford Store for complete coverage details and limitations.

48.

Genuine Ford and Motorcraft® replacement brake pads and shoes are tested to ensure braking performance meets or exceeds the requirements in Canada Motor Vehicle Safety Standards (CMVSS) 105-Hydraulic and Electric Brake System, and 135-Light Vehicle Brake Systems, as applicable.

49.

In order to receive a local competitor's advertised price: (i) tires must be purchased and installed at your participating Ford Dealer; (ii) customer must present the competitor's actual, local advertisement (containing the lower price) which must have been printed within 30 days of the sale; and (iii) the tires being purchased must be the same brand, and have the same sidewall, speed and load ratings as shown in the competitive advertisement. Offer only available at participating Ford dealerships. This offer is valid on the cost of the tire only and does not include labour costs, valve stems, mounting, balancing, disposal, and taxes. Offer does not apply to quotes or advertised prices outside of Canada, in eBay advertisements, by tire wholesalers and online tire retailers, or closeout, special order, discontinued, and clearance/liquidation offers. Offer may be cancelled or changed at any time without prior notice (except in Quebec). See your Service Advisor for details. Only available at participating locations.

50.

Rebate offers are manufacturer's mail-in rebates. Rebates available on select Bridgestone (credit card gift card), Continental (credit card gift card), General Tire (credit card gift card), Gislaved (credit card gift card), Goodyear (credit card gift card), Hankook (credit card gift card), Laufenn (credit card gift card), Michelin, BFGoodrich, Uniroyal, and Yokohama (credit card gift card). Offers are valid on qualifying sets of four tires, purchased and installed at participating locations during the respective promotion periods for each tire brand. Offers are valid on the cost of the tire(s) only and do not include labour costs, valve stems, mounting, balancing, disposal, and taxes. Amount of rebates (ranging from \$35 to \$100), start dates and expiration dates (ranging from September 14, 2020 to December 31, 2020) vary depending on tire manufacturer. It is the responsibility of the customer to submit the required claim forms and proof of purchase to the relevant tire manufacturer with sufficient postage by the required deadline for that rebate offer. See your Quick Lane Advisor for complete details and claim forms.

51.

Qi wireless charging may not be compatible with all mobile phones. Some mobile devices require a special adaptable sleeve for compatibility. See your owner's manual for a complete list of compatible devices.

52.

Applies to single rear wheel vehicles only. Diesel models not eligible.

53.

Up to 5 litres of oil. Disposal fees may be extra (except in Quebec). Does not apply to diesel engines.

54.

Manufacturer's Suggested Retail Price (MSRP). Dealer may sell for less.

55.

Excludes emergency brake pads or shoes. Machining or replacement of rotors and drums available at additional cost.

56.

Winter performance package includes: four (4) winter tires, four (4) tire pressure monitoring sensors, and choice of four (4) steel or aluminum wheels. Some conditions apply. See Dealer for details. Vehicle handling characteristics, tire load index and speed rating may not be the same as factory supplied all-season tires. Winter tires are meant to be operated during winter conditions and may require a higher cold inflation pressure than all-season tires. Consult your Ford of Canada Dealer for details including applicable warranty coverage.

57.

Storage term is at the Dealer's sole discretion, up to a maximum of one year.

58.

Offer applies to single rear wheel vehicles. Taxes and disposal fees extra (except in Quebec) are extra. Diesel Exhaust Fluid (DEF) excluded. Dual rear wheel models qualify at additional cost. Up to 16 litres of oil.

59.

Improved fuel efficiency depends on model, year and condition of vehicle.

60.

6000-series aluminum alloy. Lighter EPA curb weight, versus predecessor generation.

61.

Up to 700 pounds lighter, EPA curb weight, versus predecessor generation.

62.

The combined electric and gasoline driving range of the 2017 Fusion Energi Plug-in Hybrid with 2.0L Atkinson-Cycle I-4 Fusion Energi Plug-in Hybrid Engine is 982 km. 53-litre fuel tank. Based on Government of Canada range calculation guidance. Actual range varies with conditions such as external elements, driving behaviours, vehicle maintenance and lithium-ion battery age.

63.

Available through dealers in the Province of Quebec only. Contact your local Quebec Electric and Plug-in Hybrid Certified Ford dealer for more information.

66.

CANADA (EXCLUDING QUEBEC)

2021 Explorer:

Until March 1, 2021, receive 1.99% APR purchase financing on new 2021 Explorer for up to 72 months to qualified retail customers, on approved credit (OAC) from Ford Credit Canada Company. Not all buyers will qualify for the lowest interest rate. Example: 2021 Explorer Limited for \$52,799 (after \$0 down payment or equivalent trade-in, and including freight and air tax charges of \$2,000) purchase financed at 1.99% APR for 72 months, monthly payment is \$779 (the sum of twelve (12) monthly payments divided by 26 periods gives payee an every two weeks payment of \$359), interest cost of borrowing is \$3,259 or APR of 1.99%, and total to be repaid is \$56,058. Taxes payable on full amount of purchase financing price after Manufacturer Rebates have been deducted. Down payment may be required based on approved credit from Ford Credit Canada Company. All purchase finance offers exclude options, license, fuel fill charge, insurance, dealer PDI, PPSA, administration fees, and taxes. All prices are based on Manufacturer's Suggested Retail Price.

2021 F-150:

Legal: Until March 1, 2021, receive 2.99% APR purchase financing on new 2021 F-150 Super Cab or SuperCrew Lariat 501A with gas engine for up to 72 months to qualified retail customers, on approved credit (OAC) from Ford Credit Canada Company. Not all buyers will qualify for the lowest interest rate. For example, 2021 F-150 SuperCrew Lariat 501A with gas engine for \$60,932 (after \$0 down payment or equivalent trade-in, and including freight and air tax charges of \$2,050) purchase financed at 2.99% APR for 72 months, monthly payment is \$926 (the sum of twelve (12) monthly payments divided by 26 periods gives payee an every two weeks payment of \$427), interest cost of borrowing is \$5,705 or APR of 2.99% and total to be repaid is \$66,637. Taxes payable on full amount of purchase financing price after Manufacturer Rebates have been deducted. Down payment may be required based on approved credit from Ford Credit Canada Company. All purchase finance offers exclude options, license, fuel fill charge, insurance, dealer PDI, PPSA, administration fees, and taxes. All prices are based on Manufacturer's Suggested Retail Price.

## 2021 Ranger:

Until March 1, 2021, receive 2.99% APR purchase financing on new 2021 Ranger models for up to 72 months to qualified retail customers, on approved credit (OAC) from Ford Credit Canada Company. Not all buyers will qualify for the lowest interest rate. Example: 2021 Ranger Super Crew Lariat for \$44,738 (after \$0 down payment or equivalent trade-in, and Manufacturer Rebates of \$0 deducted and including freight and air tax charges of \$2,050) purchase financed at 2.99% APR for 72 months, monthly payment is \$680 (the sum of twelve (12) monthly payments divided by 26 periods gives payee an every two weeks payment of \$314), interest cost of borrowing is \$4,188 or APR of 2.99%, and total to be repaid is \$48,926. Taxes payable on full amount of purchase financing price after Manufacturer Rebates have been deducted. Down payment may be required based on approved credit from Ford Credit Canada Company. All purchase finance offers exclude options, license, fuel fill charge, insurance, dealer PDI, PPSA, administration fees, and taxes. All prices are based on Manufacturer's Suggested Retail Price.

67.

## 67 CANADA (EXCLUDING QUEBEC):

Until March 1, 2021, receive \$500 / \$1,000 / \$1,500 / \$2,000 / \$2,500 / \$3,000 / \$3,500 / \$4,000 / \$4,500 / \$5,000 / \$5,500 / \$6,000 / \$6,500 / \$7,000 / \$8,000 / \$8,500 / \$10,000 in "Manufacturer Rebates" (Delivery Allowances) with the purchase or lease of a new 2020 Transit Cutaway or Chassis Cab / 2021: F-250 to F-450 XL, XLT, or Lariat; Explorer / 2020 Escape S; 2021 Mustang EcoBoost (excluding 100A and 101A) / 2020 Ranger XL; 2021 Mustang GT; F-150 Regular Cab, SuperCab XL, SuperCrew HEV / 2020: Fusion (excluding S, HEV and PHEV), Transit, Transit Connect / 2020: Escape (excluding S), Fusion HEV; 2021 F-150 SuperCrew King Ranch, Platinum, or Limited with gas engine, F-150 Super Cab or SuperCrew (excluding XL) with diesel engine / 2020: Ranger (excluding XL), F-250 to F-450 King Ranch, Platinum, or Limited / 2020: EcoSport, Explorer Platinum or ST; 2021 F-150 Super Cab (excluding XL) or SuperCrew gas XL, XLT, Lariat / 2020: Edge SE, F-150 Regular Cab, F-150 Super Cab XL with gas engine, F-250 to F-450 XL, XLT, or Lariat / 2020: Fusion PHEV, Mustang EcoBoost 100A or 101A, Explorer XLT or Limited / 2020: Edge ST, Expedition / 2020 Mustang EcoBoost (excluding 100A and 101A) / 2020 Edge SEL or Titanium / 2020: Mustang GT, F-150 SuperCrew King Ranch, Platinum, or Limited with gas engine, F-150 Super Cab or SuperCrew (excluding XL) with diesel engine / 2020: F-150 Super Cab XLT with gas engine, F-150 SuperCrew XL or XLT with gas engine / 2020: F-150 Super Cab or SuperCrew Lariat with gas engine / 2021: F-650 to F-750 -- all stripped chassis, F-150 Raptor, ShelbyTM GT350/GT350R Mustang, Mustang BULLITT excluded. Delivery allowances are not combinable with any fleet consumer incentives.

69.

Based on Canadian Vehicle Manufacturers' Association sales data for Ford and Lincoln.

70.

The electric driving range of the 2017 Ford Focus Electric is 185 km. Based on Government of Canada range calculation guidance. Actual range varies with conditions such as external elements, driving behaviours, vehicle maintenance and lithium-ion battery age.

72.

F-350 DRW 4x2 Regular Cab Long Box with 6.2L engine and Heavy-Duty Payload Package. Class is Full-Size Pickups over 8,500 lbs. GVWR based on Ford segmentation. Max. payload is for properly equipped base vehicle with required equipment and a 150-lb. driver and varies based on cargo, vehicle configuration, accessories and number of passengers. See label on door jamb for carrying capacity of a specific vehicle. For additional information, see your Ford Dealer.

©2020 Ford Motor Company of Canada, Limited. All rights reserved.

73.

Ford Co-Pilot360 Technology features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle.

75.

24 months/unlimited km limited warranty on most Genuine Ford/Motorcraft® Parts and Ford Genuine Accessories (purchased from Ford or Ford Lincoln dealers or Ford dealer wholesale customers) for cars and light trucks that are found to be defective in material or workmanship. Parts, labour, and towing covered for 'dealer installed' parts/accessories; parts only are covered for 'over the counter' retail parts/accessories; parts and labour (up to a maximum of \$150) covered for wholesale and fleet parts/accessories. Part and/or accessory failure due to: abuse, misuse, neglect, alteration, accident, racing; improper lubrication, repair, or installation; use in applications for which they were either not designed, or functionally intended, or not approved by Ford

Motor Company of Canada, Limited; cleaning, adjustment or replacement as a part of normal maintenance; or failures caused by non-Ford parts, are not covered under this warranty. Coverage varies between over-the-counter and dealer-installed parts. See your local Ford Store for complete coverage details and limitations.

76.

Some mobile phones and some digital media players may not be fully compatible. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear.

78.

36 months/unlimited km limited Parts and labour warranty on New and Remanufactured Gas Engine Assemblies (6006, 6V012, SLGB, LGB), purchased from Ford or Ford Lincoln dealers, that are found to be defective in material or workmanship. Parts, labour, and towing covered for 'dealer installed' gas engines; parts only are covered for 'over the counter' retail gas engines; parts and labour covered for wholesale and fleet gas engines. Engine failure due to: abuse, misuse, neglect, alteration, accident, racing; improper lubrication, repair, or installation; use in applications for which they were either not designed, or functionally intended, or not approved by Ford Motor Company of Canada, Limited; cleaning, adjustment or replacement as a part of normal maintenance; or failures caused by non-Ford parts, are not covered under this warranty. See your local Ford Store for complete coverage details and limitations.

79.

36 months/unlimited km limited Parts and labour warranty on New and Remanufactured Transmission Assemblies (7000, 7V000, TRM, 7003, 7002), purchased from Ford or Ford Lincoln dealers, that are found to be defective in material or workmanship. Parts, labour, and towing covered for 'dealer installed' transmissions; parts only are covered for 'over the counter' retail transmissions; parts and labour covered for wholesale and fleet transmissions. Transmission failure due to: abuse, misuse, neglect, alteration, accident, racing; improper lubrication, repair, or installation; use in applications for which they were either not designed, or functionally intended, or not approved by Ford Motor Company of Canada, Limited; cleaning, adjustment or replacement as a part of normal maintenance; or failures caused by non-Ford parts, are not covered under this warranty. See your local Ford Store for complete coverage details and limitations.

80.

Must be activated prior to operation.

81.

24 months/unlimited km limited Parts and labour warranty on New and Remanufactured Diesel Engine Assemblies (6007/6V007, CALGB, Stripped (6006/6V006, SLGB) 3.2L, 6.0L, 6.4L, 6.7L, 6.9L, 7.3L I.D.I Turbo, 7.3L D.I Turbo Diesel Engine Assemblies), purchased from Ford or Ford Lincoln dealers, that are found to be defective in material or workmanship. Parts, labour, and towing covered for 'dealer installed' diesel engines; parts only are covered for 'over the counter' retail diesel engines; parts and labour covered for wholesale and fleet diesel engines. Engine failure due to: abuse, misuse, neglect, alteration, accident, racing; improper lubrication, repair, or installation; use in applications for which they were either not designed, or functionally intended, or not approved by Ford Motor Company of Canada, Limited; cleaning, adjustment or replacement as a part of normal maintenance; or failures caused by non-Ford parts, are not covered under this warranty. See your local Ford Store for complete coverage details and limitations.

82.

When properly equipped. Maximum torque of 470 lb.-ft. with available 3.5L V6 EcoBoost engine. Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation.

84.

Class is Fullsize Pickups under 8,500 lbs (3856 kg) versus 2017 and 2018 Competitors. 2018 F-150 4x2 equipped with the 2.7L V6 EcoBoost® and 6-Speed SelectShift Automatic® Transmission, estimated fuel consumption ratings are 11.9L/100km city, 9.0L/100km hwy, 10.6L/100km combined, based on Government of Canada approved test methods. Actual fuel consumption will vary.

85.

Maximum towing of 14,000 lbs. on 2021 F-150 SuperCab 8' box and SuperCrew 4x2 with available 3.5L EcoBoost, Max Trailer Tow Package. Class is Full-Size Pickups under 8,500 lbs. GVWR. Max towing varies based on cargo, vehicle configuration, accessories, and number of passengers.

86.

Class is medium utilities based on Ford segmentation.

87.

Miko is a trademark of Miko s.r.l.

89.

2020: XL Regular Cab 8' box 4x2 with 5.0L engine and Heavy Duty Payload Package. Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation. Max. payload varies and is based on accessories and vehicle configuration. See label on door jamb for carrying capacity of a specific vehicle.

2021: Maximum payload of 3,325 lbs. on 2021 F-150 Regular Cab 8' box 4x2 with available 5.0L V8 engine and Max Trailer Tow and Heavy-Duty Payload packages. Class is Full-Size Pickups under 8,500 lbs. GVWR. Max payload varies and is based on accessories and vehicle configuration. See label on door jamb for carrying capacity of a specific vehicle.

90.

Optional feature; availability varies by model. Features/functionality vary by vehicle/model. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in motion. Not all features are compatible with all phones. Message and data rates may apply. Optional Navigation system map updates cannot be received via wi-fi and require a separate update.

91.

You must have a Bluetooth®-enabled phone paired to your SYNC system. The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc. HD Radio is a proprietary trademark of iBiquity Digital Corp. iPad®, iPod®, iTunes®, iPhone®, and Siri® are registered trademarks of Apple Inc. The term Wi-Fi® is a registered trademark of the Wi-Fi Alliance®. Sony is a registered trademark of the Sony Corporation.

92.

Government 5-Star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program ([www.SaferCar.gov](http://www.SaferCar.gov)).

93.

SYNC AppLink is compatible with select smartphone platforms and requires compatible apps to be installed and running on a capable smartphone while connected to SYNC. Commands may vary by phone and AppLink software. Message and data rates may apply.

94.

B&O is a trademark of Bang & Olufsen A.S. registered in the United States and other countries.

97.

Apple and the Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Registered in the U.S. and other countries.

98.

Google, Android, Google Play and the Google Play logo are trademarks of Google LLC.

99.

FordPass is available for select smartphones. Message and data rates may apply. Service may be limited by mobile phone network coverage area. FordPass Terms and Privacy apply.

100.

Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation.

101.

Cargo and load capacity limited by weight and weight distribution.

102.

Based on the 2012-2013, 2015-2018 Vincentric Best Value in Canada awards analysis of the Full-Size 1/2-Ton Pickup segment

103.

When properly equipped. Maximum horsepower of 450 on 2019 F-150 Limited with available High-Output 3.5L EcoBoost V6 engine. Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation.

104.

When properly equipped. Maximum torque of 510 lb.-ft. on 2019 F-150 Limited with available High-Output 3.5L EcoBoost V6 engine. Class is Full-Size Pickups under 8,500 lbs. GVWR based on Ford segmentation.

106.

Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. System is active at speeds between approximately 5km/h and 80 km/h. While Pre-Collision Assist with Pedestrian Detection may be especially helpful in unexpected situations, and can assist to detect walking pedestrians, it does not replace the driver and has limitations, including nighttime, low and harsh lighting conditions, vehicles moving in a different direction and certain weather conditions.

107.

Until September 30, 2020, customers with approved credit (OAC) from Ford Credit Canada Company may receive 1.9% APR purchase financing for 24, 36, 48 and 60 months terms on all Certified Pre-Owned Ford Escape of 2015 – 2020 model year and 72 months term on 2017-2020 model year; or receive 2.9% APR purchase financing for 24, 36, 48 and 60 months terms on all Certified Pre-Owned Ford Focus (excluding RS), Fusion and Edge of 2015 – 2020 model year and 72 months term on 2017-2020 model year; or receive 2.9% APR purchase financing for 24 months term, or 3.9% APR purchase financing for 36 and 48 months terms, or 4.9% APR purchase financing for 60 months term on all other Certified Pre-Owned Ford vehicles of 2015 – 2020 model year; or receive 4.9% APR purchase financing for 72 months term on all other Certified Pre-Owned Ford vehicles of 2017 – 2020 model year. Not all buyers will qualify for the lowest interest rate. Example: \$25,000 purchase financed at 1.9% APR, monthly payment is \$1,062.40/\$714.97/\$541.28/\$437.10/\$367.66 for 24/36/48/60/72 months, at 2.9% APR, monthly payment is \$1,073.42/\$725.92/\$552.25/\$448.10/\$378.72 for 24/36/48/60/72 months, at 3.9% APR, monthly payment is \$736.98/\$563.35 for 36/48 months, at 4.9% APR, monthly payment is \$470.63/\$401.46 for 60/72 months; cost of borrowing at 1.9% APR is \$497.60/\$738.92/\$981.44 /\$1,226.00/\$1,471.52 for 24/36/48/60/72 months, at 2.9% APR is \$762.08/\$1,133.12/\$1,508.00/\$1,886.00/\$2,267.84 for 24/36/48/60/72 months, at 3.9% APR is \$1,531.28/\$2,040.80 over 36/48 months, at 4.9% APR is \$3,237.80/\$3,905.12 over 60/72 months (up to additional \$52 for each cost of borrowing example for RDPRM registration and related fees in Quebec); and total to be repaid at 1.9% APR is \$25,496.16/\$25,737.12/\$25,980.00/\$26,224.20/\$26,469.36 over 24/36/48/60/72 months, at 2.9% APR is \$25,762.08/\$26,133.12/\$26,507.52/\$26,886.00/\$27,267.84 over 24/36/48/60/72 months, at 3.9% APR is \$26,530.92/\$27,040.80 over 36/48 months, at 4.9% APR is \$28,237.20/\$28,904.40 over 60/72 months (up to additional \$52 for each total to be repaid example for RDPRM registration and related fees in Quebec). Note the amount used herein is only an example and not the actual sale price of a vehicle. Down payment on purchase financing offers may be required based on approved credit from Ford Credit Canada Company. All purchase finance offers include freight and air tax charges but exclude options, Green Levy (if applicable, and except in Quebec), license, fuel fill charge, insurance, dealer PDI (except in Quebec), PPSA (not applicable in Quebec), RDPRM registration and related fees up to \$52 (only in Quebec), administration fees (except in Quebec), and taxes. See dealers for details and full eligibility requirements. All prices are based on Manufacturer's Suggested Retail Price.

108.

To qualify for Certified Pre-Owned, each previously owned Ford brand vehicle must be of current to 5 prior model year and have less than 120,000 kilometres on the odometer.

109.

The difference between the Canadian Black Book® Estimated Trade-In Value and any remaining balance owed (if any) by you on your trade in vehicle. Actual trade-in amount subject to dealer evaluation of your vehicle.

110.

Available feature. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Android Auto is available on 2017 models with SYNC 3; owners of 2016 models with SYNC 3 are required to perform a software upgrade. Requires phone with compatible version of Android Auto and active data service. SYNC does not control Android Auto while in use. Google is solely responsible for their functionality. Message and data rates may apply. Android Auto is a trademark of Google LLC.

111.

Available feature. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Apple CarPlay is available on 2017 models with SYNC 3; owners of 2016 models with SYNC 3 are required to perform a software upgrade and purchase a hardware upgrade. Requires phone with compatible version of Apple iOS and active data service. SYNC does not control CarPlay while in use. Apple is solely responsible for their functionality. Message and data rates may apply. iPad®, iPod®, iTunes®, iPhone®, Siri® and Apple CarPlay™ are registered trademarks of Apple Inc. Registered in the U.S. and other countries.

112.

FordPass Connect, (optional on select vehicles), the FordPass App., and FordPass Connect Service are required for remote features (see FordPass Terms for details). Connected service is now complimentary for remote features excluding Wi-Fi hotspot. Connected service and features depend on compatible Bell network availability. Evolving technology/cellular networks/vehicle

capability may limit functionality and prevent operation of connected features. Certain restrictions, 3rd-party terms or message/data rates may apply. At purchase, the FordPass Connect modem in some models is connected and sending vehicle data (e.g., diagnostics) to Ford. Vehicle data is stored by Ford Motor Company in the United States and may be accessible by US governmental authorities. To disable, or for more information, see in-vehicle connectivity settings. Learn more at [www.FordConnected.com](http://www.FordConnected.com) (<http://www.FordConnected.com>).

113.

Class is Full-Size Pickups over 8,500 lbs. GVWR.

©2020 Ford Motor Company of Canada, Limited. All rights reserved.

114.

Available in select cities. Some restrictions apply.

115.

Roadside assistance is subject to your vehicle's coverage and may not be available for all makes and models of vehicles.

116.

Ford Licensed Accessory. Subscriptions for data/reporting service sold by Telogis after 1-year period expires. Subscriptions governed by Telogis Customer Agreement; see [www.telogis.com/ford](http://www.telogis.com/ford) or your local Ford dealer for details.

118.

Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. While Pre-Collision Assist with Automatic Emergency Braking may be especially helpful in unexpected situations, and can assist to detect walking pedestrians, it does not replace the driver and has limitations, including nighttime, low and harsh lighting conditions, vehicles moving in a different direction and certain weather conditions. Pedestrian Detection is active at speeds between approximately 5km/h and 80 km/h. Automatic Emergency Braking is active at speeds between approximately 5km/h and 120km/h.

119.

Max. gooseneck tow rating of 37,000 lbs. available on F-450 Regular Cab 4x2 diesel. Class is Full-Size Pickups over 8,500 lbs. GVWR based on Ford segmentation.

121.

Vehicle may be shown with optional features. Always consult the owner's manual before off-road driving, know your terrain, and use appropriate safety gear.

©2020 Ford Motor Company of Canada, Limited. All rights reserved.

122.

When properly equipped. Maximum towing capacity of 35,000 lbs. on F-450 Regular Cab 4x2. Class is Full-Size Heavy Duty Pickups over 8,500 lbs. GVWR based on Ford segmentation.

123.

When properly equipped. Maximum payload of 7,640 lbs. on 2019 F-350 DRW 4x2 with 6.2L V8 gas engine. Class is Full-Size Heavy Duty Pickups over 8,500 lbs. GVWR based on Ford segmentation.

124.

Wi-Fi hotspot includes wireless data trial that begins upon Bell activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the trial subscription period for remote features. To activate, go to [www.bell.ca/connectedcar](http://www.bell.ca/connectedcar) (<http://www.bell.ca/connectedcar>).

125.

Additional data plan required. See dealer for details. Hotspot can connect up to 10 Wi-Fi-capable devices, using data from the additional data plan. Once a device connects, it can automatically reconnect and use data from this additional data plan unless hotspot is removed from returning device settings or hotspot password is changed. Performance varies based on number of devices connected and other factors.

129.

THULE® is a registered trademark of THULE Sweden AB.

130.

Available on select smartphones. Message and data rates may apply.

131.

Maximum 2<sup>nd</sup> row leg room with 40.7 inches. Based on the 2<sup>nd</sup> row seat in the most rearward position. Class is Small Utilities over 4480mm length based on Ford segmentation.

132.

Offer valid until March 1, 2021 (the "Bonus Period") to Canadian residents only. Use this CAD\$1,000 early order bonus towards the factory order of a new 2021 F-150 (an "Eligible Vehicle"). Bonus amount may be used as a down payment or received as a rebate cheque from Ford of Canada, but not both. Taxes payable before bonus amount is deducted. Vehicle(s) may be shown with optional equipment. Dealer may sell or lease for less. Limited time offers. Bonus only valid at participating dealers. Bonus may be cancelled or changed at any time without notice. See your Ford Dealer for complete details or call the Ford Customer Relationship Centre at 1-800-565-3673. Bonus combinable with eligible Ford retail customer promotional incentives/offers available at the time of vehicle factory order only. Bonus not combinable with any CPA/GPC or Daily Rental incentives, the Commercial Upfit Program or the Commercial Fleet Incentive Program (CFIP).

133.

Navigation services require SYNC@4 and FordPass Connect™ (optional on select vehicles), complimentary connect service and the FordPass app (see FordPass Terms for details). Eligible vehicles receive a complimentary 90-day trial of navigation services that begins on the new vehicle warranty start date. Customers must unlock the navigation service trial by activating the eligible vehicle with a FordPass member account. If not subscribed by the end of the complimentary period, the navigation service will terminate.

Connected service and features depend on compatible Bell network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features.

FordPass App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

134.

Navigation service requires SYNC@4 and FordPass Connect™ (optional on select vehicles), complimentary connect service and the FordPass app (see FordPass Terms for details). Eligible vehicles receive a complimentary 3-year trial of navigation services that begins with new vehicle warranty start date. Customers must unlock the navigation service trial by activating the eligible vehicle with a FordPass member account. If not subscribed by the end of the complimentary period, the connected navigation service will terminate, and the system will revert to embedded offline navigation.

Connected service and features depend on compatible Bell network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features.

FordPass App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply.

138.

Feature does not control steering.

151.

2020 Escape offers eight available class-exclusive driver-assist technologies: Adaptive Cruise Control with Stop and Go, Auto Hold, Lane Centering, Distance Indication and Alert, Pre-Collision Assist with Automatic Emergency Braking, Evasive Steering Assist, Post Impact Braking, Active Park Assist 2.0. Class is Small Utilities over 4480mm length.

2021 F-150 offers twelve available class-exclusive features: PowerBoost™ full-hybrid powertrain, Pro Power On-Board with 2kW, 2.4kW and 7.2kW configurations, 12-inch Digital Productivity Screen, Zone Lighting Controllable via SYNC@ 4 screen or FordPass™ App, Stowable Shifter, standard 10-speed Automatic Transmission across entire engine lineup, Multi-Contour Seats with Active Motion®, Max Recline Seats, Trailer Reverse Guidance, Interior Work Surface, BoxLink with Locking Cleats, and Stowable Loading Ramps. Class is Full-Size Pickups under 8,500 lbs. GVWR.

152.

Effectiveness of cabin conditioning may be reduced by extreme outside temperatures or when using 120-volt charging.

153.

Ford Certified Pre-Owned Comprehensive Limited Warranty coverage is provided for 12 months or 20,000 kilometres (whichever comes first) from the expiration of Ford New-Vehicle Bumper-to-Bumper Limited Warranty or the date of your Certified Pre-Owned vehicle purchase, whichever comes later. The coverage provided by the Ford Certified Pre-Owned Comprehensive Limited Warranty is not as extensive as that provided under the New-Vehicle Limited Warranty. See dealer for full details.

160.

Get up to \$6,500 (equivalent of \$5,653 before taxes) in government rebates with the purchase or lease of a new 2020 Ford Fusion PHEV. The government rebates are a combination of the federal rebate up to \$2,500 and the Quebec rebate up to \$4,000. For more details, visit <https://tc.canada.ca/en/road-transportation/innovative-technologies/zero-emission-vehicles> (<https://tc.canada.ca/en/road-transportation/innovative-technologies/zero-emission-vehicles>) for the federal rebate and [vehiculeselectriques.gouv.qc.ca/](http://vehiculeselectriques.gouv.qc.ca/) for the provincial rebate.

167.

If your vehicle is inoperative and must be kept overnight for a covered repair, including recalls involving a Ford Certified Pre-Owned Comprehensive Limited Warranty covered component, you will be reimbursed up to \$30 per day (including tax) for up to five days or until repair is complete, whichever comes first.

168.

Included concurrently with your Ford New Vehicle Limited Warranty and most Ford Extended Service Plans. Roadside assistance is available 24 hours a day, 365 days a year across Canada or the Continental U.S. Services are provided by Sykes Assistance Services Corporation. Services include: Flat tire change; Battery jump starts; Towing assistance up to \$100; Lockout assistance; Out-of-fuel assistance; Travel expense; reimbursement up to \$500 for up to three days' lodging, meals and rental vehicle for travel expenses accrued when the breakdown occurs 160 Kilometres or more from home; Destination assistance covers taxi, shuttle or rental car expense up to \$75 for emergency transportation to the immediate destination. See dealer for full details.

170.

24 months/unlimited km limited warranty on select new or remanufactured Omnicraft parts and accessories that are found to be defective in material or workmanship. Failure due to normal wear is not covered. Parts and labour covered for 'dealer-installed' parts; parts only are covered for 'over-the-counter' retail parts; parts and labour (up to a maximum of \$150) covered for wholesale and fleet customers. Part failure due to: abuse, misuse, neglect, alteration, accident, racing; improper lubrication, repair, or installation; use in applications for which they were either not designed, or functionally intended, or not approved by Ford Motor Company of Canada, Limited; cleaning, adjustment or replacement as a part of normal maintenance; or failures caused by non-Ford parts, are not covered under this warranty. Warranty applies to (i) original retail purchaser of dealer installed parts and (ii) original retail or fleet purchaser or wholesale purchaser of over-the-counter parts. Coverage varies between over-the-counter and dealer-installed parts. See your local Ford Store for complete coverage details and limitations.

171.

Unlimited time and km limited warranty on select new or remanufactured Omnicraft parts and accessories that are found to be defective in material or workmanship. Failure due to normal wear is not covered. Parts and labour covered for 'dealer-installed' parts; parts only are covered for 'over-the-counter' retail parts; parts and labour (up to a maximum of \$150) covered for wholesale and fleet customers. Part failure due to: abuse, misuse, neglect, alteration, accident, racing; improper lubrication, repair, or installation; use in applications for which they were either not designed, or functionally intended, or not approved by Ford Motor Company of Canada, Limited; cleaning, adjustment or replacement as a part of normal maintenance; or failures caused by non-Ford parts, are not covered under this warranty. Warranty applies to (i) original retail purchaser of dealer installed parts and (ii) original retail or fleet purchaser or wholesale purchaser of over-the-counter parts. Coverage varies between over-the-counter and dealer-installed parts. See your local Ford Store for complete coverage details and limitations.

172.

Available via iPhone® with SYNC 3 with Software Version 3.0. Waze is also available on Android Auto.™ Commands may vary by phone and AppLink software. Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. Message and data rates may apply. iPhone® is a trademark of Apple, Inc. registered in the U.S. and other countries. Android Auto is a trademark of Google Inc.

174.

If a vehicle is stopped more than three seconds, driver must intervene and press "RES" button or accelerator pedal to resume system operation.

179.

Maximum horsepower is 335, achieved using premium fuel. Class is Midsize Utilities, non-diesel competitors.