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June 20, 2012

Dear Daily Rental Customer:

**Subject: 2013 Model National Long Term Rental Program** 

We are pleased to announce the 2013 Model National Long Term Rental program for eligible daily rental accounts. The 2013 Model National Long Term Rental Incentives are detailed in Attachment I and the complete program is available on <a href="www.fleet.ford.com">www.fleet.ford.com</a>, under the Ordering Tab, on the Incentives page. The 2013 program offers competitive incentives and a wide selection of vehicles.

While you can't control the cost of fuel, you can control what kind of vehicles consume it. Ford Motor Company has pledged that each new product will be the leader, or among the leaders, in fuel economy – without sacrificing performance or capability.

#### All-New 2013 Fusion, Fusion Hybrid and Fusion Energi

The 2013 Fusion sets the bar for dramatic, out-of-the-box looks and efficient, out-of-the-ordinary power. It offers 3 new gas engines – the naturally aspirated 2.5L Ti-VCT I-4, turbocharged 1.6L EcoBoost® I-4, and turbocharged 2.0L EcoBoost® I-4. The wheelbase on the all-new Fusion increases 4.8", which makes for a more confident, athletic stance and for more interior room.

The Fusion Hybrid offers a new, lighter lithium-ion battery pack and a 2.0L Atkinson-cycle engine delivering a high level of performance. The plug-in version, Fusion Energi, will be available in January, 2013.

#### All-New 2013 Escape

The all-new Escape with its sleek kinetic shape – infused with Z-shaped lines, sculpted wheel arches and a trapezoidal lower grill paired with a turbocharged EcoBoost<sup>®</sup> engine makes for more power per every drop of fuel. The 2013 Escape is longer and wider than its predecessor, making for more cargo space behind both the front and fold-flat rear row.

#### All New C-Max Hybrid and C-Max Energi

The first multi-activity vehicle in the Ford line up is the C-MAX Hybrid which combines advance technology and 5-passenger interior versatility. It comes equipped with an efficient 2.0L I-4 gasoline-powered engine and an advanced lithium-ion battery system; delivering a strong balance of performance and efficiency. C-Max Energi (plug-in hybrid) will be available in 4<sup>th</sup> quarter, 2012.

### Vehicles Included in the 2013 Program include:

- 2013 model year vehicles (order receipt date beginning July 1, 2012)
- 2014 early vehicles: Fiesta, Mustang, Flex, Edge, MKX and MKT
- All 2013 model year orders must be submitted by January 21, 2013
- Any early 2014 vehicle line orders must be submitted by April 15, 2013

For updated information and timing visit: <a href="www.fleet.ford.com">www.fleet.ford.com</a>, select the Ordering Center tab: Final Build Date/First Build Date by Model Year.

#### Vehicle Delivery Forecast Required

- Customers are required to complete a Delivery Forecast form available on <u>www.fleet.ford.com</u>, under the Ordering Tab, on the Incentives page "Long Term Rental Incentives". Delivery forecasts should include combined risk and repurchase volume. The form must be approved by your National Account Manager. Vehicles will not be scheduled for production until a forecast has been received and approved by your National Account Manager.
- For those accounts ordering E-Series Passenger Wagons (E1B and S3B), please recognize
  that although every effort is made to accommodate your requested scheduling dates,
  demand consistently exceeds supply during the months of April and May. Ford reserves the
  right to schedule E-Series Passenger Wagons up to 3 weeks prior to OR 3 weeks later than
  the requested production dates.

# 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 2013 Model National Long Term Rental Incentives are detailed in Attachment I and the complete program is available on <a href="www.fleet.ford.com">www.fleet.ford.com</a>, under the Ordering Tab, on the Incentives page.

If you do not have a user id and password for <a href="www.fleet.ford.com">www.fleet.ford.com</a>, you will first need to follow these steps:

- Contact FCIC at 1-800-34-FLEET (pick 1), and then pick 1 again, to obtain your access code
- Type in: <u>www.fleet.ford.com</u>
- Select "Create and Account"
- Select "Obtain and Website User ID and Password"

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 2013 model year.

Sincerely,

Lunda R. Silverstein

# 2013 MY National Long Term Rental Program

Note: These incentives apply to the 2013 model year vehicles and will appear off-invoice. Early 2014 MY vehicle line incentives will be posted on fleet.ford.com when available.

Vehicle Line	National Fleet Incentive (56K)
FORD CARS	
C-Max Hybrid	\$ 400
C-Max Energi (Plug-In Hybrid) <i>- Late availability</i>	400
2013 / <mark>2014</mark> Fiesta <sup>⊴/</sup> – N/A with S Model	300
Focus Gas <sup>a/</sup> − N/A with S Model	500
Fusion Gas <sup>a/</sup> – N/A with S Model	500
Fusion Hybrid	500
Fusion Energi (Plug-In Hybrid) - Late availability	500
2013 / <b>2014</b> Mustang Coupe / Convertible <sup>a/</sup> – N/A with Shelby GT / BOSS	1,000
Taurus – N/A SE Series	1,000
FORD TRUCKS	
Edge	1,000
Escape – N/A with S Model	500
E-Series Van & Wagon <sup>b/</sup>	2,000
Expedition – N/A with SSV arrays	2,000
Explorer	1,000
Flex	2,000
F-150 (u/ 8500 GVWR - including SuperCrew) <sup>⊴</sup>	1,500
F-650 / F-750 - Diesel Engine	4,500
F-650 / F-750 - Gas Engine	2,500
SuperDuty (o/ 8500 GVWR)	2,000
Transit Connect	500
LINCOLN	
MKS	\$ 2,000
MKT <sup>d/</sup>	3,000
MKX	1,500
MKZ	1,300
MKZ Hybrid	0
Navigator / Navigator L <sup></sup>	3,000

- <u>a</u>/ Manual transmission requires prior approval.
- b/ The E-Series 47M Motorhome Package, 18H or 18J Livery Packages or 86C E-Series Van No-Charge Commercial Cargo Van Package is not available with this incentives.
- c/ The F150 Raptor does not qualify for this Incentive.
- <u>d</u>/ Limited availability and 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.

#### **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 <a href="www.fleet.ford.com">www.fleet.ford.com</a>, under the Ordering tab, Incentives, "Warranty Tow Program for Rental Vehicles". The sign-up deadline is October 31, 2012. 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.
- 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 resolve by referring to program documentation, will be settled in favor of the customer.