

FDCI-02884 2009 FORD TRUCK COMMERCIAL CONNECTION UPFIT PROGRAM AND 2009 FORD TRUCK COMMERCIAL CONNECTION CASH INCENTIVE (PGM #32756/32758) (NATIONAL) Last Updated: September 3, 2008

Date: September 3, 2008

Overview Ford Division is announcing the 2009 Ford Truck Commercial Connection Upfit Program and 2009 Ford Truck Commercial Connection Cash Incentive, effective September 3, 2008. This program is designed to encompass all aspects of caring for the commercial customer in a single comprehensive program.

Changes to the 2009 Ford Truck Commercial Connection Program(s) include:

- 1. All documentation associated with Proof of Business as well as Proof of Upfit must be provided to Program Headquarters via online enrollment upload. To accommodate a transition period, faxes will be accepted until January 1, 2009. NOTE - call in/fax claims will no longer be accepted after January 1, 2009. Please see Incentive Claiming Instructions for complete details.

- 2. To eliminate misinterpretations of the Proof of Business Rules regarding complete vs. incomplete vehicles, certain language has been modified in this SMD. Additionally, vehicles reported sold in the name of an individual will require documentation proving that the individual is an owner of an eligible commercial business. Program Headquarters will make final determinations pertaining to rules interpretations.

- 3. 2007/2008/2009-Model E-Series Cargo Van with PEP Package 743A, 753A or 763A and any eligible delivery type are eligible.

- 4. 2007/2008/2009 Model F-650/F-750 are eligible for \$1,500 upfit reimbursement on upfits costing \$1,500 or more excluding factory installed options.

- 5. No Charge Power Group Option (62P) and Commercial Cargo Van Package (86C) will both be eligible for 2009 Ford Truck Commercial Connection incentives for FIN customers eligible for 56M discounts.

Utilize Program #32756 (The 2009 Ford Truck Commercial Connection UPFIT Program) to claim the \$500-\$1,500 UPFIT

amount. Please reference both SMART VINCENT and the program announcement below to determine eligible options and dollar amounts.

Utilize Program #32758 (The 2009 Ford Truck Commercial Connection Cash Incentive Program) to claim the \$300 Cash Incentive.

NOTE:

- Program #32756- (2009 Ford Truck Commercial Connection UPFIT Program) is NOT compatible with Program # 32758 - (2009 Ford Truck Commercial Connection Cash Incentive).

- Program #32756- (2009 Ford Truck Commercial Connection UPFIT Program & Program #32758 (The 2009 Ford Truck Commercial Connection Cash Incentive Program) are COMPATIBLE with Program #32772 - (Mobility Motoring).

- AXZD-Plan sales are not eligible.

- Please see program details provided below.

Program Number(s) #32756 - 2009 Ford Truck Commercial Connection Upfit Program
#32758 - 2009 Ford Truck Commercial Connection Cash Incentive

Program Dates September 3, 2008 through July 31, 2009

Eligible Vehicles 2007/2008/2009-Model E-Series (E150, E250 & E350 Cargo Van)
2007/2008/2009-Model E150 & E350 Wagon
2007/2008/2009-Model E350 and E450 Super Duty Cutaways and Stripped Chassis (Upfit Only) excluding E35/E45 with option 47M.
2008/2009-Model F-150, F-250, F-350 and F-450 Super Duty Pickup (Excl. Harley Davidson)
2008/2009-Model F-350/F-450/F-550 Super Duty Chassis Cab (Upfit Only)
2007/2008/2009-Model F-650/F-750 Super Duty Chassis Cab (Upfit

Only) - NEW FOR 2009

2007/2008/2009-Model LCF (Upfit Only)

2008/2009-Model Ranger

Note: Final paid vehicles are not eligible except for 2007 E-Series.

2007 F-650, 2007 F-750 and 2007 LCF will continue to be eligible until final paid.

Incentive Amount E-Series: A choice of a \$300 cash incentive or \$1,200 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,200 or more (excluding available factory installed options) for the purchase or lease of any new 2007/2008/2009-Model E-Series Cargo Van with PEP Packages 740A, 750A, 760A, or any new 2007/2008/2009-Model E-Series Cargo Van with PEP Packages 743A, 753A, or 763A with any eligible Delivery Type.

See following notes:

Note: Any 2007/2008/2009-Model E-Series Cargo Van with factory installed No Charge Racks & Bins by Masterack® (Option Code 96G) or No Charge EconoCargo® Interior System (Option Code 96B) or No Charge QuietFlex III® interior system (Option Code 96Q) is ineligible for other 2009 Ford Truck Commercial Connection Program offers.

Note: FIN customers eligible for 56M discounts may also choose the No Charge Power Group Option (62P) or Commercial Cargo Van Package (86C) and will be eligible for other 2009 Ford Truck Commercial Connection Program offers.

- E-Series Wagon:

Qualified commercial customers will have a choice of a \$300 cash incentive or \$1,000 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,200 or more (excluding available factory installed options) for the purchase or lease of any new 2007/2008/2009-Model E-Series Wagon.

- E-Series Super Duty Cutaway and Stripped Chassis:

Qualified commercial customers are eligible for \$1,000 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,200 or more (excluding available factory installed options) for the

purchase or lease of any new 2007/2008/2009-Model E-Series Super Duty Cutaway or Stripped Chassis, excluding E35/E45 with the optional Motor Home Prep Package (Option Code 47M).

Incentive
Amount F-
Series:

- F-150 Regular Cab, F-150 SuperCab and F-150 SuperCrew:

Qualified commercial customers will have a choice of a \$300 cash incentive or a \$500 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,200 or more (excluding available factory installed options) for the purchase or lease of any new 2008/2009-Model F-150 Regular Cab, F-150 SuperCab and F-150 SuperCrew.

- F-250/F-350/F-450 Super Duty Pickup Truck (Excl. Box Delete 66D or 669):

Qualified commercial customers will have a choice of a \$300 cash incentive or a \$500 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,200 or more (excluding available factory installed options) for the purchase or lease of any new 2008/2009-Model F-250/F-350/F-450 Super Duty Pickup Trucks. Snow plow upfits costing \$1,200 or more are available for an additional \$500 upfit reimbursement. (Only 2008/2009-Model F-250/F-350/F-450 Super Duty trucks with "47B, 473 or 47S Snow Plow Prep Package" are eligible for the \$1,000 upfit incentive)

- F-350/F-450/F-550 Super Duty Chassis Cab & F-250/F-350 Super Duty Box Delete (66D or 669):

Qualified commercial customers will receive a \$1,000 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,200 or more (excluding available factory installed options) for the purchase or lease of any new 2008/2009-Model F-350/F-450/F-550 Super Duty Chassis Cab or F-250/F-350/F-450 Super Duty Box Delete (66D) or (669).

- F-650/F-750 Super Duty Chassis Cab (NEW FOR 2009):

Qualified commercial customers will receive a \$1,500 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,500 or more (excluding available factory installed options) for the purchase or lease of any new 2007/2008/2009-Model F-650/F-750 Super Duty Chassis.

Note: 2007 F-650/F-750 will continue to be eligible until final paid.

Incentive Amount - LCF: Qualified commercial customers will receive a \$1,000 upfit reimbursement on minimum combined eligible commercial upfits costing \$1,200 or more (excluding available factory installed options) for the purchase or lease of any new 2007/2008/2009-Model LCF.

Note: 2007 LCF will continue to be eligible until final paid.

Incentive Amount - Ranger: - Ranger:
 Qualified commercial customers will have a choice of a \$300 Cash Incentive or \$500 upfit reimbursement, excluding available factory installed options, on minimum combined eligible commercial upfits costing \$1,200 for the purchase or lease of any new 2007/2008-Model Ranger Regular Cab and Ranger SuperCab pickup.

Eligible Sales Types

#32756	Retail	Flex Buy	RCL	Other
#32758				
Standard	0, E	Z	L, R	6, 7, D

Eligible Customers: Qualifying residents of the United States. Please refer to the Standard Rules of Eligibility dated 04/2006 for eligible states and counties in your region.

Proof of Customer Eligibility: For incomplete vehicle sales reported sold in the name of the qualified commercial business (e.g. Chassis Cab, Stripped Chassis, Cutaway, LCF, F-250 - F-350 with Box Delete), Proof of Business is NOT required.

For complete vehicle sales (e.g. Pickups, Vans, Wagons) Dealers are required to verify commercial customer eligibility and electronically upload at least ONE of the listed acceptable proofs of eligibility via the online enrollment website. Additionally, please retain a photo copy of the uploaded documents in the sales jacket.

- Business License (not occupational license)
- "DBA" or Assumed Name Documentation
- Articles of Incorporation

- Sales Tax License
- Commercial General Liability Insurance Policy/Public Liability Insurance Policy and/or Workman's Compensation Insurance Policy.
- Verifiable D&B Listing
- FIN Code
- Crop and/or Livestock Insurance
- Federal Land Use Restriction and/or Land Grant Subsidy Documentation
- Verifiable individual state authorized business registry/corporate websites, e.g. Sunbiz in Florida
- If any vehicle, complete or incomplete, is reported sold in the name of an individual in lieu of the name of the qualified commercial business, the dealership MUST be able to provide proof that the individual is the owner (NOT merely an employee) of the qualified commercial business.

Note: For customers not having any of the proofs listed above, but who you believe to be eligible, contact Program Headquarters at 1-888-848-3673 to review special circumstances and make individual approval/rejection determinations based on the evidence provided.

Note: Business Cards, letterhead, invoices and Business phone listings from Yellow Page Advertisements are NOT acceptable proof of commercial customer eligibility.

Note: Evidence of a listed individual's name in specific profession is NOT an acceptable proof of business, e.g. being listed as a Veterinarian does not constitute proof that the individual is the owner of a Veterinary Practice.

Eligible
Upfits:

Including but not limited to:

- Dealer installed commercial accessories
- Snowplows and salt spreaders
- Rear lift gates
- Side racks
- Ladder racks
- Non factory installed racks, bins, and shelving interior packages
- Safety partitions / bulkheads
- Spray tanks and spreaders

- Winches
- Professionally created and permanently installed, painted or vinyl, company graphics / logos.
- Bodies such as contractor, service, ambulance, shuttle bus, crane, utility, high cube, catering, dump, trailer, stationary winch and rollback.
- Transfer cost of an existing commercial body from an old chassis to an eligible new chassis.
- Commuter van equipment

*Note: Any upfit that is in total or in part the equivalent of an available RPO is not eligible. Likewise air conditioning and electronic accessories are not eligible. Ford Motor Company reserves the right, via Program Headquarters, to make final decisions regarding eligibility of types of upfit.

Factory installed options, or options that are available for factory installation, are NOT eligible for reimbursement under the Commercial Connection Program.

Incentive Claiming: All incentive claims require customer, sales and appropriate upfit documentation to be uploaded electronically (PDF, jpg, tiff, giff) via the Online Program Enrollment Website to Program Headquarters.

While dealers are strongly encouraged to immediately begin the electronic upload process, dealers may fax claims with required documentation to (800) 491-7690 until January 1, 2009. After January 1, 2009 fax claims will not be accepted. Please DO NOT mail any documents.

Please Note: If your dealership engages in selling chassis cabs directly to upfit companies for their ultimate sales to the commercial end-user, your dealership must report those sales in CONCEPS with the proper end-user, after the delay of warranty papers have been submitted.

For FIN customers, Program Headquarters does not have to wait for re-invoicing for sales type 7 and D or to verify non-CPA status. VINCENT will edit for ineligible units and/or charge back the dealer if units do not meet program criteria.

Enrollment Procedure & Pgm Hqrt Contact Options: A paperless enrollment procedure will be utilized for the Ford Truck Commercial Connection Program. Customers who meet eligibility requirements must be enrolled by following procedures within this communication. Dealers may contact Program Headquarters in one of two ways.

Program Headquarters:

Contact Options

1.- Online Program Enrollment Website - <http://cni.dealerconnection.com>. This process will be mandatory after January 1, 2009.

2. FAX - (800) 491-7690. Faxes will continue to be offered for limited time only, September 3 - January 1, 2009.

For optimum efficiency, please have all of the following information ready before submitting claim to Program Headquarters.

- Program Number
- Company Name and Owner Name
- Address, City, State, Zip Code
- Vehicle Identification Number
- Retail or Lease; Ford Credit or Other
- Customer's Incentive Choice
- Upfitter's Information (Name, Address, Phone Number)
- Upfit Amount
- Proof of Business Documentation
- Proof of Upfit - Signed Bill of Sale/Customer Agreement if the upfit is itemized; otherwise an invoice (not a quote) from the upfitter that is dated and appropriately marked as paid.

Dealers will be provided an Authorization Number for use in claiming the incentive via the VINCENT Online Claims Entry System the following business day.

Reporting Information Form:

There is a "Reporting Information Form" available for this program to assist you in either calling or going online to Program Headquarters.

It is labeled ENROLLMENT FORM 2007 FORD TRUCK COMMERCIAL CONNECTION and located on the "Announcements & Forms" page of your "Regional Summary" or it can be accessed via the following link:

Online Program Enrollment Website - - Standard Rules of Eligibility dated 4/2006 apply.

- Program # 32756 (2009 Ford Truck Commercial Connection UPFIT Program) is compatible with Program # 32772 - (2009 Mobility Motoring Bonus Customer Cash).

- Program # 32758 (2009 Ford Truck Commercial Connection Cash Incentive) is compatible with Program # 32772 - (2009 Mobility Motoring Bonus Customer Cash).

- Final paid vehicles are NOT eligible except where noted.

- Transferable from Business to Business Owner.

- There is no Rule of limit for the 2009 Model Year Commercial Connection Program. If a dealer engages in a sale with a retail customer (not fleet), the rule of limit will be applied through the retail customer cash, RCL cash or APR program the customer chooses.

- A, X, Z and D Plan units are NOT eligible.

- Dealer demos enrolled under the BPN Commercial Truck Demo Program or the Demonstrator Program for Authorized Pool Accounts are eligible.

- This incentive may be used in conjunction with other incentives available to the general public including geographically restricted programs.

- FRCS, LMCRS and other daily rental units are ineligible.

- Units sold or leased to Ford or Lincoln Mercury dealers are ineligible.

- Units receiving any form of CPA (56A), GPC (56G), Long-Term Rental (56K) or other concessions are ineligible.

- Driver education and service loaners are ineligible.

This incentive may not be used in combination with:

- Any other manufacturers, incentive matching programs.

- Any other private offers, including those introduced following the announcement of this program and not available to the general public.

- Vehicles must be part of the day-to-day operation of your business.

- If you have questions concerning VINCENT, contact the Marketing Communication Center at (800) 548-3212.

- As a reminder, to avoid payment reversals, please access the VIN

SPECIFIC ELIGIBILITY screen and print a valid VINCENT/Smart VINCENT screen on the date of sale that includes the VIN and correct sales information.

Ford Motor Company Right to Audit Ford Motor Company will periodically audit dealer records to ensure compliance with incentive programs and amounts paid to the dealers. As the dealership is responsible for providing proof of eligibility, the dealership must upload required documents to the Online Program Enrollment Website and retain photo copies of all required supporting documentation in the sales jacket. These documents and related records, including journal and ledgers that relate in any way, in all or in part, to vehicle sales claim transactions must be retained for at least two years. This includes proof of transfer and copy of original finance contract showing co-signer for eligibility. Failure to retain such documents will result in payment reversals.