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Dear Daily Rental Customer:

Subject: 2017 Model National Long Term Rental Program

We are pleased to announce the 2017 Model National Long Term Rental program for eligible daily rental accounts. The 2017 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 check the website periodically for updates and changes.

Launch of the Redesigned SuperDuty ...

The 2017 SuperDuty body will be made from high-strength, military-grade, aluminum-alloy. Together, high-strength steel and high-strength aluminum-alloy help reduce weight by up to 350 pounds which will be reinvested everywhere it counts, to give customers more towing and hauling capability than ever before.

2017 Fusion and Escape substantially refreshed...

2017 Fusion

- Available Auto Start Stop Technology on the 1.5L EcoBoost® engine
- Redesigned headlamps, grille opening and lower fascia
- New E-shifter (rotary gear shift dial) which frees up valuable interior space)
- LED signature lighting
- Individual Tire Pressure Monitoring System

2017 Escape

- Available Auto Start Stop Technology on the 1.5L and 2.0L EcoBoost® engines
- Redesigned headlamp, front and rear fascia, grille, hood and mirrors
- New LED tail lamps and liftgate
- New gear shift location providing additional usable driver space
- Steering wheel mounted paddle shifters
- Dual zone electronic automatic temp control with rear air duct
- New electric parking brake

Vehicles included in 2017 Program Year

(Effective with order receipt date of July 1, 2016 through June 30, 2017):

- 2016 vehicles with late balance-out dates -- Edge, Fiesta, Flex, Focus, Taurus, MKT and MKX
- All 2017 model year vehicles
- 2018 early vehicles – Edge, Flex, Fusion, Continental, MKT, MKX and MKZ. Incentives for early 2018 vehicles are TBD at this time.
- 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.

Order Due Dates:

- Plan to have your 2017 vehicles ordered **by January 15, 2017**.
- Plan to order early 2018 vehicles **by April 30, 2017**.
- 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

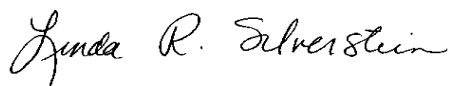
North American Fleet, Lease and Remarketing Operations will perform annual audits and units in violation of in-service requirements may be subject to chargeback of long term rental risk incentives.

Sources of Rental Information

The 2017 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 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 2017 model year.

Sincerely,



2017 PY National Long Term Rental Program

Note: These incentives will appear off-invoice.

| Vehicle Line | National Fleet Incentive (56K) |
|---|---------------------------------------|
| FORD CARS | |
| 2017 C-Max Hybrid | \$ 500 |
| 2017 C-Max Energi (Plug-In Hybrid) | 500 |
| 2017 Fiesta ^{a/} – N/A with S Model | 500 |
| 2017 Focus Gas ^{a/} – N/A with S Model | 550 |
| 2017 Fusion Gas | 750 |
| 2017 Fusion Hybrid | 750 |
| 2017 Fusion Energi (Plug-In Hybrid) | 750 |
| 2017 Mustang Coupe / Convertible ^{a/ b/} | 750 |
| 2017 Taurus – N/A SE Series | 2,000 |
| FORD SUV's/TRUCKS | |
| 2017 Edge | \$ 1,000 |
| 2017 Escape – N/A with S Model | 750 |
| 2017 ESeries Cutaway ^{c/} | 2,000 |
| 2017 Expedition – N/A with SSV arrays ^{d/} | 2,500 |
| 2017 Explorer | 1,000 |
| 2017 Flex | 1,500 |
| 2017 F-150 (u/ 8500 GVWR - including SuperCrew) ^{e/} | 1,000 |
| 2017 F-650 / F-750 - Diesel Engine | 4,500 |
| 2017 F-650 / F-750 - Gas Engine | 3,500 |
| 2017 SuperDuty (o/ 8500 GVWR) | 2,000 |
| 2017 Transit Wagon and Van (incl. Cutaway & Chassis) | 1,500 |
| 2017 Transit Connect | 750 |
| LINCOLN | |
| 2017 Continental | \$ 2,500 |
| 2017 MKC | 1,500 |
| 2017 MKT ^{f/} | 3,000 |
| 2017 MKX | 1,500 |
| 2017 MKZ | 1,500 |
| 2017 MKZ Hybrid | 1,500 |
| 2017 Navigator | 3,500 |

^{a/} Manual transmission requires prior approval.

^{b/} N/A Shelby GT.

^{c/} N/A with Ambulance Prep (47A), Motorhome Prep (47M), School Bus Prep (47S) and Shuttle Bus Prep (47S) Packages.

^{d/} EL (Extended Length) Expedition is limited to 40% of total Expedition risk and repurchase volume.

^{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 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, 2016. **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.