

## **Owner Advantage Rewards™ Program Terms and Conditions**

### **General Information**

The Owner Advantage Rewards Program (the “Program”) is brought to you by Ford Motor Company (“Ford”) and the Ford or Lincoln Mercury Dealership at which you enrolled in the Program (“your Dealer”).

When you pay for vehicle parts and service at your Dealer, the Owner Advantage Rewards Program allows you to earn a percentage of your qualified out-of-pocket spending toward future parts and service purchases (“Base Service Rewards”) at your Dealer. When you purchase a new or Certified Pre-Owned Ford, Lincoln or Mercury vehicle, you may earn rewards toward a future purchase of a new Ford, Lincoln or Mercury vehicle (“Base Sales Rewards”). When you purchase a new or Certified Pre-Owned vehicle or purchase an oil change, you may earn credits that may be accumulated and redeemed for a complimentary oil change (“Base Oil Change Rewards”). From time to time, Ford may offer you additional benefits and rewards (“Ford Bonus Rewards”).

Your membership is valid only at your Dealer. Base Service Rewards, Base Oil Change Rewards and Base Sales Rewards (collectively, “Base Rewards”) may only be earned and redeemed at your Dealer. From time to time, Ford may offer you additional benefits that may be available at any Ford Dealer that participates in the Owner Advantage Rewards Program. You may have memberships at more than one Dealership. Membership and benefits shall be considered void where prohibited by law. Taxes apply where required by law. Ford assumes no liability for any member’s participation that contravenes the laws or regulations of his or her state. Your membership is subject to present and future program rules.

### **Membership**

Membership in the Program at your Dealer (“Membership”) is open to U.S. residents (excluding U.S. territories) who are 18 years of age or older. By enrolling in the Program, you represent that you are 18 years of age or older. Employees of the Dealership are not eligible for membership. Your Dealer or Ford may waive the exclusions described herein in general or on a case-by-case basis at their sole discretion.

All individuals within a household as defined by the Program may share one Membership. “Household” is defined as individuals who are spouses, domestic partners, siblings, parents or children of the household’s primary member and who live at the primary member’s address. “Primary Member” is defined as the individual in the household who enrolls the household or, in some cases, the member who has been pre-assigned as the primary member by Ford. All individuals within the household accrue and redeem in the same Membership account (“Account”). Each individual may belong to only one household. Membership and Program benefits are not transferable to individuals outside the household. Membership is not available to corporations, organizations, fleet, or legal entities. Ford or your Dealer may, at their sole discretion and at any time, determine which individuals, vehicles or addresses constitute a household, and Ford may combine or separate accounts or separate individuals into multiple accounts at any time and at its sole discretion. Ford and your Dealer are not responsible or liable for disputes regarding the eligibility of a person to redeem rewards from an account.

### **Earning Rewards**

As a member of the Program, you may earn Base Service Rewards, which are a percentage reward on the amount you pay for qualifying parts and services purchases at your Dealer, rounded down to the nearest penny. Your Dealer or Ford may choose not to allow Base Rewards and Ford Bonus Rewards (collectively, “Program Rewards”) to be earned for parts purchases or redeemed for parts.

You may also earn Base Oil Change Rewards. You earn credits when you purchase an oil change. Once you receive a number of credits specified by your Dealer, you may redeem the credits for a complimentary oil change. You may also earn Base Oil Change Rewards by purchasing a new or Certified Pre-Owned Ford, Lincoln or Mercury vehicle.

As a member of the Program, your Dealer may, at its sole discretion, choose to allow you to earn Base Sales Rewards when you purchase a new or Certified Pre-Owned Ford, Lincoln or Mercury vehicle. Base Sales Rewards are discounts off future purchases of new Ford, Lincoln and Mercury vehicles. Base Sales Rewards are not earned on purchases of vehicles through a Ford employee, Partner Recognition, or dealership employee plan. Furthermore, participants of aforementioned employee programs should see the Dealer for additional details and limitations.

Program Rewards may be earned or redeemed only when you show government-issued picture identification at the time of payment at your Dealer. The person who pays for a purchase designates the Membership account into which Program Rewards will be credited. Your Dealer, not Ford, is responsible for delivering the Base Rewards described in this document. Ford does not have any liability or obligation with regard to Base Rewards issued by your Dealer.

No adjustments that would increase your Membership account balances will be made after payment is made in full, the service or vehicle sale is complete, or the vehicle or part is delivered, whichever occurs first.

Reward calculations are based upon dollars paid at checkout on eligible purchases. Eligible purchases do not include program rewards, any other deductions to the amount directly paid by you, sales tax, state fees, warranty repairs, body shop repairs, fleet or wholesale purchases, or other charges determined from time to time by Ford or your Dealer at their sole discretion. In certain cases, you may be required to pay a minimum amount directly "out-of-pocket" to earn a Program Reward. Your Membership is terminated and Program Rewards in your account expire and are forfeited when you have not earned or redeemed Base Rewards for 549 consecutive calendar days (approximately 18 months) at your Dealer. When parts, vehicles, or other purchases are returned or an adjustment is made to a prior transaction that accrues Program Rewards, the associated Program Rewards will be deducted from your account. If the purchase of a vehicle is cancelled, no Program Rewards for that purchase will be credited to the member. Households are entitled to no more than one enrollment bonus per dealership. Program Rewards have no cash value and are nontransferable. Ford and your Dealer are not responsible for communications and account information lost due to change of address or other contact information.

### **Redeeming Rewards**

You are eligible to redeem Base Service Rewards on eligible service transactions and parts purchases. Base Service Rewards may be used in conjunction with most other discounts or offers toward the purchase of products or services, not to exceed the purchase amount. Within one calendar year, a member may redeem a maximum of \$500 in Base Service Rewards.

You may be eligible to redeem a Dealer-specified number of Base Oil Change Reward credits for a complimentary oil change. A complimentary oil change must be of equal or lesser value than the lowest price paid for the paid oil changes purchased to earn the reward. Within one calendar year, a member may redeem a maximum of five complimentary oil changes.

You may be eligible to redeem Base Sales Rewards on eligible purchases of new Ford, Lincoln or Mercury vehicles. The maximum amount of Base Sales Rewards that may be redeemed is \$500 per vehicle. Base Sales Rewards may be used in conjunction with most other discounts or offers toward the purchase of the vehicle. Base Sales Rewards cannot be redeemed on purchases of vehicles through a Ford employee, Partner Recognition, or dealership employee plan.

Each transaction involving a Reward redemption may include Program Rewards redemptions from only one account. Program Rewards cannot be earned or redeemed for certain products and services or prior purchases. Other Ford and Dealer restrictions may apply. If any taxes are owed associated with a redemption, you are responsible for paying those taxes.

## **Member Communications**

By becoming a member of the Program, you agree to receive advertising, marketing materials and other communications from Ford and your Dealer via print, email or other means. The information you provide will be handled according to the Ford Privacy Policy. If you are interested in learning more about our privacy practices, please visit [fordowner.com](http://fordowner.com).

You may choose to not receive promotional communications from Owner Advantage Rewards in connection with our online and direct mail services. If you notify us that you do not want to receive promotional information through online or direct mail channels, we will not contact you directly through the online or direct mail channel you indicated with promotional messages about Owner Advantage Rewards. However, we may continue to send you program-related administrative communications, such as transaction history and account statements.

To inform us that you do or do not wish to receive promotional communications from Owner Advantage Rewards, do one of the following: 1.) Select the opt-out link located on the bottom of all Owner Advantage Rewards program related emails (if email address is on file and you wish to no longer receive email communications); 2.) Call Owner Advantage Rewards PHQ @ 1-866-58-OWNER; or, 3.) Send your request in writing to Owner Advantage Rewards, 3160 Haggerty Road Suite D, West Bloomfield, MI 48323.

You may view your account activity online at [fordowner.com](http://fordowner.com). For information about your account, contact your Dealer at the telephone number on your membership card.

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## **Membership Cancellation**

You may cancel your membership at any time by notifying Ford in writing at the address above. All membership benefits, including all accrued Base Rewards and other program rewards ("Program Earnings") and benefits will immediately be forfeited upon cancellation.

## **Membership Termination**

Participation in the Program is a privilege granted to members, and as such can be suspended, revoked or terminated at any time by Ford or your Dealer for any reason. In the event of termination of membership, your membership benefits including all Program Earnings and benefits will immediately be forfeited. You are responsible for the accuracy of representations made regarding your account, and Ford and your Dealer's reliance upon them.

## **Program Changes and Program Termination**

Ford and your Dealer reserve the right to change or terminate the Program, or parts thereof, at any time without notice and without further obligations to Program members, including, but not limited to, modifications which: a.) govern Program Earnings earned on and after the date of the change; or, b.) change the value of already accumulated Program Earnings. Any and all changes and/or amendments to these terms and conditions will become binding upon all Program members immediately. For the current Terms and Conditions, visit [fordowner.com](http://fordowner.com)

The Program is considered to be terminated as of the date that notice is posted online at [fordowner.com](http://fordowner.com) (the "Termination Date"). No Program Earnings will be earned or redeemed after the Termination Date.