

Farm Bureau FAQ for Military and First Responder Compatibility Promotion

Military and First Responder Bonus Cash Offer is now compatible with the Farm Bureau Association eCertificate Offer from October 3, 2017 through November 30, 2017.

Military Appreciation Bonus Cash:

Military Appreciation Cash is exclusively for members of the following US Military Branches, Spouse/Surviving Spouse and other household members, who are residents of the United States. \$500 Bonus Cash available toward the purchase or lease of an eligible new 2016/2017/2018 Ford or Lincoln vehicle, some vehicle exclusions apply. Please contact Program Headquarters at 1.877.362.3756 for further assistance or visit www.fordsalutesthosewhoserve.com for more details.

Active Military - Qualifying military and family members include:

- Active Military Personnel in the Army, Navy, Air Force, Marines, Coast Guard
- National Guard, Reservists Serving on Active Duty and members of the Delayed Entry/Enlistment Program (DEP)
- Veterans Separated within the last 24 months
- Spouse/Surviving spouse, or other household members

Retired Military - Qualifying military and family members include:

- Retirees
- Regular Retirement
- Reserve Retirement
- Early Retirement (TERA)
- Medically Retired
- Spouse/Surviving spouse, or other household members

First Responder Appreciation Cash:

Exclusively for active members of an eligible First Responder Association. See eligible occupations below: \$500 Bonus Cash available toward the purchase or lease of an eligible new 2016/2017/2018 Ford or Lincoln vehicle, some vehicle exclusions apply. Please contact Program Headquarters at 1.877.527-8441 for further assistance or visit www.fordsalutesthosewhoserve.com for more details.

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Eligible Occupations that qualify for incentive:	Occupations that do NOT qualify for incentive at this time:
<p>911 Dispatchers</p> <ul style="list-style-type: none">• NEW! 911 Dispatchers are now eligible! Purchase date of the vehicle must be on or after August 30, 2017. <p>Police</p> <ul style="list-style-type: none">• Police Officer• Sheriff/Sheriff's Deputy• Correctional Officer• State Trooper• Federal Law Enforcement Officer (Example: Customs, Homeland and Security, etc.) <p>Fire Department</p> <ul style="list-style-type: none">• Career Firefighter• Volunteer Firefighter <p>EMT</p> <ul style="list-style-type: none">• EMT• Paramedic	<ul style="list-style-type: none">• Registered Nurse• Ski Patrol - unless you have a current EMT license• CERT Team Members (Community Emergency Response Team)• VIPS- Volunteers in Police Service• Search and Rescue• Emergency Management Volunteers

How to Enroll

1. Advise Military or First Responder members to verify their eligibility at www.fordsalutesthosewhoserve.com
 - Enter Zip Code
 - Select if you are **Military** or **First Responder**

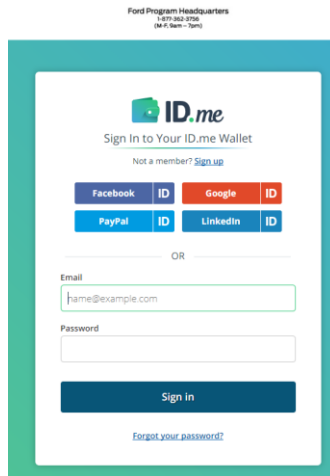
The screenshot shows a registration form for a special offer. The top banner is split into two sections: 'Ford SALUTES THOSE WHO SERVE' and 'THE LINCOLN MOTOR COMPANY LINCOLN SALUTES THOSE WHO SERVE'. Below the banners are images of various vehicles. The text reads: 'A special offer for military & first responders.' and 'A SPECIAL OFFER FOR MILITARY & FIRST RESPONDERS.' Below this is the text: 'Our little way to say "Thank you for your service." Please provide the ZIP code where you intend to register your vehicle'. There is a text input field for 'Enter ZIP Code: ZIP Code'. Below that are radio buttons for 'Are you Military or First Responder?' with 'Military' selected. At the bottom are buttons for 'YES' and 'NO' to answer 'Have you already purchased a vehicle?'.

2. If you are **Military** - click on "Register for Your Offer"



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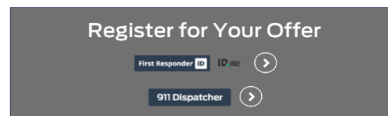
- Customer then log's into "ID.me Verification" to generate the certificate for their offer and goes through the steps to gain military approval to proceed.



- Customer receives automatic approval with on screen confirmation with the certificate, similar to the Farm Bureau program.

3. If you are a First Responder – click on "Register for Your Offer"

- Select if you are a **First Responder** or **911 Dispatcher**



- First Responder customers
 - i. Log into "ID.me Verification" to generate the certificate for their offer
 - ii. Customer receives automatic approval with on screen confirmation with the certificate, similar to the Farm Bureau Program.
- 911 Dispatcher customers
 - i. Prompted to fill out First Responder Appreciation Web Claim Form

- ii. Select "Upload" to upload proof of employment. Select "Browse..." to add appropriate documentation. Please upload Your File of type: pdf,jpg. Then select "Upload"
- iii. Once documentation has been uploaded select "Submit"

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- iv. Customer receives an automated email with a claim number and notification that their claim will be processed within 2-4 business hours. If approved, customer will receive an email with a certificate number to be taken to their local dealership.
4. Customer then visits **Farm Bureau** website
www.fordspecialoffer.com/farmbureau/STATEABBREVIATION
 - Customer enters membership ID and zip code
 - Fills out enrollment form then clicks submit
 - An email will be sent to the customer with the certificate number
5. Customer takes both certificates (1) **Military Certificate** or **First Responder Certificate** AND (2) **Farm Bureau Certificate** to their local Ford or Lincoln dealership
6. Dealer will claim both certificates in Smart VINCENT for a combined \$1,000 offer for a Ford vehicle or \$1,250 for a Lincoln vehicle.

NOTE: Customer must use their email address when registering, if dealer uses their email address it may cause for the customer to not be issued a certificate.

Questions or Assistance:

Please call the following:

Farm Bureau Program Headquarters - 1-888-322-5862

First Responder Program Headquarters - 1-877-527-8441

Military Appreciation Program Headquarters – 1-877-362-3756