

## **Commercial Advantage Rewards Member Terms and Conditions for Certified Businesses**

### **General Information**

The Commercial Advantage Rewards Program (the "Program") is brought to you by Ford Motor Company ("Ford") and the Commercial Vehicle Center.

### **Membership**

Membership at your dealership ("Membership") is open to businesses certified and approved by Ford. Members must be U.S. residents (excluding U.S. territories) who are 18 years of age or older. Your dealership may activate Dealer Rewards, upon your consent, during your service visit or vehicle-purchase process. There is no fee to participate and membership can be canceled at any time without penalty. You may have separate Dealer Rewards at more than one dealership (limit one membership per dealer). Membership and Dealer Rewards shall be considered void where prohibited by law.

All commercial vehicles within a business will share one Membership. "Primary Member" is defined as the individual within the business who registers or, in some cases, the individual who has been pre-assigned as the primary member by Ford or your dealership. All vehicles within the business accrue and redeem in the same Membership account ("Account"). Each business may belong to only one Account. Membership and Dealer Rewards are not transferable to individuals outside the business. By participating in Commercial Advantage Rewards, you expressly agree and consent to the disclosure or transfer of your Dealer Rewards Account(s) to another dealership, at the discretion of Ford.

Ford or your dealership may, at their sole discretion, determine which businesses are eligible. Ford and your dealership are not responsible or liable for disputes regarding the eligibility of a person to redeem rewards from an Account.

### **Redeeming Rewards**

You are eligible to redeem Service Rewards on eligible service transactions and parts purchases at your dealership. A service or parts purchase may be required in order to redeem rewards. Service Rewards may be used in conjunction with most other discounts or offers toward the purchase of products or services, not to exceed the purchase amount. Within one calendar year, a member may redeem a maximum of \$5,000 in Service Rewards.

You may be able to redeem Sales Rewards on eligible purchases of new Ford Commercial vehicles. The maximum amount of Sales Rewards that may be redeemed is \$5,000 per vehicle. Sales Rewards may be used in conjunction with most other discounts or offers toward the purchase of the vehicle. Sales Rewards cannot be redeemed on purchases of Commercial vehicles through the New Vehicle Purchase Program (AXZD).

Service and Sales Rewards may only be redeemed at your dealership. Redemption can only occur for rewards offered by your dealership. Each redemption transaction may only come from one Account. Dealer Rewards cannot be earned or redeemed for certain products and services, or for prior purchases. Additional Ford and dealership restrictions may apply, see your dealership regarding restriction details. If any taxes associated with redemption are owed, you are responsible for paying those taxes. See your dealership for details regarding redeeming rewards and rewards expiration.

### **Member Communications**

As a member of the Program, you agree to receive advertising, marketing materials and other communications from Ford and your dealership via print, email or other means. Please contact your dealer if you want to learn about its privacy practices. Ford will handle the information you provide according to the Ford Privacy Policy. If you are interested in learning more about Ford's privacy policy, please visit [ford.com/help/privacy](http://ford.com/help/privacy).

You may choose to not receive promotional communications from Commercial Advantage Rewards in connection with our online and direct-mail services. If you notify us that you do not want to receive promotional information through online or direct-mail channels, we will not contact you directly through the online or direct-mail channel you indicated with promotional messages about Commercial Advantage Rewards. However, we may continue to send you program-related administrative communications, such as transaction history and Account statements.

To inform us that you do or do not wish to receive promotional communications from Commercial Advantage Rewards, call 888-276-4088 or email [cvchq@fordprogramhq.com](mailto:cvchq@fordprogramhq.com).

For information about your Account, contact your dealership directly.

### **Account Termination**

Participation in the program is a privilege granted to members, and as such can be suspended, revoked or terminated at any time by your dealership or by Ford for any reason. You understand and agree that in the event of termination of membership, your membership benefits -- including Dealer Rewards provided by your dealership -- will immediately be forfeited.

### **Program Changes and Program Termination**

These member terms and conditions are effective 1/1/2018. Ford and your dealership reserve the right to change or terminate the Program,

or parts thereof, at any time without notice and without further obligations to Program members, including, but not limited to, modifications that: a) govern Program Earnings earned on and after the date of the change; or b) change the value of already accumulated Program Earnings. The Program is considered to be terminated as of the date that notice is posted online at <https://www.fordtoughtruck.com/certifyBusiness/init> (the "Termination Date"). No Program Earnings will be earned or redeemed after the Termination Date. Any and all changes and/or amendments to these terms and conditions will become binding upon all Program members immediately. For the current terms and conditions, visit <https://www.fordtoughtruck.com/certifyBusiness/init>

Ford and your dealership assume no liability for any member's participation that contravenes the laws or regulations of his or her state. The Ford name and all trademarks and logos displayed are owned or used under license in United States by your dealership. Trademarks include, but are not limited to Commercial Advantage Rewards. Unauthorized use of any trademark displayed is strictly prohibited.