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June 1, 2017

Dear Daily Rental Customer:

**Subject: 2018 Model National Long Term Rental Program**

We are pleased to announce the 2018 Model National Long Term Rental program for eligible daily rental accounts. The 2018 Model National Long Term Rental Incentives are detailed in Attachment I and the program is available on [www.fleet.ford.com](http://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.

***Launch of the new EcoSport - Fun, Capable, Connected...***

The all-new EcoSport debuts as the smallest SUV from Ford, offering a swing-gate-style hatch to make roof access easier. Efficient and powerful, the EcoSport comes standard with a turbo-charged 1-liter EcoBoost® engine with Auto Start-Stop technology. A surprisingly spacious second row seat gives the freedom and adaptability to pursue an active life.

***All-New 2018 Expedition...***

Expedition now comes with an aluminum alloy body redefining the full-size SUV. It's the smartest, most capable and most adaptable Expedition in history. The new, more powerful 3.5L EcoBoost® V6 engine and 10-speed automatic transmission team up for the best-ever towing.

***F150 and Mustang receive significant makeovers...***

In addition to greater towing capability, the boldly restyled 2018 F150 features a 4G LTE modem for a Wi-Fi hotspot, Pre-Collision Assist with Pedestrian Detection, and an all-new 3.0 Power Stroke V6 Turbo Diesel. The leaner, meaner 2018 Mustang now gets a 10-speed automatic and customizable 12" all-digital instrument cluster.

***Vehicles included in 2018 Program Year***

*Order receipt date of July 1, 2017 through June 30, 2018:*

- All 2018 model year vehicles
- 2019 model year early vehicles that may be available – Flex, Mustang Coupe and Convertible, MKC and MKT
- Early vehicle availability is subject to change. Changes will be posted on [www.fleet.ford.com](http://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.

### **Order Due Dates:**

- Plan to have your 2018 vehicles ordered **by January 15, 2018**.
- Plan to order early 2019 vehicle line by **April 30, 2018**.
- 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

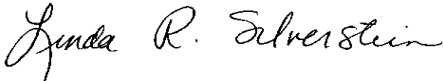
North American Fleet, Lease and Remarketing Operations will perform annual audits and units in violation of in-service requirements may be subject to chargeback of long term rental risk incentives.

### **Sources of Rental Information**

The 2018 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](http://www.fleet.ford.com), under the "**Programs**" tab, "**Rental**" section. 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 2018 model year.

Sincerely,



## 2018 PY National Long Term Rental Program

*Note: These incentives will appear off-invoice.*

<b>Vehicle Line</b>	<b>National Fleet Incentive (56K)</b>
<b>FORD CARS</b>	
2018 C-Max	\$ 500
2018 Fiesta <sup>a/ b/</sup>	500
2018 Focus <sup>b/</sup> – N/A BEV	550
2018 Fusion Hybrid <sup>c/</sup>	750
2018 Fusion Energi (Plug-In Hybrid)	750
2018 Mustang Coupe / Convertible <sup>a/ d/</sup>	750
2018 Taurus – N/A SE Series	2,000
<b>FORD SUV's/TRUCKS</b>	
2018 Ecosport <sup>b/</sup>	\$ 500
2018 Edge	1,000
2018 Escape <sup>b/</sup>	750
2018 ESeries Cutaway	2,000
2018 Expedition – N/A with SSV Pkg.	2,000
2018 Explorer	1,000
2018 Flex	1,500
2018 F-150 (u/ 8500 GVWR - including SuperCrew) <sup>e/</sup>	1,000
2018 F-650 / F-750 - Diesel Engine	4,500
2018 F-650 / F-750 - Gas Engine	3,500
2018 SuperDuty (o/ 8500 GVWR)	2,000
2018 Transit Wagon and Van (incl. Cutaway & Chassis)	1,500
2018 Transit Connect	750
<b>LINCOLN</b>	
2018 Continental	\$ 2,500
2018 MKC	1,500
2018 MKT <sup>f/</sup>	3,000
2018 MKX	2,000
2018 MKZ	1,500
2018 MKZ Hybrid	1,500
2018 Navigator	3,000

**a/ Manual transmission requires prior approval.**

**b/ N/A S Model.**

**c/ The Fusion gas model is not available to rental for the 2018 PY and is only available for retail ordering.**

**d/ N/A Shelby GT.**

**e/ The F150 Raptor is excluded.**

**f/ Prior approval is required on the 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 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](mailto: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](http://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 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.