

<p>FDCI-14727N3</p>	<p>2015/2016/2017-MODEL SELECT VEHICLES MILITARY APPRECIATION BONUS CASH (PGM#35408) (ATLANTA, Boston, CHICAGO Charlotte, Cincinnati, DALLAS, DENVER, DETROIT, Houston, KANSAS CITY, LOS ANGELES, MEMPHIS, Miami, New York, Orlando, Philadelphia, Phoenix, Pittsburgh, SAN FRANCISCO, SEATTLE, TWIN CITIES)</p>	<p>Last Updated: Apr-05-2016</p>										
<p>Date</p>	<p>Apr-05-2016</p>											
<p>Enhancement</p>	<p><b>Ford Division is enhancing this incentive to include eligible 2017-Model vehicles, effective April 5, 2016.</b></p>											
<p>Replaces</p>	<p>This Announcement Replaces FDCI-14727R2</p>											
<p>Overview</p>	<p>Ford Division is announcing 2016 Military Appreciation Bonus Cash, effective February 8, 2016. Effective February 8, 2016, there will be a new on-line verification process for customers to use for this program. Dealers will no longer be required to validate or retain military documentation.</p> <p><b>- \$500 Bonus Cash offer exclusively for members of the following US Military Branches:</b></p> <p><b>Eligible Customers:</b></p> <ul style="list-style-type: none"> <li>* Active Military Personnel in the Army, Navy, Air Force, Marines, Coast Guard, National Guard</li> <li>* Reservists serving on Active Duty and members of the Delayed Entry/Enlistment Program (DEP)</li> <li>* Veterans within 180 days of separation</li> <li>* Retirees</li> <li>* Spouse/Surviving Spouse and other household members</li> </ul> <p>For all eligible vehicle sold starting on February 8, 2016, customers will now be directed to <a href="http://www.fordsalutesthosewhoserve.com">www.fordsalutesthosewhoserve.com</a> to register and be validated online for their military eligibility according to the program rules PRIOR to purchasing their vehicle. Once verified, customers will receive a certificate number that will be used to claim the program in Smart VINCENT.</p> <p><b>- Offer is valid for the purchase or lease of a new eligible Ford Division vehicle. Limit one \$500 Bonus Cash offer per vehicle purchased or leased.</b></p> <p><b>-Dealers are no longer required to keep Military Personal documentation proof in the dealer jacket. Documentation will be stored through "Troop ID" and approved by the certificate number issued.</b></p> <p><b>- Qualifying buyers will receive \$500 Bonus Cash good toward the purchase or lease of any eligible new vehicle.</b></p> <p><b>- Final paid vehicles are NOT eligible.</b></p> <p><b>- Please see EFC#04533 for complete program details.</b></p>											
<p>Program Number(s)</p>	<p>#35408 - Military Appreciation Bonus Cash</p>											
<p>Eligible Vehicle(s)</p>	<p>All new 2015-Model F-Super Duty, Transit, Edge, Focus, E-Series, Fusion Hybrid, Fusion Energi, C-MAX, Escape, Flex, Fiesta, Mustang I4, F-150, Mustang V6, Taurus, Mustang GT, Expedition, Transit Connect 2016-Model Transit Connect, Fusion, F-Super Duty, Transit, Edge, Mustang GT, Mustang V6, Mustang I4, Taurus, Explorer, Focus, E-Series, C-MAX, Escape, Flex, Fiesta, F-150, Expedition 2017-Model Fiesta, Expedition, Transit Connect, Fusion, Taurus, F-Super Duty, Transit, Edge, Focus, E-Series, C-MAX, Escape, Flex, Explorer, Mustang V6, F-150 Regular Cab, Mustang I4, Mustang GT, F-150 SuperCab, F-150 SuperCrew</p>											
<p>Eligible Sales Types</p>	<table border="1"> <tr> <td>#35408</td> <td>Retail</td> <td>Flex Buy</td> <td>RCL</td> <td>Other</td> </tr> <tr> <td>Standard</td> <td>0, E</td> <td>Z</td> <td>L, R</td> <td>6</td> </tr> </table>		#35408	Retail	Flex Buy	RCL	Other	Standard	0, E	Z	L, R	6
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<p>Incentive Claiming</p>	<p>For all eligible vehicles sold starting on February 8, 2016, customers will now be directed to <a href="http://www.fordsalutesthosewhoserve.com">www.fordsalutesthosewhoserve.com</a> to register and be validated online for their military eligibility according to the program rules PRIOR to purchasing their vehicle. Once verified, customers will receive a certificate number that will be used to claim the program in Smart VINCENT.</p> <p>During the registration process, customers will be verified within "Troop ID", which is a 3rd party verification service that is linked to the government databases which contains various military information. More information about Troop ID can be found at <a href="https://www.id.me/about">https://www.id.me/about</a>.</p>											

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	<p>Once verified by "Troop ID" the customer will receive the certificate number which in turn needs to be provided to the dealer to be claimed in Smart VINCENT. Please reference the dealer guide which is also listed on FMCDealer.com/C&amp;I Resources for more details.</p> <p>For program questions about the Military Appreciation Program contact (877)-362-3756 or candihelp@fordprogramhq.com</p>	
<p><b>Terms and Conditions</b></p>	<ul style="list-style-type: none"> <li>- Rule of '5' applies.</li> <li>- Standard Rules of Eligibility dated 04/2015 apply.</li> <li>- Customers must receive certificate number through www.fordsalutesthosewhoserve.com to receive the incentive as of February 8, 2016. No exceptions to this process.</li> <li>- This offer can be "Transferable within household (same address), from Business to Business Owner and from Business Owner to Business."</li> <li>- CCPA (Customer Cash Payment Authorization) form must be completed, and a copy retained in file. A completed CCPA ready for signatures may be printed from a Smart VINCENT Deal or the blank form is located on FMCDealer.com under "C&amp;I Forms".</li> <li>- The Company, at its discretion, may offer customers incentives to take an action (i.e. purchase a vehicle, test drive, etc.) based on their enrollment in a program or request for information from the Company. With respect to such programs, dealers are not authorized to enroll customers or make informational requests of the Company on behalf of the customer without the express written consent of the Company or the customer. Any incentives paid to a dealer based on an ineligible enrollment or data request will result in a claim reversal to the dealer.</li> <li>-For program questions about the Military Appreciation Program contact (877)-362-3756 or candihelp@fordprogramhq.com</li> <li>- If you have questions concerning VINCENT, contact the Marketing Communication Center at (800) 548-3212.</li> <li>- As a reminder, to avoid payment reversals, please run all VINs through Smart VINCENT with the proper sales type, delivery date, and customer zip code and retain a copy of the Summary Page or Lock Confirmation in the deal jacket.</li> </ul>	
<p><b>Ford Motor Company Right to Audit</b></p>	<p>Ford Motor Company will periodically audit dealer records to ensure compliance with incentive programs and amounts paid to the dealers. As the dealership is responsible for providing proof of eligibility, the dealership must upload required documents to the Online Program enrollment Website and retain photocopies of all required supporting documentation in the sales jacket. These documents and related records, including journal and ledgers that relate in any way, in all or in part, to vehicle sales claim transactions must be retained for at least two years. This includes proof of transfer and copy of original finance contract showing co-signer for eligibility. Failure to retain such documents will result in payment reversals.</p>	
	<p>Revision History</p>	
<p><b>Restructure/Revision Mar 09, 2016</b></p>	<p><b>Due to the 2015-Model Final Pay, Ford Division is revising this incentive to exclude 2015-Model C-Max Energi, Focus Electric, Fusion Hybrid, Fusion Energi and Escape, effective April 5, 2016.</b></p> <p><b>For details on the 2015-Model Final Pay, please reference Pgm #79034.</b></p>	
<p><b>Enhancement Mar 01, 2016</b></p>	<p>No change, system generated.</p>	

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