

**COMMERCIAL FLEET INCENTIVE PROGRAM**  
**2012** Model Year



**FLEET**

June 30, 2011

We are pleased to announce the 2012 Model Year Commercial Fleet Incentive Program for eligible fleet accounts. This year's program reinforces our goal to continue to provide the fleet industry a full line of products targeted to deliver on our customer's expectations and continue our position as the #1 vehicle provider to the commercial fleet industry.

We thank you for your business and assure you that we will continue to focus on making progress under our **One Ford** plan:

- Aggressively restructuring to operate profitably at the current demand and changing model mix
- Accelerating the development of new products that customers want and value
- Financing the plan and improving the balance sheet
- Working together effectively as one team, leveraging Ford's global assets

### Increasing Product Investment

To meet the growing demand of our vehicles we are increasing our product investment. Our product strategy continues to emphasize Ford Motor Company's four pillars of innovation – Quality, Green, Safe and Smart. We believe that this strategy is perfectly aligned to the product requirements of you, our customers. For the 2012 Model Year you can see our commitment to these four areas paying off.

Our new model year product offerings demonstrate our commitment to developing vehicles targeted to the needs of the fleet industry. New introductions include:

- All New Explorer – the vehicle that defined a segment has been completely reinvented, raising customers' expectations of a sport utility vehicle fuel efficiency, safety, technology, capability and quality. The Explorer, with V6 power delivers more than 20 percent better fuel economy than the 2010 model shattering conventional expectations for SUV fuel efficiency\*.  
\*EPA estimated/25 hwy mpg.
- All New Focus – The next-generation Ford Focus made its worldwide debut providing customers with more affordable technologies and features than ever in this segment, as well as detailed craftsmanship, outstanding fuel economy and a new standard for driving quality. The all-new Ford Focus SE with the SFE (Super Fuel Economy) package delivers an EPA estimated 40 mpg on the highway to go with its array of smart technologies and retuned suspension for a total driving experience not found anywhere else in the segment.
- Freshened Taurus – The new Ford Taurus is even more refined with improved fuel efficiency, more technology, improved craftsmanship, enhanced design and sharpened driving dynamics, once again raising the bar among full-size sedans. Expanding customer convenience offerings including available active park assist and Sync@ with MyFord Touch™, Ford's smartest sedan brings even more technology to the Ford showroom.

The unprecedented volume of new models and technologies we are introducing demonstrates our commitment to ensuring we offer a portfolio of products truly designed to meeting the fleet needs of our customers – today and into the future.

For comprehensive details on the complete Ford and Lincoln product line-up, Fleet Services, and organizational contact information, be sure to review our 2012 MY Fleet Preview guide at the following link:

[https://www.fleet.ford.com/downloads/2012/12\\_FleetPreviewGuideFNL\\_Ir.pdf](https://www.fleet.ford.com/downloads/2012/12_FleetPreviewGuideFNL_Ir.pdf)

### The Ford Fleet Difference

From our great product offerings to the dedication of our people – we strive to give you our best. Please visit our website, [www.fleet.ford.com](http://www.fleet.ford.com), for additional information. Product highlights, vehicle line specifications, and vehicle order guides are available for you to learn more about our extensive product line-up. Any changes to our fleet incentive programs or product offerings will be posted on this website. Additionally, you can enroll for a Fleet Identification Number (FIN) on-line. Simply visit our website and complete the on-line registration form. It's quick, and it's easy!

You can also contact us at the **Fleet Customer Information Center (FCIC) at 1-800-34-FLEET, pick "2"**. The FCIC provides assistance on vehicle ordering, scheduling, and transportation status: fleet programs and incentive information: government bid processes: product specifications: and more!

As always, thank you for your continued support.



# 2012 Model Year Commercial Fleet Incentive Portfolio

The 2012 MY National Fleet Incentives (option code 56M) for Ford and Lincoln brands are detailed in the following pages. These incentives are available for the entire 2012 Model Year. But the savings do not end there! Combinable with the National Fleet Incentives are the carryover Commercial Fleet Advantage (CFAP), Fleet Equalization (FE), Ford Truck Commercial Connection Upfit and the E-Series Van Commercial Account Programs.

## Commercial Fleet Advantage & Fleet Equalization Programs

The Commercial Fleet Advantage Program continues to be based upon the principle of rewarding our customers with increasing incentives the more vehicles they purchase! We know our customers have a choice and want to thank you for choosing a Ford or Lincoln Product and continuing to do so on your subsequent purchases. Our Commercial Fleet customer should be confident they are obtaining the maximum value on their purchase as well as getting the best deal throughout the year. To accomplish this, we'll even match customer cash and bonus cash offerings offered to retail customers via the Fleet Equalization Program.

## Ford Truck Commercial Connection Upfit Program

The Ford Truck Commercial Connection Upfit program remains for 2012 Model Year and provides upfit reimbursement to qualifying commercial customers. Your trucks have a job to do and getting the right after-market equipment is key to getting that job done. This program helps to defray the cost of some of those upfits like snowplows, salt spreaders, or ladder racks to name a few. Look for complete program details later this summer including specific reimbursement amounts depending on vehicle line/bodystyle configuration.

## E-Series Van Commercial Account Program

Returning on Econoline with the same great value and benefits as in 2011 is the ability to order the No-Charge Power Group **AND** one of the Rack & Bins options.

At the time of ordering, eligible Fleet orders with a 56M incentive code can select the No-Charge Power group as well as one of the three Racks and Bins packages listed below at no additional charge.

Out-of-stock purchases do not qualify.

- No-Charge Power Group (option codes 90F + 62P)  
Includes:
  - Power Windows
  - Power Door Locks
  - Power Mirror \* (54Q power aero-type side mirror)
  - Remote Keyless Entry with Panic Alarm and two transmitters

\*Note: Package requires Rear Door Glass (173, 178, 179, or 17W) or Telescopic Trailer Tow Mirrors (54E).

- No-Charge Racks and Bins Packages:
  1. Steel Racks and Bins Package (option code 96G).
  2. Quiet Flex™ Composite Racks and Bins Package (option code 96Q).
  3. EconoCargo® System (option code 96B).

In lieu of selecting one of the three Racks and Bins packages above at time of order, customers may opt for the previously mentioned Commercial Truck Commercial Connection Upfit Incentive after delivery. **Customers are not eligible for both Racks & Bins and Commercial Truck Connection Upfit Incentive.**

## E-Series Commercial Cargo Van Package

Another great offer that's hard to pass up on Econoline is the longstanding E-Series Cargo Van Package (option code 86C). This package combines the previously mentioned No-Charge Power Group with other features such as Speed Control, Black Painted Rear Step Bumper, and Fixed Rear Cargo Door Glass.

Using Econoline as an example, see how the incentive offerings stack up to a sizeable sum!

<u>Incentive Group A</u>		<u>Discount</u>	<u>Incentive Group B</u>		<u>Discount</u>
56M		(1500)	56M		(1500)
CFAP	up to	(300)	CFAP	up to	(300)
Racks & Bins	up to	(750)	Racks & Bins	up to	(750)
<u>N/C Power Group</u>	up to	<u>(740)</u>	<u>Cargo Van Package</u>	up to	<u>(1150)</u>
Total Value		\$ <b>(3290)</b>	Total Value		\$ <b>(3700)</b>

Please be sure to consult your local Ford or Lincoln dealer for latest incentive offerings by vehicle line, compatibility of different programs and complete eligibility requirements.

## 2012 Model Year Ford and Lincoln National Fleet Incentives

VEHICLE	NATIONAL FLEET INCENTIVE \$ (56M)
<b>FORD CARS &amp; CUV's</b>	
Edge	1,500
Fiesta	0
Flex	2,000
Focus	1,000
Fusion (excluding Hybrid) b/	1,000
Mustang (excluding GT & Shelby) b/	1,500
Taurus (excluding SHO) b/	2,000
<b>FORD TRUCKS &amp; SUV's a/</b>	
E-Series - All Engines c/ d/ e/	1,500
Escape (excluding Hybrid) b/	1,500
Expedition (including EL) c/	2,500
Explorer	1,500
F-Series (u/ 8500 GVWR - excluding Raptor) b/	T.B.D.
F-Series Super Duty (o/ 8500 GVWR) - Gas Engine d/	2,000
F-Series Super Duty (o/ 8500 GVWR) - Diesel Engine d/	3,000
Medium Truck F650/F750 d/	T.B.D.
Transit Connect (less Taxi Package)	500
Transit Connect (w / 86T Taxi Package)	1,000
<b>LINCOLN CARS, CUV's &amp; TRUCKS</b>	
MKS	2,500
MKT c/	2,000
MKX	2,000
MKZ (excluding Hybrid) b/ c/	2,000
Navigator (including L) c/	3,500

**Note:**

2012 National Fleet Incentives include: National Fleet Incentive, Fleet Special Account Credit and all applicable Commercial Fleet Credits.

- a/ Ford Authorized Pool Accounts cannot order vehicles with a fleet incentive. Ford dealer must apply for fleet incentive on eligible commercial applications following pool account assignment of chassis to Ford dealer. Unit must be reported sold to a valid end-user FIN.
- b/ 56M incentive is \$0 on Mustang GT (P8C/P8F), Mustang Shelby (P8J/P8K), Taurus SHO (P2K), F150 Raptor and all Hybrid vehicles.
- c/ 56M is not compatible with Limo/Livery/Hearse Packages: Options 18H/18J on Econoline, 60L on MKZ, J5L on MKT, and 17L on Expedition/Navigator .
- d/ Ford complete vehicles, purchased from select body manufacturers, may be ineligible for fleet incentives.
- e/ The E-Series 47M – Motorhome Package is ineligible for National Fleet Incentives.



# Terms and Conditions

## Fleet Identification Number (FIN) Requirement

- A FIN is required to qualify for National Fleet Incentives. To apply for a FIN code:
  - o Call 1-800-34FLEET (press "1" & "1" again) or
  - o Visit [www.fleet.ford.com/register/FINRegistrationForm.asp](http://www.fleet.ford.com/register/FINRegistrationForm.asp)
- Ford reserves the right to "In-activate" any End User FIN with no sales activity over the past 5 calendar years.
- Fleet Management Companies, Banks, Credit Unions, other financial institutions and body modification companies are eligible to request national fleet incentives/credits only if the customer (i.e., lessee/purchaser) has met the fleet eligibility requirements and has received a FIN code. All Fleet Management Companies and Body Modifier orders must include their own FIN code and the end-user FIN code on vehicle orders. (Requirement applies to units ordered from production or sold out of stock.)
- Orders submitted with an end-user FIN code of 9Z999, or any other generic FIN codes, are not eligible for fleet incentives or credits.
- An active FIN code is required to order from the fleet allocation pool.
- To qualify for a Commercial FIN, an end-user must meet the following requirements:
  - o Have registered or leased, for use in their operation, 5 or more new vehicles (any make or model) during the current or preceding calendar or model year, or preceding 12 month period; or,
  - o Currently have a fleet of 15 or more vehicles, owned or leased (any make or model) in the United States; or,
  - o Currently have a fleet of 5 or more vehicles, all of which are over 20,000 GVWR, owned or leased (any make or model) in the United States (applicable to F650/750 & LCF vehicle lines).

## In-Service Requirements

- The minimum in-service requirement for commercial vehicles is 12 months or 20,000 miles (whichever comes first). Customers acquiring vehicles using FIN codes with or without National Fleet Incentives are subject to all 2012 model year fleet program rules, including in-service requirements.
- Customers who violate the minimum in-service requirements may be subject to fleet incentive claim reversals and/or cancellation of their FIN code.
- Customer placement of an order under this program constitutes agreement by customer to the terms and conditions contained herein, as modified by Ford from time to time.

## Fleet Payment and Chargeback Timing Limitations

- Dealers must order units with the correct incentive code for customers to receive the appropriate incentives.
- All incentives paid that do not meet program guidelines will be charged back.
- Payments – National Fleet Incentives must be claimed within (1) year of the date of sale or lease.
- The review and chargeback period remains unchanged for 2012 model year. North American Sales Accounting Dealer Audit Staff will review fleet incentive payments and may process appropriate claim reversals within the latter of:
  - o (2) Years from the date the national fleet incentive is paid or
  - o (2) Years from the date the dealer/Fleet Management Company report vehicles sold with the national fleet incentive.

## Other

- Customers who participate in the Competitive Price Allowance program can request to have vehicles re-invoiced with National Fleet Incentive (56M) in lieu of their Competitive Price Allowance program discount.
- Any regional cash discounts, special value packages (excluding National Discount Packages), customer cash drafts, APR and Special RCL Lease Rates are not available with National Fleet Incentives, unless otherwise stated in a separate program announcement.
- Acceptance of an order in the system does not constitute a commitment from Ford to build a vehicle. Ford reserves the right to limit production, cancel, amend, revise or revoke any program at any time.
- Vehicles ordered for Fleet must be delivered with Fleet delivery types. Vehicles must be registered and operated solely in the 50 United States.
- National Fleet Incentives will be deducted from the factory invoice on vehicles ordered from production with 56M. Fleet units should be ordered from production, although Ford and Lincoln dealers can re-invoice vehicles sold from dealer stock to eligible fleet customers.
- Units purchased out of dealer stock for FIN Code customers must be re-invoiced with the appropriate incentive code and reported sold fleet in order to activate applicable fleet incentives.
- Following a Stock-to-Fleet re-invoice using 56M, the National Fleet Incentive money will be deducted, shown on the adjusted invoice, and payment will be made to the dealer. The dealer must apply that money to the customer's purchase price or reimburse the customer the appropriate amount.
- Any unit purchased from a source other than Ford Motor Company are ineligible, except:
  - o Vehicles that are re-billed by Ford Motor Company
  - o New and Unused units purchased by a franchised Ford Motor Company dealer from a finance source that obtained the units from a liquidating Ford Motor Company dealer (so long as the purchase price from the finance source equals or exceeds the vehicle's wholesale delivered price from Ford).
- Any disputes between the customer and the dealer arising from misunderstandings or ambiguities regarding this program, which cannot be resolved by referring to program documentation, will be settled in favour of the customer.
- Customers are responsible for maintaining website access code eligibility for their employees.