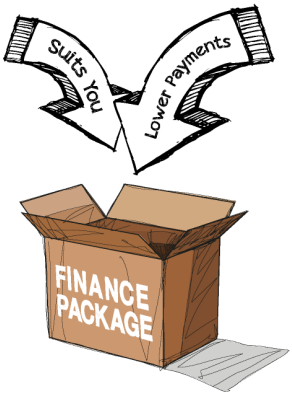
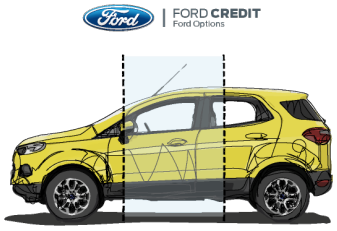
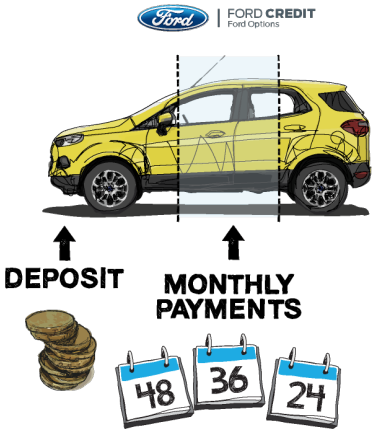
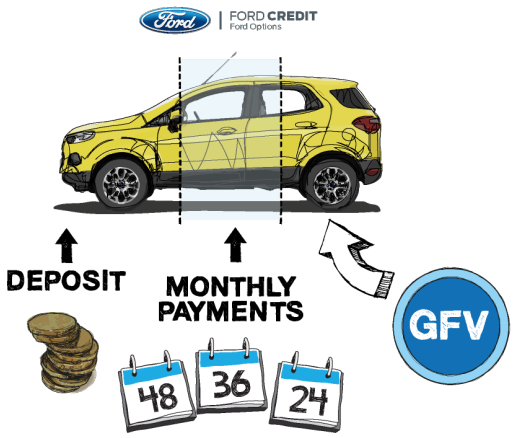
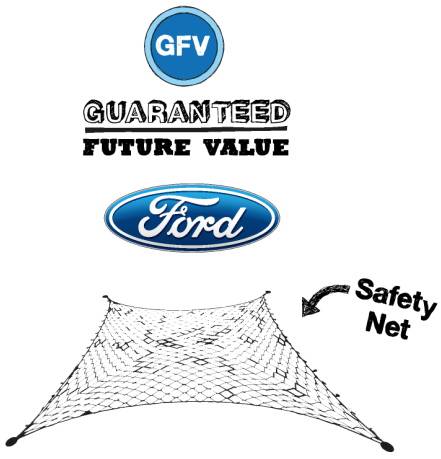
FORD CREDIT

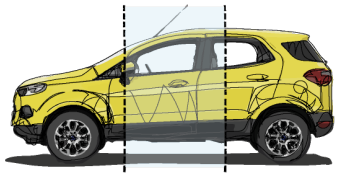
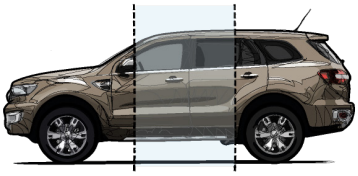
Ford Options

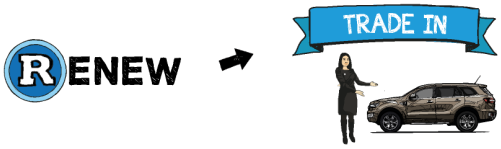
Storyboard

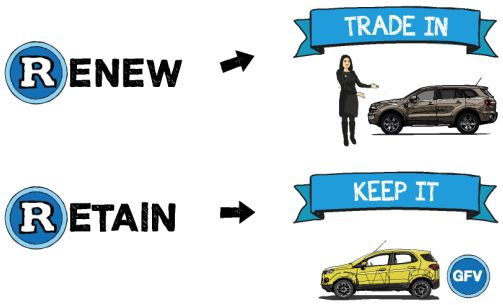
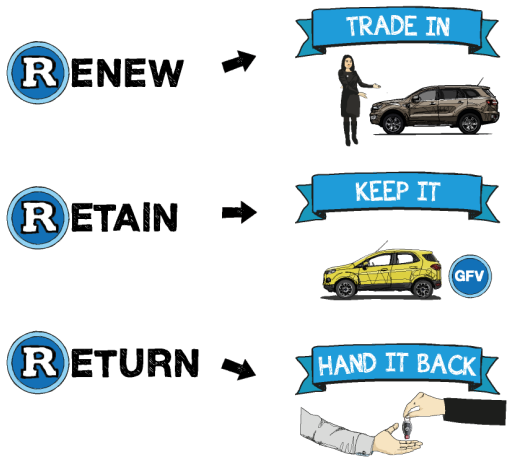
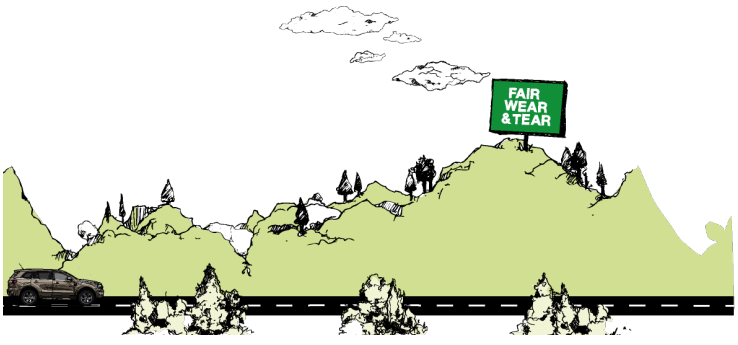
	Script	Image Reference	Time
1.1	Purchasing a new car should be a memorable experience but there are always many things to consider, before you make up your mind be sure you've got the full picture.		
1.2	Two minutes is all we need to tell you about Ford Options - the brand new way to drive a brand new Ford.		
1.3	Ford Options is the newest finance package that is tailored to suit you with monthly repayments that are lower than traditional vehicle Finance, so how does it work?		

1.4	Ford Options works to your advantage by dividing the cost of your brand new car into three parts		
1.5	Firstly you get to choose a deposit that's right for you,		
1.6	then we agree monthly payments that suit you, allowing you to budget and get the Ford that you really want		

1.7	the remaining portion, we call the GFV - this stands for guaranteed future value		
1.8	And you can take this as Ford's guarantee that the value of your car will not fall below this amount at the end of your Ford Options agreement.		
1.9	It's your financial safety net Guaranteed by Ford and means you only pay for the part of the car you actually use.		

1.10	Because you only pay for the part of the car you use it means your payments are lower than traditional vehicle finance over a shorter period of time.	  LOWER PAYMENTS	
1.11	It might even mean you can choose a more expensive model of car or specify the 'Optional Equipment' that you really want.	 NEW MODEL ?  OPTIONAL EQUIPMENT?	
1.12	Every Ford Options package is tailored to your personal needs and comes with built in flexibility,	 	

1.13	as the end of your agreement approaches we will get in touch to offer you three great choices; you can either		
1.14	Renew Retain Or Return your Ford		
1.15	To renew you simply need to trade in your car with one of our Ford dealers, and because you enjoy 100% of the equity in your car you can choose to use this as the next down payment and drive away in another brand new Ford for similar monthly payments.		

1.16	If you decide you would like to own your car outright you have the choice to retain it, where you can either re-finance the amount owed or just pay the GFV in one lump sum, agreed at the start of your agreement		
1.17	Knowing that you can opt to return the car should give you great piece of mind, just hand it back to your Ford dealer and that's that.		
1.18	You may be thinking well there must be a catch but it really is that simple. As long as you take reasonable care of the car during the agreement		

1.19	Any Ford Options package will take account of your likely use of the car through our agreed mileage and we will explain our fair wear & tear and return conditions before you sign up.		
1.20	If you've got any more questions about Ford Options, please don't hesitate to ask your Ford dealer or take a look at our website		
1.21	Ford Options. Because everyone deserves to have options.