

2025 JOURNEY TO SUCCESS INCENTIVES

NOVEMBER 4, 2025 – JANUARY 5, 2026

REGISTRATIONS THROUGH JANUARY 6, 2026 9PM EST

Cash Season



Eligible Mechanical Core Contracts

New Mechanical Core Contracts: PremiumCARE, ExtraCARE, BaseCARE, Diesel EngineCARE, Diesel EngineCARE Plus, PowertrainCARE and Ford Blue/Gold Advantage Upgrades

Used Mechanical Core Contracts: Used PremiumCARE, Used ExtraCARE, Used BaseCARE, Used PowertrainCARE and Ford Blue/Gold Advantage Upgrades

Eligible Maintenance Contracts

New, Used and RCL: 2, 3, 4, 5, 6, 7, 8, 9, 10 or 11-year Premium Maintenance Plan, Extra Maintenance Plan and Limited Maintenance Plan

Eligible Additional Qualifying Contracts

New, Used and RCL: SurfaceCARE, TireCARE/TireCARE Plus, TripleCARE/TripleCARE PLUS*, DoubleCARE/DoubleCARE Plus
* Not available for sale in the state of Florida.

Ford Protect/Lincoln Protect Contracts Sold On Fleet and Commercial Vehicles

Eligible contracts sold on Commercial/Fleet vehicles sold with the following delivery types are included in this incentive: 3, 4, 6, 7, C, D, E, H, I, L, M, S and T

Ford Pro Fleet Extra Emphasis Program Contracts

New, Used and RCL: National Fleet PremiumCARE (NFPM), National Fleet BaseCARE (NFBS), National Fleet ExtraCARE (NFEX) and National Fleet PowertrainCARE (NFPT)

Program Details

- Program ends January 5, 2026 or when the allocated incentive cash is exhausted, whichever comes first.
- All eligible contracts must be sold during the incentive period and registered by 9:00 PM EST January 6, 2026.
- Ford reserves the right to cancel or modify this program at any time and for any reason.
- Ford Protect/Lincoln Protect contracts funded whole or in part by Ford Motor Company, Ford Motor Credit Company or FDAF's are not eligible to qualify for this incentive.
- Eligible Ford Protect/Lincoln Protect contracts sold and registered during the incentive period are net of cancellations.
- Dealerships that sell Ford Protect/Lincoln Protect contracts over the internet and are in known non-compliance with Ford's Domain Name Policy are not eligible to receive Ford Protect/Lincoln Protect contest and incentive awards including travel, if applicable.
- Dealers that submit an Authorization Form for payment past 90 days from the last sales day of the incentive will not be processed.
- Eligible National Fleet Plan contracts do not count towards the Core Contract Objective.
- Complimentary Police Interceptor Powertrain contracts are not eligible for the incentive.
- At the conclusion of this Incentive, Program Headquarters will post your Winners Authorization Form to the program website. The Dealer Principal/GM will determine who within the dealership receives the Cash earnings by completing the form and faxing or emailing it back to Program Headquarters.
- Winning Participants will receive a 1099.

Reporting

Your dealership's core contract objective, fast start objective, payout structure and final results will be posted to the Ford Protect/Lincoln Protect incentive website. Be sure to check your status regularly.

Questions?

- If you have any questions on the incentive, please contact Program Headquarters at 800-317-9220. There are incentive support personnel available Monday through Friday 8:00 AM - 5:00 PM EST.
- You may also contact your Ford Protect Area Sales Manager, Service Performance Zone Manager or your Ford Credit Business Development Manager.

To track your progress and for complete details, visit your Ford Protect/Lincoln Protect Incentive website at:
<https://programheadquarters.dealerconnection.com/jts/>

click on 2025 Cash Season, then Standings, or go to:

<https://www.fmcdealer.com>

Navigate to Parts & Service, then Ford & Lincoln Protect Extended Service Plan, then Contests & Incentives, then 2025 Ford & Lincoln Protect Journey to Success Incentives, then 2025 Cash Season, then Standings