

SOAK UP THE CASH



2022 JOURNEY TO SUCCESS INCENTIVES

JULY 2, 2022 – AUGUST 31, 2022
REGISTRATIONS THROUGH SEPTEMBER 1, 2022 9PM EST



Dealership Sample



LINCOLN

PROTECT

Hit Your Core Contract Penetration Percentage Objective and you will be Soaking Up the Cash

Your Eligible Core Contract Penetration Percentage Objective and Payout

42.3% = \$25 PER CORE CONTRACT

Achieve your Dealership's Core Contract Penetration Percentage Objective at the end of the incentive period and you will earn \$25 per core contract sold retroactive to the first eligible Core Contract sold!

Note: A minimum of 10 core contracts sold is required to earn the \$25 per core contract payout.

➔ Dealers that achieve their Core Contract Penetration Percentage Objective at the end of the incentive period will also have the ability to earn additional Cash:

INCREMENTAL CORE CONTRACT CASH

Meet or exceed your Dealership's eligible core contract penetration percentage objective (at the end of the incentive period) and for every incremental eligible core contract sold above your objective you earn:

\$70 EACH

MAINTENANCE CASH

For every "5-Pack" of 3, 4, 5, 6, 7, 8, 9, or 10 Year Premium Maintenance Plan, Extra Maintenance Plan, or Limited Maintenance Plans sold you earn:

\$50 FOR EVERY 5-PACK

Note: "5-Pack" refers to \$50 payout earned for every 5 Maintenance Plans sold.

MORE CASH

For every TripleCARE, TripleCARE Plus, DoubleCARE* or DoubleCARE Plus* contract sold you earn:

\$25 EACH

*Available for sale only in the state of Florida.

For every "5-Pack" of TireCARE, TireCARE Plus or SurfaceCARE contract sold you earn:

\$75 FOR EVERY 5-PACK

Note: "5-Pack" refers to \$75 payout earned for every 5 qualifying TireCARE, TireCARE Plus or SurfaceCARE contracts sold.

TRACK YOUR PROGRESS HERE

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

Week	Penetration Percentage	Week	Penetration Percentage	Week	Penetration Percentage	Week	Penetration Percentage	Week	Penetration Percentage	Week	Penetration Percentage	Week	Penetration Percentage	Final Penetration Percentage Achieved
1		2		3		4		5		6		7		
7/2-7/8		7/9-7/15		7/16-7/22		7/23-7/29		7/30-8/5		8/6-8/12		8/13-8/19		

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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: 3, 4, 5, 6, 7, 8, 9 or 10 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.

** Available for sale only 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 August 31, 2022 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 September 1, 2022.
- 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 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.

Reporting

Your dealership's Core Contract Penetration Percentage 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, 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 2022 Soak Up the Cash, then Standings, or go to:

<https://www.fmcdealer.com>

Search for Journey to Success and the suggested link should be 2022 Ford & Lincoln Protect Journey to Success Incentives, then 2022 Soak Up the Cash, then Standings