

# NEW! Ford Accessories Dealer Spin-to-Win Program

Simpler to use! Earn money for every claim with new accessory spin program.

- Sell an eligible Ford Accessory on New or Used vehicles
- Submit claim with sales documentation as required – Only one claim per VIN
- Approved claims earn a guaranteed flat payout on Genuine Rewards MasterCard
- **NEW!** Mannequin Super Spins require documentation to include Repair Order, Parts Counter Ticket or Signed Buyer's Order. No other documentation will be accepted.

## How To Get Started

1. Access <https://cni.dealerconnection.com>
2. Select "2020 Accessories Spin-to-Win Program"
3. Complete the web form
  - a. VIN
  - b. Use only approved Part Numbers
  - c. Salesperson/Sales Manager Info
  - d. Email Address
4. Click Submit
5. Supporting documentation will be required for a **random sample** of claims
6. Once approved, your flat pay incentive will be added to your Genuine Rewards MasterCard

## 3Q Spins Payout Structure<sup>1</sup>

- Sales Consultants and Sales Managers are paid as credit on the employee's Genuine Rewards MasterCard

The Spin to win program allows Sales Consultants & Sales Managers to earn monetary amounts for selling accessories. Specific ranges will pay a specific dollar value, applied to a Genuine Rewards MasterCard.

All Accessories within Vehicle Personalization's Portfolio (except some FPP Parts) will be eligible for this program.

Invoice Amount	Sales Consultant Payout	Sales Manager Payout
\$250 - \$499 <sup>a</sup>	\$5.00	\$10.00
\$500 - \$749	\$10.00	\$25.00
\$750 - \$999	\$20.00	\$45.00
\$1,000 - \$1,499	\$30.00	\$70.00
\$1,500 - \$2,499	\$50.00	\$100.00
\$2,500 + <sup>a/b</sup>	\$100.00	\$200.00

<sup>a/</sup> This level is only eligible for invoices on car or SUV sales <sup>b/</sup> Existing Super Spin

## 3Q 2020 Program Dates

- Flat Pay incentives are paid for accessorized vehicles sold between **July 1, 2020 – Sept 30, 2020**
- **Any 3<sup>rd</sup> Quarter claims not reported by October 31, 2020 will be forfeited**

## Even Larger Payouts With The Mannequin Vehicle 'Super Spin'

Eligible Sales Managers and Sales Consultants can take advantage of the Mannequin Vehicle 'Super Spin' program, providing a flat payout per claim of \$200 for Sales Managers and \$100 for Sales Consultants for accessorizing showroom floor vehicles.

Eligible Vehicles	Sales Consultant Spin Value	Sales Manager Spin Value
SUPER SPIN - Mannequin Vehicles	\$100.00	\$200.00



## Program Rules

- Sales Managers and Sales Consultants that equip a showroom vehicle with eligible Ford Accessories totaling at least \$2,500 (MSRP) per claim/per VIN will be eligible to receive the 'Super Spin' flat payout.
- This program applies to all eligible new and used retail vehicles.
- Claims will be submitted through the existing Spin process but all sales verification must be included with the submission. All claims will be audited.
- Eligible Sales Managers and Sales Consultants will receive their flat pay amounts paid out as credits on their Genuine Rewards MasterCard.

For part number and application information contact your Ford Accessory Distributor.

**TAKE ADVANTAGE OF THE SUPER SPIN TODAY!**

## Make your Dealership your Customers' Accessory Destination

### 3<sup>rd</sup> Quarter Spin-to-Win Program Summary

- The Accessory Spin-to-Win program pays Sales Consultants and Sales Managers to sell specific Ford Accessories at the time of vehicle sale
- **Sales Consultants can earn up to \$100 and Sales Managers can earn \$200 for each Super Spin with eligible Ford Accessories**
- Spin values are paid out as credits on the Genuine Rewards MasterCard
- Accessories only qualify for Spins when they are sold at the time of vehicle sale (or added before the deadline to report Spins for the quarter in which the vehicle was sold)

### New for 2020

- The payout for selling specific accessories has been eliminated
- The invoice total will determine the specific flat payout amount
- **The Mannequin 'Super Spin' will continue throughout 2020**

### Additional Details

- **Only one Spin can be earned per VIN**
- Dealerships that report non-eligible Accessories or VINs are subject to chargeback
- **Any 3<sup>rd</sup> Quarter Accessory sales not reported by October 31, 2020 will be forfeited**
- **Any Accessory Spins on hold one year after the sale date of the vehicle will be forfeited**

### Eligible Employee Types

- Accessory Spins including Super Spins can be earned by Base Certified Dealership employees listed in STARS2 with the following Job Roles:
  - Sales Consultant
  - Used Vehicle Sales Consultant
  - Commercial Truck Sales Consultant
  - Sales Support Staff\*
- Super Spins can be earned by Base Certified Dealership employees listed in STARS2 with the following Job Roles:
  - 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 claim Spins\*

\*Sales Support Staff are not required to be Base Certified.

**Note:** Dealership personnel should confirm their Base Certification status prior to submitting a claim. Dealerships desiring to change an employee's Job Role must do so in STARS2.

### Eligible Accessory Types

- Only Ford and Lincoln Accessories purchased in the Dealer Channel at the time of a 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
  - Over-the-counter sales
  - Aftermarket Accessories
- Users can reference the most recent 'Custom' Accessories catalog for the complete list of Ford and Lincoln Accessories

### Questions

- Questions about the **Genuine Rewards MasterCard** delivery timing should be directed to FMCDealer.com; Help/Contact Us
  - Request confirmation that card has been shipped
- Questions about the **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 Program** should be directed to Program Headquarters at 1-877-770-0035 or [retailorders@fordprogramhq.com](mailto:retailorders@fordprogramhq.com)
- Questions about Ford Custom Accessories should be directed to the Accessory Hotline at 1-888-826-5105 or [Fordacc@ford.com](mailto:Fordacc@ford.com)