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Dear Daily Rental Customer:

Subject: 2015 Model National Long Term Rental Program

We are pleased to announce the 2015 Model National Long Term Rental program for eligible daily rental accounts. The 2015 Model National Long Term Rental Incentives are detailed in Attachment I and the complete program will be available on www.fleet.ford.com under the "Programs" tab, "Incentives". Please periodically check the website for updates and changes.

The 2015 Program Year is an exciting year with 3 significant game changing vehicles along with our full line up of proven vehicles:

2015 All-New Mustang turns 50!

Mustang turns 50 with new styling, performance and technology! The 2.3-liter EcoBoost delivers efficiency with real power to the Mustang powertrain lineup. An all-new suspension delivers world-class driving dynamics with the integral link, high-performance independent rear suspension and double-ball-joint front MacPherson strut system that improves ride, handling and stopping power. The 2015 Mustang also adds new technologies including SYNC® with MyFord Touch® and selectable drive modes.

2015 All-New Transit

Built in Kansas City and engineered from the ground up to be Built Ford Tough® Transit is up-to-the-task of replacing Econoline! Transit will offer customers more choices than ever before: Wagon, Van or Cutaway, 3 roof heights, 2 wheelbases, and 3 engines (3.7L Ti-VCT V6, a twin-turbo, direct-injection 3.5L EcoBoost®, and an inline 3.2L Power Stroke® I-5 turbo diesel). The Transit also features technologies you have come to expect from Ford like SYNC® with MyFord Touch® and Lane Keeping Alert.

2015 All-New F150 Lighter and Stronger

The 2015 all-new F150 will be ready for action. It is 700 pounds lighter but stronger than ever due to the use of high-strength, military-grade, aluminum alloy. It will tow more and haul more and will do it more efficiently. The new powertrain lineup includes our proven 3.5L EcoBoost® and 2.7L EcoBoost® engine; in addition to the current 5.0L Ti-VCT V8 and 6.7L Power Stroke® V8 diesel.

What Vehicles are included in the 2015 Program?

The following vehicles with and an order receipt date of July 1, 2014 or later:

- 2014 Edge and F150 will continue to be available with production through December, 2014
- All 2015 model year vehicles regardless of order receipt date
- 2016 early vehicles: Expedition, Explorer, Fusion, MKX, MKZ, Navigator and SuperDuty

Please note:

- All 2015 orders must be **ordered by January 30, 2015**
- Any early 2016 vehicle line orders must be **ordered by April 15, 2015**
- Dates and vehicles are subject to change. Changes will be posted on www.fleet.ford.com, under the "**Orders**" tab, **Ordering & Production** section: *Final Build Date/First Build Date by Model Year.*

Vehicle Delivery Forecast Required

- Customers are required to complete a delivery forecast template. This template will clarify vehicle availability timing and allow Ford to forecast your production needs
- Delivery forecasts should include combined risk and repurchase volume and must be approved by your National Account Manager.

In-Service Requirements

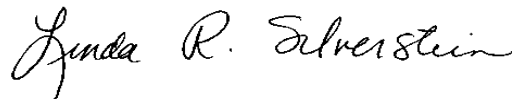
In-service requirements are detailed on Attachment II, page 1 of 2. North American Fleet, Lease and Remarketing Operations will perform annual audits and units in violation of in-service requirements may be subject to chargeback of long term rental risk incentives.

Sources of Rental Information

The 2015 Model National Long Term Rental Incentives are detailed in Attachment I and the complete program is available on www.fleet.ford.com. Any questions relating to ordering, scheduling or delivery should be directed to the Fleet Information Center (FCIC) at 1-800-34-FLEET (1-800-34-35338).

On behalf of Ford Motor Company and the Rental Team, we thank you for your business and look forward to meeting your rental needs for the 2015 model year.

Sincerely,



2015 PY National Long Term Rental Program

Note: These incentives will appear off-invoice.

Vehicle Line	National Fleet Incentive (56K)
FORD CARS	
C-Max Hybrid	\$ 400
C-Max Energi (Plug-In Hybrid)	400
Fiesta ^{a/} – N/A with S Model	500
Focus Gas ^{a/} – N/A with S Model	500
2015/ 2016 Fusion Gas ^{a/} – N/A with S Model	750
2015/ 2016 Fusion Hybrid	750
2015/ 2016 Fusion Energi (Plug-In Hybrid)	750
Mustang Coupe / Convertible ^{a/ b/}	750
Taurus – N/A SE Series	2,000
FORD TRUCKS	
2014 Edge	\$ 1,000
2015 Edge	\$ 1,000
Escape – N/A with S Model	750
ESeries Cutaway	2,000
Expedition – N/A with SSV arrays	2,500
2015/ 2016 Explorer	1,000
Flex	1,500
2014 F-150 (u/ 8500 GVWR - including SuperCrew) ^{a/}	1,500
2015 F-150 (u/ 8500 GVWR - including SuperCrew) ^{a/}	1000
F-650 / F-750 - Diesel Engine	4,500
F-650 / F-750 - Gas Engine	3,500
SuperDuty (o/ 8500 GVWR)	2,000
Transit Wagon and Van (incl. Cutaway & Chassis)	1,500
Transit Connect	750
LINCOLN	
MKC	\$ 1,500
MKS	2,500
MKT ^{d/}	3,000
2014/2015 MKX	1,500
2015/ 2016 MKZ	1,500
MKZ Hybrid	1,500
Navigator ^{e/}	3,500

- ^{a/} Manual transmission requires prior approval.
- ^{b/} Not available with 50th Year Anniversary Mustang or Shelby GT.
- ^{c/} The F150 Raptor is excluded.
- ^{d/} Prior approval is required on the MKT Livery.
- ^{e/} N/A with Limo Package (102A).

Program Eligibility Details

FIN Requirement

A Ford Fleet Identification Number (FIN) is required for National Long Term Rental Incentives. To qualify for a FIN code, the rental company must have registered for use in their operation **10** or more new vehicles (any make or model) during the current or preceding calendar or model year; or currently have a fleet of 15 or more vehicles.

Any changes from the ordering FIN code to a different sold-to FIN must be approved in advance by Ford Motor Company. Changes that occur without Ford approval could lead to the reversal of fleet incentives and/or the cancellation of your Fleet Identification Number (FIN).

In-Service Requirement

All long term rental units have a minimum in-service requirement of:

- 6 months and 12,000 miles or
- 12 months regardless of mileage or
- 18,000 miles regardless of months in service

Yearly audits are performed to identify units in violation of in-service requirements and may result in the chargeback of fleet incentives unless supporting documentation validates a just cause for early sales disposal.

As part of the Fleet Identification Number (FIN) Agreement, accounts agree to provide Ford Motor Company and the selling dealer upon request, documentation which supports compliance with the requirements. Exporting, brokering, resale, and lease for re-lease are violations of this FIN agreement and could lead to reversal of fleet incentives and/or cancellation of your Fleet Identification Number (FIN). Periodic audits may occur throughout the program year.

Incentive Coding – Utilize 56K

Option code 56K Long Term Rental Incentives will be automatically generated on ALL rental orders unless the order is submitted with a Rental Repurchase Program code. Long Term Rental Incentives will appear “off-Invoice”.

Price Protection

Long Term Rental units will be invoiced at the price level in effect at time of order (order receipt date).

Fleet Payment Limitations / Chargebacks

To be eligible for payment, Long Term Rental incentives must be claimed within 1 year of the date of sale. Any discrepancy in incentive payments is the responsibility of the customer and must be reported within 1 year of the date of sale.

North American Fleet, Lease and Remarketing Operations will perform annual audits to identify units in violation of in-service requirements and process appropriate charge backs of incentive payments up to:

- (2) Years from the date the long term fleet incentive is paid or
- (2) Years from the date the dealer reported vehicles sold with the long term fleet incentive

Ford Automotive Remarketing Services

Automotive Remarketing Services (ARS) provides vehicle remarketing services to rental car companies for risk vehicles. ARS will remarket any vehicle at one of the Ford Sponsored auction locations nationwide putting the power of Ford Motor Company behind your vehicle remarketing efforts. For more information, contact ARS today at ars@ford.com or call toll-free at 866-277-9142.

Roadside Warranty Tow Program Available to Rental Customers

- Ford offers a Warranty Tow Program for interested daily rental customers.
- The Ford 1-800-241-FORD Roadside Assistance Hotline will coordinate warranty-related tows to Ford and Lincoln dealers for those rental accounts signing up for this program.
- If you have not signed up yet, you may view program details on www.fleet.ford.com. The sign-up deadline is October 31, 2014. **Please note, if you have signed up for the Warranty Tow Program in the past, you do not need to sign-up again each year.**

Other Program Details

- A daily rental company is a company that rents vehicles by day, week or month to the general public.
- Vehicles are to be registered in the name of the daily rental company. Daily rental companies can be operated by Ford dealership franchises.
- Acceptance of an order by the ordering system from a dealer will 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.
- Units should be ordered from production. On an exception basis, Ford, and Lincoln dealers can request invoice adjustments on vehicles sold to rental customers (as long term rental) from dealer stock. Vehicles must be delivered and registered in the United States.
- Vehicles intended for shipment outside the 50 United States are ineligible for fleet incentives.
- Hawaii deliveries are excluded from this program unless prior approval is received.
- Any unit purchased from a source other than Ford Motor Company are ineligible, except:
 - Vehicles that are re-billed by Ford Motor Company
 - 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).
 - 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.
 - 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 favor of the customer.