



NOW INCLUDED WITH EVERY ELITE MEMBERSHIP!

Tommy **card** *Rewards*



EXCLUSIVE BENEFITS. VALUABLE REWARDS.



TOMMYCAR AUTO GROUP

Welcome To The Family!

Dear Valued Guests,

We know you have a lot of choices when it comes to buying and servicing a vehicle. Thanks to loyal customers, such as you, our dealerships are consistently top-rated for customer satisfaction. To show our appreciation we'd like to welcome you to the exclusive TommyCard Rewards program.

Not only does the program reward you for every dollar you spend with us, but it is also a way to connect with our community in a special way. Simply put, it ensures that when you do business with us, your business does good. We pride ourselves on giving back to our community and making sure that local spending stays local.

Although the purchase of your vehicle is now complete, our commitment to and long-term relationship with you is just beginning. As a TommyCard Rewards member, you receive exclusive club benefits and valuable savings every time you return to our dealerships. These exclusive benefits allow you to save BIG on your next vehicle, enjoy convenient and money-saving service advantages, receive exclusive discounts when shopping with local merchants, and much, much more!

The TommyCar Auto Group proudly operates five dealerships in Western Massachusetts. They are: Country Nissan located in Hadley, Country Hyundai, Genesis of Northampton, Northampton Volkswagen and Volvo Cars Pioneer Valley all located in Northampton. We also are proud to announce that we have added TommyCar Collision Center to the family in Northampton. Best of all, your membership is accepted at all locations!

Please take a few moments to read your membership guide and learn more about the exciting benefits that await you. On behalf of everyone at TommyCar Auto Group, we appreciate your business, value your trust and extend a warm welcome to you as our newest TommyCard Rewards member.

You're gonna love it here,

Carla Cosenzi



*"When you do business with us,
your business does good."*

Learn About Your Benefits By Visiting

www.TommyCarAuto.com



TOMMYCARD REWARDS



LET US REWARD YOU.

Present your TommyCard Rewards key tag or card every time you make a qualified purchase at our dealership. You will **earn 10% of each dollar you spend if you are a Basic member and 15% of each dollar you spend if you are an Elite member** toward your future purchase or lease of your next new or pre-owned TommyCar Auto Group vehicle. Qualified purchases include service, parts, detailing and accessories. Each point is equal to one dollar in future savings.

SAVE UP TO \$2,500 OFF YOUR NEXT VEHICLE.

When it is time for your next vehicle, simply cash in your TommyCard Rewards balance, **up to \$2,000 per vehicle for Basic members and up to \$2,500 per vehicle for Elite members**. What is the best part of TommyCard Rewards? Your points are over and above any manufacturer's discount or incentive and can be used as additional money down for qualified buyers.

Every point you earn is valid for 4 years from the date you earn it or until your account closes, whichever occurs first. Membership accounts are valid for up to 6 years. See program rules inside this guide.

SHARE YOUR SAVINGS WITH OTHERS.

Your Rewards points are fully transferable to friends and family members at any time. You may also choose to donate the cash equivalent of your earnings when your next vehicle is leased or purchased to the Tom Cosenzi Driving For The Cure Charity Golf Tournament, which proudly supports Dana-Farber Cancer Institute.

LOST KEY RETURN SERVICE.

Should you lose your keys, instructions on your TommyCard Rewards key tag will assist in their safe return to you. Just another reason to keep your key tag on your key ring at all times.

Register today! Simply provide your email address to your sales consultant today to take advantage of this valuable service.



EARNING POINTS, FREE GIFTS, & MORE IS EASY

EARN AT EVERY VISIT

Present your TommyCard Rewards key tag or card at every visit to earn points for every dollar you spend on qualified purchases and start building your points toward your next vehicle lease or purchase.

BASIC | **\$25**
IN POINTS

ELITE | **\$15**
IN POINTS

WELCOME BONUS

TommyCard Rewards customers purchasing or leasing a new or pre-owned vehicle at the time of enrollment will automatically receive Bonus Points.

BASIC | **\$25**⁰⁰
IN POINTS

ELITE | **\$50**⁰⁰
IN POINTS

ACTIVATION BONUS

All TommyCard Rewards members will receive Bonus Points at the time of their membership activation.

BASIC | **\$25**⁰⁰
IN POINTS

ELITE | **\$50**⁰⁰
IN POINTS

TIRE BONUS

Receive an additional \$50 in Bonus Points when you purchase and install any set of four (4) new tires. This is in addition to the points you will earn for swiping your card while making a qualified purchase.

BASIC | **\$50**⁰⁰
IN POINTS

ELITE | **\$50**⁰⁰
IN POINTS

FACTORY INCLUDED/PRE-PAID MAINTENANCE BONUS

Earn Bonus Points when returning to the dealership for any factory included maintenance or pre-paid maintenance service.*

BASIC | **\$10**⁰⁰
IN POINTS

ELITE** | **\$50**⁰⁰
IN POINTS

**Bonus only applies to services outlined in your vehicle's maintenance contract
**See Elite benefits located on page 6 for more information*

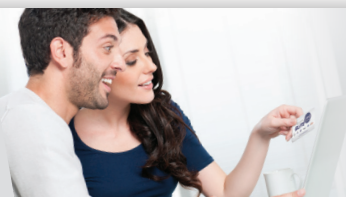
SPREAD THE LOVE REFERRAL BONUS

If you have enjoyed your experience, please share it with a friend. Earn Bonus Points for each person that you refer to TommyCar Auto Group who purchases or leases a new or used vehicle.

BASIC | **\$100**⁰⁰
IN POINTS

ELITE | **\$200**⁰⁰
IN POINTS

Must present completed referral forms to your sales consultant prior to purchasing a vehicle.



**SPREAD THE
LOVE**
REFERRAL PROGRAM

To make a referral, use the referral certificate from inside this guide or if you prefer go to the TommyCard Rewards section of our website. From there select "Spread the Love Referral" to get started.



EARN FREE PARTS, SERVICE & ACCESSORIES

Every time you earn points you also build points toward future FREE services. When a reward level is reached, you will automatically receive a gift certificate toward future service visits at TommyCar Auto Group. No points will be deducted from your account when redeeming your certificates. They are simply our way of saying thank you for your continued loyalty.

POINTS

GIFT CERTIFICATE

\$200 = **\$10 TOMMYCAR GIFT CERTIFICATE**
TOWARD ANY PARTS, SERVICE & ACCESSORIES

\$400 = **\$25 TOMMYCAR GIFT CERTIFICATE**
TOWARD ANY PARTS, SERVICE & ACCESSORIES

\$750 = **\$50 TOMMYCAR GIFT CERTIFICATE**
TOWARD ANY PARTS, SERVICE & ACCESSORIES

\$1,000 = **\$75 TOMMYCAR GIFT CERTIFICATE**
TOWARD ANY PARTS, SERVICE & ACCESSORIES

Rewards and reward levels are subject to change. Rewards may be discontinued at any time without notice.



FREE GIFTS, CONTESTS & MORE

Throughout the year, we plan numerous contests and promotions for our customers. It is our special way of saying thank you for swiping your TommyCar Rewards key tag or card in our service department. Simply remember to swipe to qualify for our current promotion and then check out your personal message printed on your receipt.

Follow us on social media



*It Pays To Swipe,
At Every Visit!*



THE TOMMYCARD ADVANTAGE



PRICE MATCH GUARANTEE

Our Best Price Guarantee promises you that we'll beat any advertised price on a new vehicle by \$250 or we'll give you \$1,000! Members always pay the very lowest price on parts, labor, service and accessories. Just ask us for details.



GUARANTEED LOWEST TIRE PRICE

Bring in ANY local competitor's quote. If we can't beat it, your tires are FREE!
Must be exact match (brand, tire size, load rating and speed rating) and include mounting and balancing of tires.



PRIORITY SERVICE SCHEDULING

In urgent need of service on your vehicle? We're here to help! TommyCard Reward members enjoy Priority Service Scheduling. When scheduling a service appointment, simply identify yourself as a TommyCard Rewards member and we'll do our best to bump you to the front of the line.

Priority Service Scheduling subject to availability.



SERVICE LOANERS WITH VALET

Need service? TommyCar Auto Group will drop off a service loaner to you to use while we service your vehicle, upon completion we'll return your vehicle serviced and washed.

Based on availability. Must schedule appointment in advance. Limit of three loaner vehicles during your membership. One loaner per day. Must return service loaner 24 hours from time service is complete.



COURTESY SHUTTLE SERVICE

Let us keep your day moving with our complimentary shuttle service. Simply present your TommyCard Rewards key tag or card to your service advisor upon arrival and we will get you on your way.

VIP Shuttle Service available within a 15-mile-radius of the dealership.



CAR WASH WITH SERVICE

Enjoy a complimentary car wash any time your vehicle is in for service. Simply request your car wash when booking your appointment with your service advisor. This is just another way for us to show our appreciation for our valued customers.



COMPLIMENTARY MULTI-POINT INSPECTION

With every service visit, we perform a Complimentary Multi-Point Inspection to keep you informed of your vehicle's health.



MILITARY & SENIOR DISCOUNTS

As a special offer to all of our military and senior citizens, you will receive an additional 10% discount on parts and labor when you schedule your visits.

Please be sure to mention this to the service advisor upon check in. Discount cannot be combined with other special promotions. Senior discounts available to customers 65 and up.



✓ ANY DAY – TRADE OR SELL YOUR VEHICLE

At our dealership, you have our promise that you will receive the top price for your trade. We offer trade-in offers based on today's market value. We will purchase any car, whether you are buying from our dealership or not. Drive your trade-in to our dealership today and speak to one of our appraisal experts.

Plus as a TommyCard Rewards Member, we will give you an extra \$500 when you trade in your enrolled vehicle for the next new or pre-owned vehicle as long as 100% of your factory recommended services were completed by our service department.

✓ FIRST LOOK, DRIVE & BUY

Members always go to the head of the line. As new products are introduced, TommyCard Rewards Members are invited to special VIP product introductions and test drives before anyone else. You will have the first chance to see it up close, drive it and own it. And as always, the higher your point balance the higher your priority on our VIP list for new or hard-to-get vehicles.

✓ MEMBERS-ONLY EXCLUSIVE VIP OFFERS, SPECIALS & GIVEAWAYS

Throughout the year, members receive exclusive e-mail offers and savings both inside and outside the dealership reserved for our top guests. Enjoy special members-only pricing and offers on new and pre-owned vehicles, parts and service specials, contests, giveaways and much more. In order to receive updates on these exciting offers and specials, each member must have a valid email address on file. To update your email address, please visit www.TommyCarAuto.com.



Check Your Account Balance At
www.TommyCarAuto.com



Choose **ELITE** & Enjoy More Benefits!

When you upgrade your membership to our Elite level membership, not only do you enjoy greater earnings in our service department and purchasing power in our sales department, you also receive these additional benefits.



ELITE LEVEL CONCIERGE | PRICELESS!

Have a question? Need to book service? TommyCard Elite Rewards members have access to our Elite Level Concierge to address their needs! Simply email eliteconciERGE@tommycarmgt.com to get started.



SYNTHETIC OIL CHANGES -OR- \$50 IN BONUS POINTS | UP TO \$294 IN VALUE! (UP TO THREE)

Elite Rewards members can receive up to three complimentary synthetic oil change services during the lifetime of their membership. If an Elite Rewards member's enrolled vehicle includes pre-paid oil changes from the manufacturer, member will receive \$50 in Bonus Points in their TommyCard Elite Rewards account in lieu of complimentary oil change services.

*Valid for enrolled vehicle only. Limit 3. No cash value.



TIRE ROTATIONS | \$59.95 VALUE! (UP TO THREE)

While you are visiting for your complimentary synthetic oil changes, you can request a complimentary tire rotation service for your vehicle. Simply mention this when booking your oil change service.

Valid for enrolled vehicle only. Limit of three complimentary tire rotations.



WINDSHIELD WIPER BLADE REPLACEMENTS | UP TO \$176.85 IN VALUE! (UP TO THREE)

While in for your complimentary synthetic oil changes, you can request a free set of windshield wiper blade replacements. Simply make this request when booking your oil change service.

Valid for enrolled vehicle only. Limit of three sets of front wiper blade replacements.



PLATINUM DETAIL | \$249.95 VALUE!

As an Elite Rewards member, you will receive one Platinum Detail on us. Redeem your Platinum Detail any time during your membership. Simply contact our Elite Level Concierge to book your appointment.

Valid for enrolled vehicle only. Limit of one Platinum Detail.



TOWING REIMBURSEMENT | UP TO \$100 IN VALUE!

As an Elite Rewards member, receive up to \$100 towards your towing bill when repairs are done at any of our TommyCar locations.

If your vehicle is inoperable and in need of a mechanical repair, members will be reimbursed up to \$100 of any out-of-pocket towing bill charged to you for transport of your vehicle to any TommyCar Auto Group location. At time of vehicle drop off, please present your service advisor with a copy of your towing bill and a valid membership card or key tag. Once the towing bill has been verified and all repairs complete, you will receive a discount equal to the amount of the towing bill (not to exceed \$100) off your final repair bill. Reimbursement available to members that have their repair work completed by a TommyCar Auto Group location only.



COMPLIMENTARY NITROGEN FILLS | \$100 IN VALUE!

TommyCard Elite Rewards members will receive complimentary nitrogen fills for their tires as long as they own their vehicle!

Complimentary nitrogen fill is only valid on tires purchased from the TommyCar Auto Group.



FREE SNOW TIRE CHANGE OVER | \$240 VALUE!
(UP TO THREE)

Our service department will provide you tire change over services both in the spring and fall. Call to make your reservation.

RESERVED PARKING | PRICELESS!

Elite Rewards members are invited to enjoy reserved parking.

EXCESS MILEAGE & DAMAGE WAIVER | UP TO \$250 IN VALUE!

As long as you lease or purchase your next vehicle from any TommyCar location, we will reimburse Elite members up to \$250 in lease turn-in excess mileage and damage charges.

Simply purchase another car, any car, from TommyCar Auto Group within 5 days of your lease turn-in date, present your factory lease end invoice, and we will reimburse accordingly. Must take delivery of second TommyCar Auto Group vehicle to apply. Must present lease end invoice within 5 days of receipt. Restrictions apply. May be canceled or terminated at any time.

COMPLIMENTARY CHECK ENGINE LIGHT SCAN | \$29.95 VALUE!

If your check engine light illuminates let our TommyCar service team assist you in diagnosing the problem. As a TommyCard Elite Rewards member you can receive a free scan of your vehicle. Please call your service advisor in advance to reserve your evaluation.

LIFETIME POWERTRAIN LIMITED WARRANTY | \$1,500 VALUE!

DID YOU KNOW?

**TOMMYCARD ELITE
NOW INCLUDES
A LIFETIME POWERTRAIN
LIMITED WARRANTY?**

**UNLIMITED TIME... UNLIMITED MILES...
DURING YOUR VEHICLE OWNERSHIP**



SEE YOUR SALESPERSON FOR ADDITIONAL DETAILS!

WE'RE HERE FOR OUR MEMBERS



TommyCarCollision.com
(413) 517-3855

32 Damon Road, Northampton, MA

WHY BRING YOUR VEHICLE TO TOMMYCAR COLLISION CENTER?



FREE COLLISION ASSISTANCE | \$200 VALUE!

If you are involved in an automobile accident, TommyCard Rewards members receive FREE towing to TommyCar Collision Center (within 50 miles). In addition, TommyCard Rewards members using TommyCar Collision Center for their repairs also receive a FREE two-day rental vehicle!



COLLISION REPAIR ASSISTANCE | REDEEM UP TO \$250!

As a privilege of the TommyCard Rewards program, should your vehicle be involved in a collision, we can help you get back on the road. Choose our TommyCar Collision Center for your repair, and you can utilize up to \$250 in Points from your TommyCard Rewards account toward your deductible.



TOTALED VEHICLE PROTECTION | \$500 VALUE!

Should the unfortunate happen and our collision center determines that your vehicle is "totaled" you will receive a \$500 credit toward the lease or purchase of a future vehicle from any of our TommyCar Auto group locations. Good for 60 days. Redeem along with your TommyCard Rewards points to maximize your savings.

THE TOMMYCARD PRIVILEGES



“KEEP IT LOCAL” | MERCHANT NETWORK.

We believe in supporting our local communities. For this reason, we have launched our “Keep It Local” Merchant Partnerships. When you support our local businesses and present your TommyCard Rewards card or key tag, you will be rewarded with exclusive everyday discounts!

From takeout to fine dining, to flowers and jewelry, our merchant partners have exclusive discounts waiting for you EACH and EVERY TIME you visit. Simply present your key tag or card at time of purchase to receive these members-only savings, while helping our local business partners. View our entire list of merchant partners and their offers at www.TommyCarAuto.com.



...and many more!

Visit

www.TommyCarAuto.com

To View A Complete List Of Our Merchant Partners And Their Offers.

*“When you do business with us,
your business does good.”*



REWARDS ON THE GO

LET'S GET SOCIAL

Find us on Facebook, Twitter, Instagram, and YouTube. Check our feeds for updates on upcoming members-only promotions, offers from our merchant partners, contest entries, and limited time offers such as Double Bonus savings on a vehicle purchase. See other customers like you enjoying their vehicle experiences and learn about events in the community we will be joining in.

REWARDS AT YOUR FINGERTIPS

REWARDS MADE EASY.

Now you can enjoy all the benefits of your membership on your favorite mobile device.

DOWNLOAD.

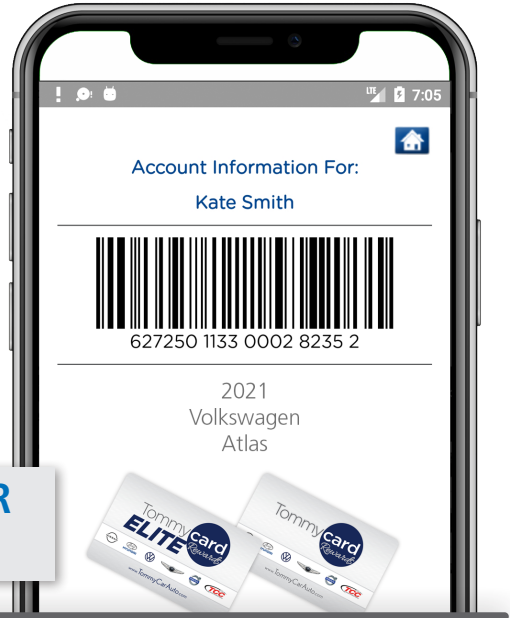
Find it available on the App Store or on Google Play. The app name is "AutoAwards Rewards".

ACTIVATE.

Enter your membership number.

ENJOY.

Check out our merchant partners, view your account balance, and much more!



DOWNLOAD OUR APP TODAY!

CONTINUOUS SERVICE 24 HOURS A DAY

Book your service reservations online, learn more about redeeming your points on your next vehicle, browse our inventory, even buy your next car online with TommyCar Direct, stay informed of members-only special sale events, and even provide feedback to our managers. It's all just a click away, 24 hours a day.

SIGN-UP FOR TOMMYCARD REWARDS E-CONNECT.

- Customized e-statements
- Club updates
- Valuable coupons
- Contests & giveaways
- Rewards news
- & much more!

Provide your email address to your salesperson or update it by logging on to your earnings account at...

www.TommyCarAuto.com

\$10 OFF

Your First Service Appointment!

No cash value.

TommyCard Rewards Members receive \$10 off their first service appointment

_____ Member Name

_____/_____/_____
Date

_____ Time

We look forward to servicing your future needs!



FRIENDS & FAMILY | REFERRAL CERTIFICATE



I, _____,
TommyCard Rewards Member

would like to refer: _____
Print Name

to my sales consultant: _____
Print Name

When they purchase a new or pre-owned vehicle, they will automatically become a TommyCard Rewards member.

In addition, **Basic Members** receive **\$100 Bonus Points**, and **Elite Member** receive **\$200 in points**.

Personal Portal Access

First Service Appointment

Below are your own personal portal access credentials.

Username

Password



Information Below Must Be Completed To Award Bonus Points

My Barcode Number Is:

Barcode # 627250 1395

Manager's Authorization

____ / ____ / ____
Date

\$100 in Bonus Points (Basic Members)

\$200 in Bonus Points (Elite Members)

Here's How To Earn Your Bonus Points:

1. CALL your sales consultant and let him/her know you are sending a referral.
2. Have your referral PRESENT this completed certificate to your sales consultant prior to vehicle purchase.
3. Fifteen days following completed sale, VISIT www.TommyCarAuto.com to verify your point balance.

1. Upon receipt of membership wallet card and key tags (the "Card"), member agrees to be bound by the program rules and conditions.
2. TommyCard points (the "Points") are earned by making qualified purchases of products and services only at Country Hyundai, Country Genesis, Country Nissan, Volvo Cars Pioneer Valley, and Northampton Volkswagen (the "Dealership").
3. Members must present valid membership Card at time of purchase in order to accumulate Points.
4. If you are a Basic Rewards member 10% of the total dollars you spend toward a qualified purchase OR the fixed Point award for specific transactions as outlined in the membership materials will be accrued in Points to discount your next new or pre-owned vehicle purchase at the Dealership. If you are an Elite Rewards member 15% of the total dollars you spend toward a qualified purchase OR the fixed Point award for specific transactions as outlined in the membership materials will be accrued in Points to discount your next new or pre-owned vehicle purchase at the Dealership.
5. Each of the Points earned is equal to one dollar in award discounts.
6. Qualified purchases include retail parts, detail, services, maintenance and accessories. New or pre-owned vehicle purchases, body shop services and wholesale parts purchases are excluded from this program. Points are earned on customer pay transactions only. Warranty repairs do not qualify for Points accumulation.
7. Program is limited to a maximum award level of 2,000 Points for Basic Rewards members and 2,500 for Elite Rewards members.
8. Points begin accumulating on the original membership start date, but may not exceed the Points limit. The accumulation period will end 6 years after the original membership start date.
9. Membership accounts will always retain the most recent transactions. Every point earned is valid for 4 years from transaction date during the defined 6 years accumulation period. Points earned must be used before the final expiration date or the Points will be forfeited.
10. Membership and Points may not be transferred from account to account. At no time can members pool Points to increase standings. Membership and accumulated earnings may not be bartered, brokered, sold, or transferred for any reason, including death and domestic matters.
11. Total Points standings will be tracked in the Flexstat® database and will be updated with each qualified purchase. Transaction credits will be posted within 30 days of the transaction date and can be checked at any Dealership Points scan terminal as well as the Dealership's Web site.
12. When redeeming Points toward a vehicle purchase, members must present a valid membership Card containing their accumulated Points with proper identification.
13. Points may only be accumulated at the time the member makes a qualified purchase.
14. Points have no cash value and cannot be redeemed for cash.
15. Only one account may be used per vehicle purchase.
16. Membership Cards remain the property of the Dealership and must be surrendered upon request.
17. Participation in this program is offered at the sole discretion of the Dealership and may be terminated at any time without prior notice.
18. The Dealership reserves the right to disqualify any person(s) from participation, if in its sole judgment the member violates the rules and regulations governing this program. In the event of disqualification or program termination, accumulated Points will be immediately terminated.
19. All members must be at least 18 years of age to participate.
20. Accumulated Points may not be redeemed if you are in default under the terms and conditions of these rules or with regard to any obligation which may be due the Dealership.
21. Determination of income or tax liability related to the participation in this program is the sole responsibility of the participating member. Neither AutoAwards, Inc. nor the Dealership make any representation as to the current or future tax consequences to the participating members as to the crediting, transfer, use, redemption, or disposition of program earnings.
22. The program has no pre-determined termination date. The program may be terminated at any time without prior notice at the wishes of the Dealership and/or AutoAwards, Inc.
23. The Dealership and AutoAwards, Inc. reserve the right to audit all accounts for compliance with these rules. In the event that an audit reveals discrepancies, the processing of program earnings may be delayed until such discrepancies are resolved. The Dealership reserves the right to make any and all decisions as to the validity of accumulated Points. All decisions are considered final.
24. Corporations, partnerships, and other entities may not be eligible to participate.
25. Nothing in these rules or in the program shall be construed to establish an agency, partnership, or joint venture relationship between the Dealership, AutoAwards, Inc., or any other party. AutoAwards, Inc. is not responsible and assumes no liability for changes in or discontinuance of a Dealership service, which may affect the program benefits.
26. The Dealership and AutoAwards, Inc. reserve the right to change the program rules at any time without prior notice to members.



Tommy **card** *Rewards*



347 KING ST.
NORTHAMPTON, MA 01060
413.774.3122



361 KING ST.
NORTHAMPTON, MA 01060
413.586.3102



347 KING ST.
NORTHAMPTON, MA 01060
413.774.3122



48 DAMON RD.
NORTHAMPTON, MA 01060
413.665.2140



40 RUSSELL ST.
HADLEY, MA 01035
413.774.3121



32 DAMON RD.
NORTHAMPTON, MA 01060
413.517.3855

Learn About Your Benefits By Visiting
www.TommyCarAuto.com