

Accessories Spin-to-Win

Make your Dealership the Accessory Destination for your Customers

Earn \$10 - \$100 Spin on EVERY VEHICLE SALE

Streamlined Claiming Process

1. Access <https://cni.dealerconnection.com>
2. Select "2014 Accessories Spin-to-Win Program"
3. Complete the web-form
 - a. VIN – type it in; no buyer's order needed on new vehicle sales
 - b. Part Numbers billed on an RO may be listed on the screen
 - c. Part Numbers NOT billed on an RO need to be typed in
 - d. STARS IDs – select from a drop down or type them in
 - e. Enter Email Address
(or confirm pre-populated Email Address)
4. Click Submit
5. Supporting documentation may be requested
 - a. ONLY if you added part numbers to the claim
 - b. ONLY for a random sample of claims
6. Select the "Spin-to-Win" tab and Claim Your Money

To Claim Accessory Spins on Used Vehicles:

1. Enter the VIN
2. Check the "Used Vehicle" box
3. Be prepared to upload the Buyer's Order showing that the used vehicle was sold within the program period
4. Complete the web-form as described above



| Accessories' MSRP (parts only, excluding labor) | Sales Consultant Earns | Sales Manager Earns |
|--|------------------------|---------------------|
| \$250 or more (when only a Bedliner; no other Accessories) | \$10 | \$0 |
| \$250 - \$1,000 | \$20, \$30 or \$40 | Half of Spin amount |
| Greater than \$1,000 | \$50, \$75 or \$100 | Half of Spin amount |

| E2 Level | Sales Consultant Bonus | Sales Manager Bonus |
|----------|------------------------|---------------------|
| Level 3 | 20% | \$10 |
| Level 4 | 30% | \$15 |

1Q 2014 Program Dates

- Spins are paid for Accessorized Vehicles sold January 1, 2014 – March 31, 2014
- Any 1st Quarter Spins not reported or redeemed by May 15, 2014, will be forfeited

PROFIT OPPORTUNITY

- New-vehicle buyers spend an average of \$800 to Accessorize their vehicles
- New-pickup truck buyers spend an average of \$1,500 to Accessorize their pickup trucks
- The majority of Customers are not aware that Dealerships can be their Accessory destination
- Dealerships that capture Accessory spending at the time of vehicle sale earn incremental profit

PROGRAM SUMMARY

- The Accessory Spin-to-Win program pays Sales Consultants and their Managers to sell Ford Accessories at the time of vehicle sale
- Sales Consultants earn between \$10 and \$100 for each vehicle sold with eligible Accessories
- Managers earn \$10 - \$50 per Spin
- Spin values are paid out as credits on the Genuine Rewards MasterCard
- Accessories only qualify when they are sold at the time of vehicle sale (or shortly after)

ADDITIONAL DETAILS

- **Accessories sold “shortly after” vehicle sale are eligible as long as the program period is still open and the VIN is eligible to be claimed**
- Only one Spin can be earned per VIN
- The names and STARS IDs for two Dealership employees must be reported for each Spin
- Dealerships that report non-eligible Accessories or VINs are subject to chargeback
- Any 1st Quarter Accessory sales not reported or redeemed by May 15, 2014 will be forfeited

ELIGIBLE EMPLOYEE TYPES

- Accessory Spins can be earned by Dealership employees listed in STARS2 with the following Jobs:
 - Sales Consultant
 - Used Vehicle Sales Consultant
 - Commercial Truck Sales Consultant
 - Sales Support Staff
- Half amounts can be earned by Dealership employees listed in STARS2 with the following Jobs:
 - Sales Manager
 - Used Vehicle Sales Manager
 - Financial Services Manager
 - General Manager
 - Sales Support Staff
- Only Dealership employees who are Base Certified for their Jobs are eligible to earn Spins
- Note: Dealerships desiring to change an employee's Job must do so in STARS2

ELIGIBLE ACCESSORY TYPES

- Only Genuine Ford Accessories (GFA) and Ford Licensed Accessories (FLA) purchased in the Dealer Channel at the time of new or used vehicle sale (or shortly after) are eligible to earn Spins
- The following Accessories are not eligible:
 - Factory-installed Accessories
 - Factory Invoiced Accessories (FIA)
 - Over-the-counter sales
 - Aftermarket Accessories
- Users can reference the most recent “Custom Accessories” catalog for the complete list of Genuine and Licensed Accessories

QUESTIONS

- Questions about **Genuine Rewards MasterCard** delivery timing should be directed to Dealers Ask Ford – BAC on FMCDDealer.com
- Questions about **Genuine Rewards MasterCard** use and applicable fees should be directed to Comerica Bank at 1-800-759-9610
- Questions about the **Accessories Spin-to-Win** should be directed to Program Headquarters at 1-877-770-0035 or retailorders@fordprogramhq.com
- Questions about **Ford Custom Accessories** should be directed to the Accessory Hotline at 1-888-826-5105 or AccessoriesSpecialEvents@prgmhq.com