

# "CALIFORNIA IS FAMILY" DISASTER RELIEF (PGM #95206)

## Ford Division Program Overview

### **PROGRAM OVERVIEW**

Dealer participation in the "California is Family" Disaster Relief program is voluntary, but highly encouraged. Dealers choosing to participate in the program agree to offer all eligible customers a special maximum vehicle price (equal to A-Plan price less applicable incentives) when they purchase or lease an eligible vehicle. Claiming the dealer cash program (PGM#95206) on one vehicle constitutes a dealer's agreement to participate in the program for all eligible deliveries for the duration of the program.

### **PROGRAM DATES**

Deliveries of eligible vehicles from October 17, 2017 – November 30, 2017

### **ELIGIBLE CUSTOMERS**

Qualifying residents of the United States in the Los Angeles & San Francisco Regions that experienced Loss/Damage to their Car, Truck, or SUV during wildfires that occurred on or after October 8, 2017 in the following counties: Butte, Lake, Mendocino, Napa, Sonoma, Orange, Nevada and Yuba .

The dealer must retain a copy of one of the following documents in the deal jacket. All documents must be dated on or after October 8, 2017:

- Insurance Claim Form w/Name, Address, VIN, and Claim Number

If the customer only has Liability Insurance please retain one of the following:

- Liability Insurance w/Cancellation Letter w/Name, Address, and VIN
- Liability Insurance w/Repair Estimate w/Name, Address, and VIN

### **ELIGIBLE VEHICLES AND DELIVERY TYPES**

All new eligible 2016-2018MY Ford vehicles (excluding F-Super Duty Chassis Cab F-450/550, Econoline Chassis & Cutaway E-450, Focus RS, Mustang Shelby GT, Ford GT, and F-150 Raptor)

Eligible delivery types are: 0,E,L,R,2,I,Z,6

A/X/Z/D Plan Delivery Types are not eligible for this program.

Please note the following:

- Incentive Protection does not apply to this program.

### **DEALER CASH PAYMENT**

Participating dealers will receive a dealer cash payment that is equivalent to the A-Plan commission less the T2 Advertising Refund. The payment is specific to each individual vehicle and will vary depending on vehicle price, equipment level, etc.

This incentive is claimed via SMART VINCENT using program #95206.

For retail sales to individuals with a valid AXZD-Plan PIN number, please continue to use the existing Commissions program.

Vincent Payment California is Family Dealer Commission Formula (Ford)

- $6\% \times (\text{AZ-Plan price} - \text{Destination \& Delivery} - \text{Administration Fee} - \text{Finance Charge} - \text{Fuel Charge} - 0.5\% \text{ Dealer Pass-thru} - \text{T2 AZ-Plan Advertising Surcharge}) - \text{Administration Fee}$

### **DOCUMENT FEES**

Dealers will be permitted to assess their customary document fees on each delivery to an eligible purchaser under the terms of the "California is Family" Disaster Relief Program, as governed by state or local laws or regulations. Each dealer is responsible for complying with applicable laws or regulations.

A-Z-D or X Plan deliveries utilizing the New Vehicle Purchase Program with a PIN are required to follow the A-Z-D or X -Plan New Vehicle Purchase guidelines, including requirements for document fees.

### **EXTRA-CHARGE ITEMS**

If the "California is Family" Disaster Relief Price (equivalent to A-Plan) cannot be displayed as the starting price on the Buyer's order for any reason (e.g. Dealer Installed Equipment and Services, Negative Equity, or other extra-charge items), we are providing the following attached form ("California is Family" Extra Charge Item Acknowledgement) to be completed by the dealership and kept in the deal jacket for auditing purposes. The form needs to be signed by a dealership representative and the customer. The customer should receive a copy of this form.

The form does not impact the completion of the financing documents that may be used in the course of the sale transaction. Specifically, the form should not be used to determine the cash price in a retail installment sale contract or the agreed upon value of the vehicle in a lease. The financing documents must be completed in compliance with all applicable laws.

Please refer to the program announcement for complete details.

# "CALIFORNIA IS FAMILY" DISASTER RELIEF (PGM #95206)

## Question & Answer Guide

**Q: Who qualifies for this offer?**

**A:** Qualifying residents of the United States in the Los Angeles & San Francisco Regions that experienced Loss/Damage to their Car, Truck, or SUV during wildfires that occurred on or after October 8, 2017 in the following counties: Butte, Lake, Mendocino, Napa, Sonoma, Orange, Nevada and Yuba .

\*Recreational vehicles including but not limited to: RV's, snowmobiles and Ski-Doos are NOT considered eligible Car, Truck, or SUV vehicles.

**Q: What do we need to retain in the deal jacket to provide proof that the customer qualifies for this offer?**

**A:** The dealer must retain a copy of one of the following documents in the deal jacket. All documents must be dated on or after October 8, 2017:

- Insurance Claim Form w/Name, Address, VIN, and Claim Number

If the customer only has Liability Insurance please retain one of the following:

- Liability Insurance w/Cancellation Letter w/Name, Address, and VIN

- Liability Insurance w/Repair Estimate w/Name, Address, and VIN

**Q: Can I sell the vehicle below A Plan Price?**

**A:** Yes, at the dealer's discretion, they can choose to sell the vehicle for a lower price than the A Plan price minus incentives. Participating dealers cannot, however, sell at a price higher than the A Plan price less incentives.

**Q: Do I have to opt into the California is Family Disaster Relief Program in order claim this program?**

**A:** Simply claim the "California Is Family" Disaster Relief (PGM#95206) for any eligible customer on any eligible vehicle sale and sell it to the customer at or below A Plan minus incentives. Claiming the "California Is Family" Disaster Relief (PGM#95206) on one vehicle constitutes the dealer's agreement to participate for all eligible retail deliveries during the program period.

**Q: Are document fees allowed on the "California is Family" Disaster Relief Program?**

**A:** Dealers will be permitted to assess their customary document fees on each delivery to an eligible purchaser under the terms of this program, unless otherwise provided by state or local laws or regulations. Each dealer is responsible for complying with applicable laws or regulations.

A/X/D/Z-Plan delivery types utilizing a PIN are required to follow the A/X/D/Z-Plan New Vehicle Purchase guidelines, including requirements for document fees.

**Q: Does this program require me to follow the AXZD-Plans Program Rules?**

**A:** This is not a Plan program requiring a PIN, therefore the AXZD-Plans Program Rules do not apply. Plan customers should continue to utilize the regular AXZD plan commission program and use a PIN.

**Q: How many vehicles can a customer purchase under the "California is Family" Disaster Relief Program?**

**A:** Customers are allowed one New Vehicle Purchase/Lease for each Loss/Damaged Vehicle.

**Q: Are vehicles delivered under the "California is Family" Disaster Relief Program eligible for other incentives?**

**A:** Yes, the "California is Family" Disaster Relief Program is compatible with all public incentive offers including Customer Cash, Low APR, Standard APR, Special APR and Red Carpet Lease Customer Cash & Rates.

"California is Family" Disaster Relief Program is NOT compatible with Incentive Protection.

In addition, the "California is Family" Disaster Relief Program is compatible with private offers including, but not limited to the following:

- First Responder Bonus Cash
- Farm Bureau Affinity Program
- USAA Total Loss Direct Offer

Please reference SMART VINCENT for program compatibilities.

**Q: What impact does claiming the “California is Family” Disaster Relief Program have on FDAF generations?**

**A:** FDAF generations will be treated as any other non-plan retail sale. As a result of this, there is no impact for the FDAFs.

**Q: How do I handle A/Z/D customers or customers wishing to utilize an X-Plan PIN?**

**A:** AXZD-Plan delivery types utilizing a PIN are required to follow the AXZD-Plan New Vehicle Purchase guidelines, including requirements for document fees. Similarly, for customers who wish to purchase under the traditional X-Plan program using a PIN, dealers are required to follow the X-Plan requirements, including the limitation on document fees.

**Q: Are dealer demonstrator units eligible?**

**A:** Yes, dealer demonstrator units are eligible.

**Q: Are out-of-service Ford Customer Transportation Program (FCTP) units eligible?**

**A:** Yes, FCTP units that have met all in-service requirements and are subsequently sold to a retail end user are eligible for the program.

**Q: When must I use the “California is Family” Disaster Relief Extra-Charge Item Acknowledgment Form?**

**A:** Dealers are required to complete the Extra-Charge Item Acknowledgment Form anytime a vehicle’s total selling price is above A-Plan due to an approved Extra Charge Item (See “California is Family” Disaster Relief Extra-Charge Item Acknowledgement Form for approved items).

**Q: Are transportation costs, additional prep fees and dealer locate fees allowed to be charged to the customer?**

**A:** Unlike AXZD-Plan rules, dealers are able to charge customers customary fees for transportation costs, additional prep, and dealer locate. Dealers should disclose this amount on the retail buyer's order and the “California is Family” Disaster Relief Extra-Charge Item Acknowledgement Form. This sheet must be signed by the customer indicating the customer agrees and accepts the price(s) as listed.

**Q: Where will dealer commissions be paid?**

**A:** “California is Family” commissions will be paid on the VINCENT statement.

# “California is Family” Disaster Relief Extra-Charge Item Acknowledgement Form

Instructions:

- Form to be completed by Dealer and signed by an authorized Dealership employee (Sales/F&I Dept)
- Customer must sign form and date
- Dealership must provide copy to customer and retain a copy in the deal jacket

Customer Name: \_\_\_\_\_

Vehicle Identification Number: \_\_\_\_\_

1. Amount listed on invoice below caption "A & Z Plan" \$ \_\_\_\_\_

2. Extra-Charge Items (Dealer-installed equipment, Negative Equity, Secondary Finance Charges, or other items)

PLEASE LIST EACH ITEM BELOW:

ITEM	PRICE
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

TOTAL EXTRA CHARGE ITEMS \$ \_\_\_\_\_

TOTAL SELLING PRICE (LINE 1 PLUS LINE 2) \$ \_\_\_\_\_

3. Less Manufacturers Rebates & Down Payment \$ \_\_\_\_\_

4. Total Selling Price of Vehicle \$ \_\_\_\_\_

The selling Dealership, through signature of its authorized employee below, confirms the Total Selling Price including Extra-Charge Items has been disclosed and fully explained to the customer.

\_\_\_\_\_  
Dealership Signature, Position & Date

\_\_\_\_\_  
Customer Signature & Date