



2011 Incentive Protection Program



DEALER ENROLLMENT GUIDE

2011 Program Highlights and Changes

- Only Special VINCENT rate programs which are defined by Ford Credit Subvened* APR and RCL programs are eligible for protection (standard rates are not eligible)
- You must upload documents on each transaction for claim eligibility
- If a payment term is no longer available, we reserve the right to protect the payment at the next closest term
- Eligible Programs have been updated, please review Protected Program Summary Grid below
- New Information has been added regarding Price Protection and AXZD-Plans sales
- 2011MY Mercury AXZD-Plans customer orders are not eligible for Incentive Protection. AXZD-Plans rules show these customer ordered units ineligible for Plan, therefore are not eligible for Incentive Protection.
- New Information has been added regarding Trade In Assistance

Please Note: If, at the time of delivery the cash rebates are more favorable than when the vehicle was ordered, no action is required. You will claim incentives available at time of delivery.

Protected Program Summary Grid

Program Type	Protected Programs	Unprotected Programs
Customer Cash	FL	-
Dealer Cash	FL	-
Ford Credit Bonus Cash	FL	-
APR *	FL	-
FDAF Programs	-	F
Direct Offers	FL	-
Stairstep Flat Pays	FL	-
Stairstep Counters or Payers	-	FL
AXZD Plans Cash*	FL	-
Contest & Travel Awards	-	FL
SPINS† and Flat Pays	-	FL
RCL Cash	FL	-
RCL Rate / Residual **	FL	-
Employee Pricing	-	FL
Non-Cash Programs (i.e. iPods, gas cards, SIRIUS Radio, SYNC)	-	FL
ESP / Maintenance Plans	-	FL
SDI***	-	FL
Early Bird	-	FL
APP / Flex Buy	FL	-
Discount Packages	-	FL
Standard Rates	-	FL
Trade In Assistance	-	FL

† SPINS in effect at the time the vehicle is ordered are NOT protected under this program. However, if a SPIN is in effect on the vehicle, at the time of delivery, the Dealership employee(s) will be eligible for that SPIN/override.

* Mercury is unprotected for 2011 only.

** Ford Credit Subvened APR/RCL are defined as the special LOW APR/RCL programs offered in Smart VINCENT. This program does not protect for changes in Ford Credit Standard APR/RCL rates.

*** SDI is not protected. Vehicles will count based on the actual sales date as reported to Ford.

Program Overview

Ford & Lincoln are pleased to announce the 2011 Incentive Protection Program which allows dealers the ability to protect certain incentives eligible at the time of order. This program protects Cash Deals as well as Ford Credit Subvened* APR and RCL Transactions (defined as Ford Credit Subvened* APR and RCL transactions only). Customers who order any eligible vehicle during the program period are eligible to have their cash rebates OR their payments protected at the levels in effect at the time of their order. An additional provision allows scheduled stock orders to be converted to protected retail customer orders.

Important Program Details

Program Dates/ Program Numbers:

See C&I Program Announcement for Program Dates and Program Numbers.

Eligible Vehicles:

All 2010/2011/2012 Lincoln Vehicles
All 2010/2011/2012 Ford Car,
SUV and Truck through F-550
(Excluding F-650/750 and LCF)

Eligible Order Types:

1, 3, A, X, Z

Program Headquarters:

- Phone: 1-877-296-9427
- Fax: 1-877-288-8862
- Email: help@orderprotectionhq.com
- <https://cni.dealerconnection.com>
- located on C&I Forms
- Please refer to Standard Rules under C&I Resources
- Please refer to Program Announcement for eligible vehicles and updates throughout the year

Eligible Ordering Scenarios

Below are the 3 scenarios for which a customer's order may be protected. Dealers will NOT BE REQUIRED to enroll their vehicle at the time of order. They will only have to enroll their vehicle within 30 days of the vehicle sale date, if Incentive Protection is needed.

Scenario A

For retail or RCL deliveries ordered from production specifically for a customer.

Scenario B

For converting scheduled stock orders to retail orders:

Change the Order Type - The dealer changes the order from "stock (2)" to "retail" with the appropriate eligible order type via the Order Amendment feature in CONCEPS up to 8 days prior to the scheduled build date.

Scenario C

For vehicle orders being converted from Stock to Retail, but unavailable for Order Amendment (as CONCEPS does not allow amending within 8 days of the scheduled build date).

Price protection is not eligible for the Incentive Protection program.

- If the pricing level changes from the time of order vs. the time of delivery, you will receive an adjusted invoice along with an adjustment on the Dealer Payment Statement (DPS) in the "Price Protection" section 30-45 days after the vehicle is reported sold
- For AXZD-Plans customers, you can keep the original price and send the customer a check or decrease the price of the vehicle on the AXZD-Plans Pricing Agreement
- For AXZD-Plans customers, you can keep the original price and send the customer a check or decrease the price of the vehicle on the AXZD-Plans Pricing Agreement. 2011 Mercury vehicles are not eligible
- If a decrease in price is elected, the price protection amount must appear on the AXZD-Plans Pricing Agreement in the appropriate field

<h1 style="text-align: center;">DEALER ENROLLMENT INSTRUCTIONS</h1>	Cash Transactions	Ford Credit Subvened* APR Transactions	Ford Credit Subvened* RCL Transactions
		<p>Ford will offer Cash (non subvened* RCL/APR) customers the option to receive Incentive Protection on the Cash Rebates in effect at the time of order if they are more favorable than delivery. Please refer to the list of Eligible Programs to ensure Protection capability. If, at the time of delivery the cash rebates are more favorable than when the vehicle was ordered, no action is required. Standard rates are not protected.</p>	<p>Ford Credit Subvened* APR and RCL customers have the option to protect the payment for Special VINCENT Rate Programs in effect at the time of order if they are more favorable than at delivery. Both the Ordering and Delivery Special Rate must be a Subvened Rate through Ford Credit to be eligible for this Incentive Protection Program. Please note that all terms in the payment calculation need to be matching at the time of Order vs. Delivery, such as; Selling Price, Tier, or Down Payment in order to be eligible for protection. If a payment term is no longer available, we reserve the right to protect the payment at the next closest term.</p> <p>NOTE: Trade in and down payment does not affect protection</p>
<p>If Incentive Protection is needed:</p>	<p>1. Dealers must submit the online Incentive Protection claim to Program Headquarters via https://cni.dealerconnection.com within 30 days of the vehicle sale date.</p>	<p>1. Dealers must submit the online Incentive Protection claim to Program Headquarters via https://cni.dealerconnection.com within 30 days of the vehicle sale date.</p>	<p>1. Dealers must submit the online Incentive Protection claim to Program Headquarters via https://cni.dealerconnection.com within 30 days of the vehicle sale date.</p>
	<p>2. Dealers will then be advised to claim the current programs in addition to the Incentive Protection program.</p>	<p>2. Dealers will then be advised to claim the current programs in addition to the Incentive Protection program.</p>	<p>2. The above amount should be shown as a capitalized cost reduction under the rebate section on their contracts.</p>
		<p>3. Dealers will also be advised to claim any FMCC contracts at the rate at the time of delivery, NOT ORDER.</p>	<p>3. Dealers will also be advised to claim any FMCC contracts at the rate at the time of delivery, NOT ORDER.</p>
			<p>4. To determine the monthly payment at time of order versus the time of delivery, dealers should utilize the Smart VINCENT Payment Estimator, FMCC Worksheets, or their own Payment Estimator for assistance.</p>
<p>Every Subvened* Transaction is required to provide the following documents for claim eligibility:</p>	<p>1. DORA or Screen Print of Vehicle Order Confirmation Screen</p>	<p>1. DORA or Screen Print of Vehicle Order Confirmation Screen</p>	<p>1. DORA or Screen Print of Vehicle Order Confirmation Screen</p>
	<p>2. Signed & Dated Purchase Agreement/Bill of Sale/Lease Agreement</p>	<p>2. Signed & Dated Purchase Agreement/Bill of Sale/Lease Agreement</p>	<p>2. Signed & Dated Purchase Agreement/Bill of Sale/Lease Agreement</p>
	<p>3. Buyer's Order</p>	<p>3. Buyer's Order</p>	<p>3. Buyer's Order</p>
	<p>4. AXZD-Plans Pricing Agreement (If transaction is an AXZD-Plans Customer)</p>	<p>4. AXZD-Plans Pricing Agreement (If transaction is an AXZD-Plans Customer)</p>	<p>4. AXZD-Plans Pricing Agreement (If transaction is an AXZD-Plans Customer)</p>
	<p>5. Screen Print of Smart VINCENT showing the cash rebates at the time of order and the time of delivery.</p>	<p>5. Screen Print of Smart VINCENT, SV Payment Estimator, FMCC Worksheets or a Dealer Payment Estimator showing the Customer's Payment Estimation at the time of order and the time of delivery.</p>	<p>5. Screen Print of Smart VINCENT, SV Payment Estimator, FMCC Worksheets or a Dealer Payment Estimator showing the Customer's Payment Estimation at the time of order and the time of delivery.</p>

NOTE: This program DOES NOT PROTECT a customer's specific APR or RCL rate, rather it protects the customer's payment level in effect at the time of their order. Please ensure that you are aware of this change and communicate it properly to the customers. In some situations, Ford Order Protection Payment adjustment may not equalize payment exactly (i.e. adjusted payment or capitalized cost may be slightly higher) to original payment quoted at time of order due to the taxation of the additional customer cash incentive.

* Ford Credit Subvened APR/RCL are defined as the special LOW ARP/RCL programs offered in Smart VINCENT. This program does not protect for changes in Ford Credit Standard APR/RCL rates.

VINCENT Claiming Instructions:

Dealers will be advised to claim the current programs in addition to the Incentive Protection program to make the monthly payment equal to the payment available at the time of order. Dealers will also be advised to claim any FMCC contracts at the rate at the time of delivery, NOT ORDER. In the event of one of the following VINCENT error messages:

- Ordering/delivery customer name mismatch
- Order type is ineligible
- Certificate file not on database

Dealers may contact the Marketing Communications Center at 800-548-3212 for VINCENT claiming assistance.

Program Headquarters

Phone: 1-877-296-9427 Fax: 1-877-288-8862 Email: help@orderprotectionhq.com