

SCORE SOME CASH



2019 JOURNEY TO SUCCESS INCENTIVES

NOVEMBER 2, 2019 – JANUARY 2, 2020
REGISTRATIONS THROUGH JANUARY 3, 2020 9PM EST

Dealership Sample

➔ Dealers that achieve their eligible Core contract sales objective will also have the ability to earn:



PROTECT

CORE CONTRACT SALES OBJECTIVE

Your Eligible Core Contract Sales Objective

73 = \$1,460

Achieve your Dealership's eligible Core contract sales objective and earn a one time cash payout of:

\$1,460

TRACK YOUR PROGRESS HERE

Track your progress from your Standings report at the program website and enter it here. Good Luck!

| Week 1 11/2 - 8 | Eligible Core Contracts Sold | Week 2 11/9 - 15 | Eligible Core Contracts Sold | Week 3 11/16 - 22 | Eligible Core Contracts Sold | Week 4 11/23 - 29 | Eligible Core Contracts Sold | Week 5 11/30 - 12/6 | Eligible Core Contracts Sold | Week 6 12/7 - 13 | Eligible Core Contracts Sold | Week 7 12/14 - 20 | Eligible Core Contracts Sold | Week 8 12/21 - 27 | Eligible Core Contracts Sold | Week 9 12/28 - 1/2 | Eligible Core Contracts Sold | Sub Total Cash |
|--|------------------------------|--|------------------------------|--|------------------------------|--|------------------------------|--|------------------------------|--|------------------------------|--|------------------------------|--|------------------------------|--|------------------------------|--|
| Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | Eligible Core Contracts Sold on an F-150 vehicle | | F-150 Core Contracts Sold Above Your Baseline Number |
| | | | | | | | | | | | | | | | | | | x \$75 = \$ |

FIELD GOAL

For every **PowertrainCARE, BaseCARE, ExtraCARE, and PremiumCARE** contract sold on a **USED High Mileage** vehicle with more than 80,000 miles you earn an additional:

\$75 EACH

For every **incremental** eligible **USED Core** contract (including CPO Upgrades) sold after your eligible New/Used **Core** contract objective has been achieved you earn an additional:

\$50 EACH

For every **Core** contract sold on an Escape or Lincoln MKC/ Corsair you earn an additional:

\$20 EACH

ESCAPE



LINCOLN MKC/CORSAIR



TOUCHDOWN

F-150



YOUR F-150 NOVEMBER/DECEMBER 2018 VOLUME PERFORMANCE

➔ 12

For every **Core** contract sold on an F-150 vehicle **above** your November/December 2018 Core contract F-150 volume performance you earn an additional:

\$75 EACH

TOUCHDOWN 2-POINT CONVERSION

Each time you sell an eligible **Core** contract in combination (on the same VIN) with a four, five, six, seven, eight or nine year **Premium Maintenance Plan, Extra Maintenance Plan** or a **Limited Maintenance Plan** you earn an additional:

\$50 EACH COMBINATION

For every **TripleCARE** contract sold you earn an additional:

\$35 EACH

For every eligible **SurfaceCARE, LeaseCARE, RentalCARE, TireCARE, DentCARE, EtchCARE, or WindshieldCARE** contract sold you earn an additional:

\$10 EACH

TOUCHDOWN EXTRA POINT

Dealers that achieve their **Core** contract objective can earn an additional **\$200** by a dealership employee completing the **2020 Product Updates** course in STARS (code 5032W5).

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PROTECT

Eligible Core Contracts

New Core Contracts: PremiumCARE, ExtraCARE, BaseCARE, Diesel EngineCARE, Diesel EngineCARE Plus, PowertrainCARE and CPO Upgrades

Used Core Contracts: Used PremiumCARE, Used ExtraCARE, Used BaseCARE, Used PowertrainCARE, and CPO Upgrades

Eligible Maintenance Contracts

New, Used and RCL: 4, 5, 6, 7, 8 or 9 year Premium Maintenance Plan, Extra Maintenance Plan and Limited Maintenance Plan

Eligible Additional Qualifying Contracts

New, Used and RCL: SurfaceCARE, LeaseCARE, RentalCARE, TireCARE, DentCARE, EtchCARE, WindshieldCARE, and TripleCARE**

**TripleCARE is 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

Program Details

- Program ends January 2, 2020 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 3, 2020.
- Ford reserves the right to cancel or modify this program at any time and for any reason.
- Premium Maintenance Plan, Extra Maintenance Plan, Limited Maintenance Plan and Additional Qualifying contracts do not count towards a dealer's eligible core contract objective.
- Ford Protect/Lincoln Protect contracts funded whole or in part by Ford Motor Company, Ford Motor Credit Company or FDAA/LDAA'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.
- 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.
- Additional \$200 Training Course—Ford & Lincoln Protect Extended Service Plan: 2020 Product Updates (30-minute training module available in STARS) Course code—5032W5. Dealers will have the additional \$200 included in this incentive. To access the Course go to FMCDealer.com > Click on STARS > input your STARS ID > Click on the course, "Ford & Lincoln Protect Extended Service Plan 2020 Product Updates".

Reporting

Your dealership's core contract sales 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 local FCSD Parts and Service 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 2019 Score Some Cash, then Standings, or go to:

<http://www.fmcdealer.com>

click on the tab Finance, then Ford & Lincoln Protect Extended Service Plan, then Contests & Incentives, then 2019 Ford & Lincoln Protect Journey to Success, then 2019 Score Some Cash, then Standings