

ORGANIZATIONS AND CORPORATIONS PROGRAM

1-APR-15

No: JSOB15-37

Section: SALES
OPERATIONS

Market: USA

Program TYPE:	New Vehicle		Start	End
Campaign TYPE:	Customer Cash	EFFECTIVE DATES:	4/1/15	3/31/16
Program Assistance:	800-396-7373	Submission Dates:	4/1/15	3/31/16

PROGRAM DESCRIPTION:

Jaguar offers an incentive for select pre-approved organizations, corporations and clubs across the United States. Eligible organizations and corporations are listed below. Any future organizations and corporations will be specified by Jaguar Land Rover North America via bulletin updates.

PROGRAM SPECIFIC NOTES:

- Organization and Corporation members can receive the Customer Cash offer upon verification of current membership. A Customer PIN form (**sample on p.3**) is required and will be provided to the eligible participant by the program administrator. This form must be completed and kept on file by the retailer for audit purposes.
- Full amount of the incentive must be applied to the purchase or paid directly to the customer. This must be clearly identified and itemized on the new lease or purchase contract.
- A customer can only receive benefit of the Organizations and Corporations offer once per program period.
- Compatible with other eligible new car incentive programs (i.e. Chase lease cash).
- Not compatible with other private offers (i.e. Early Lease Termination, Partners Program, Owner Loyalty, Conquest etc.)
- Outcycled Service Loaners / VIP / Alive Drive Demonstrators are eligible for this program.

RETAILER ELIGIBILITY:

- All authorized Jaguar North America Retailers.
- Retailers may choose not to participate

ELIGIBLE PARTICIPANTS:

Organizations & Corporations Eligible	Autobahn Country Club British American Business Association (BABA) Florida Bar Association Jaguar Owners Club Monticello Motor Club
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INELIGIBLE PARTICIPANTS:

- Anyone not identified as eligible above.

VEHICLE ELIGIBILITY:

VEHICLE ELIGIBILITY (CUSTOMER CASH)		
MY 2014 / 2015		
SERIES	MODELS	AMOUNT
XF	ALL	\$1,500
XJ, XK, F-TYPE	ALL	\$2,500

BBSS SALES TRANSACTION:

NEW CAR RETAIL RDR	USED CAR RETAIL RDR (Out-Cycled SL / VIP/ Alive Drive Demonstrators only)
NEW CAR LEASE RDR	USED CAR LEASE RDR (Out-Cycled SL / VIP/ Alive Drive Demonstrators only)

BBSS SALE CATEGORIES:

ELIGIBLE SALE CATEGORIES	ELIGIBLE FINANCE / LEASE TYPE
INDIVIDUAL CORPORATE	JLRFG (CHASE) / INDEPENDENT SUBVENED / UNSUBVENED

CLAIM PROCEDURE:

- **Optional Incentive within the BBSS. Claim using the PIN Verification Form.**
- 1) Copy of the new lease contract, finance contract or proof of payment in full.
- 2) If customer assistance cash amount is not clearly identified and itemized on the contract the claim will be denied.

RECORDS RETENTION:

As proof of authentication, for each VIN reported sold under this program, the retailer must retain the following documentation for no less than two years:

1. Copy of the lease contract, finance contract or proof of payment in full with customer cash clearly identified.
2. Proof of Identification (driver's license, vehicle registration, insurance card).
3. Customer's PIN form must be kept in deal jacket.

STANDARD PROGRAM NOTES:

- Any incentives including Business Builder will be charged back if the requirements in the Jaguar and Land Rover "Contests and Incentives Standard Eligibility Rules for Retail Programs" are not followed.

FAQ

Questions regarding this program should be directed to Retail Ops at (800) 396-7373.



Customer PIN Verification Form

Internal Use Only	<p>PIN: <u>OCE 0000001</u></p> <p>DATE <u>1/08/13</u></p> <p>APPROVED BY <u>Customer PIN Program Administrator</u></p> <p>PIN EXPIRATION DATE <u>4/1/13</u></p>
Customer	<p>NAME <u>JOHN DOE</u></p> <p>ADDRESS <u>555 MACARTHUR BLVD</u></p> <p>CITY <u>MAHWAH</u> STATE/ZIP <u>NJ 07430</u></p> <p>PHONE <u>201-555-5555</u></p> <p>EMAIL (work) <u>johndoe@blank.com</u></p> <p>EMPLOYER <u>British American Business</u></p> <p>ORGANIZATION CONTACT <u>Joe Blank</u> <small>(e.g. HR / Membership contact for organization verification. Please include contact phone number or email)</small></p>
Retailer	<p>RETAILER NAME _____</p> <p>RETAILER # _____</p> <p>SALES CONSULTANT _____</p> <p>VIN _____</p>

"Customer" and "Retailer" section of this form must be completed. Form must be kept in deal jacket for audit purposes. Thank You.