



Perry Fowler
General Manager, Remarketing and Rental Operations
North American Fleet, Lease and Remarketing Operations

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6/29/2018

Dear Daily Rental Customer:

Subject: 2019 Model National Long Term Rental Program

We are pleased to announce the 2019 Model National Long Term Rental program for eligible daily rental accounts. The 2019 Model National Long Term Rental Incentives are detailed in the Attachment I and the program is available on www.fleet.ford.com under the “**Programs**” tab, “**Incentives**”. Please check the website periodically for updates and changes.

Ford continues to offer a full spectrum of vehicles; Ford goes further, so your fleet can.

Vehicles included in 2019 Program Year

Order receipt date of July 1, 2018 through June 30, 2019

- All 2019 model year vehicles
- 2020 model year early vehicles may be available
 - *Early vehicle availability is 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 (available at www.fleet.ford.com > Programs > Rental > Forecasting 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.

Order Due Dates

- Plan to have your 2019 vehicles ordered **by January 15, 2019**
- Plan to order early 2020 vehicle lines **by April 30, 2019**
- You are strongly encouraged to place your Transit orders early. Transit production will be based on order receipt date and an approved delivery forecast.

In-Service Requirements

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

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 2019 Model National Long Term Rental Incentives are detailed in Attachment I and the complete ***Long-Term Program Details*** are available on www.fleet.ford.com, under the “***Programs***” tab, “***Rental***” section. Any questions relating to ordering, scheduling or delivery should be directed to the Fleet Customer Information Center (FCIC) at 1-800-34-FLEET (1-800-343-5338).

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 2019 model year.

Sincerely,

A handwritten signature in black ink, appearing to read 'P. Fowler', is positioned above the printed name.

Perry Fowler

2019 PY National Long Term Rental Program

Note: These incentives will appear off-invoice

Vehicle Line	National Fleet Incentive (56K)
FORD CARS	
2019 C-Max	\$500
2019 Fiesta ^{a/ b/}	\$500
2019 Focus <i>NOT AVAILABLE IN 2019 PROGRAM</i>	N/A
2019 Fusion Hybrid ^{c/}	\$750
2019 Fusion Energi (plug-in hybrid)	\$750
2019 Mustang Fastback / Convertible ^{a/ d/}	\$750
2019 Taurus	\$2,000
FORD SUV's & TRUCKS	
2019 Ecosport ^{b/}	\$500
2019 Edge	\$1,000
2019 Escape ^{b/}	\$750
2019 E-Series Cutaway	\$2,000
2019 Expedition (N/A with XL of SSV Pkg.)	\$2,000
2019 Explorer	\$1,000
2019 Flex	\$1,500
2019 Ranger	\$1,000
2019 F-150 (u/ 8500 GVWR – including SuperCrew) ^{e/}	\$1,000
2019 F-650 / F-750 - Diesel Engine	\$4,500
2019 F-650 / F-750 - Gas Engine	\$3,500
2019 SuperDuty (o/ 8500 GVWR)	\$2,000
2019 Transit Van & Passenger Van (including Cutaway & Chassis)	\$1,500
2019 Transit Connect	\$750
LINCOLN	
2019 Continental	\$2,500
2019 MKC	\$1,500
2019 MKT ^{f/}	\$3,000
2019 Nautilus (formerly MKX)	\$2,000
2019 MKZ	\$1,500
2019 MKZ Hybrid	\$1,500
2019 Navigator	\$3,000

^{a/} Manual transmission requires prior approval

^{b/} N/A S Model

^{c/} Fusion gas model is not available to rental for the 2019 PY and is only available for retail ordering

^{d/} N/A Shelby GT

^{e/} F-150 Raptor excluded

^{f/} Prior approval is required on MKT Livery

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 make or model).

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.

The 2019 National Long Term Rental Program is subject to the terms and conditions 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 its requirements. Exporting, brokering, resale, and lease for re-lease are violations of the 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. All other terms and conditions of the FIN Agreement apply.

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 Incentive Limitations / Chargebacks

To be eligible for incentives, Long Term Rental Incentives must be claimed within 1 year of the date of sale. Any discrepancy in an incentive amount 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 chargebacks of incentive amounts up to:

- (2) Years from the date the long term fleet incentive is processed, 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 may 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

- Rental vehicles are eligible for complimentary tows for warranty related breakdowns only; by calling Roadside Assistance your vehicle will be towed to the nearest Ford or Lincoln dealer.
- You can find a link to additional information on the Warranty Tow Program on www.fleet.ford.com, under the “**Programs**” tab, “**Rental**” section, by clicking on the **Rental Repurchase Program Details** OR **Long-Term Rental Program Details** section.

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 customer (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 the 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.