The nature of the review associated with the Ford Dealer Advertising Co-op Program is limited to conformance with the rules of the program as published from time to time and does not include compliance with any Federal, State, Local or other legal requirements or prohibitions. Dealers are responsible for ensuring that their advertising complies with all relevant legal requirements, regardless of whether such requirements are outlined in these guidelines. Dealers must also adhere to the Ford Contest and Incentive program rules. Dealers are responsible for ensuring that their ads do not misrepresent Ford’s services offerings or products (i.e.: fuel economy, 0-to-60 performance, etc.). Pre-approval of Dealer ads by or on behalf of Ford Motor Company does not signify legal approval. Participating Dealers agree that the Dealer is responsible for ensuring that the Dealer’s advertising conforms to all applicable local, state, and federal laws, and that Ford Motor Company is not responsible for any actions or proceedings of any kind, claims, damages, liabilities, costs, and/or expenses arising out of or relating to such advertising under this agreement. Participating Ford Dealer Advertising Co-op Program Dealers that place ads found to contain illegal content, or that violate the Sale and Service Agreement, are subject to chargeback of funds paid through the Ford Dealer Advertising Co-op Program. These guidelines are not intended to set forth legal advertising criteria but rather to encourage advertising that promotes Ford as brand committed to Go Further for its customers, communities and each other.

Complete Co-op Program information is available at www.fordcoop.com and www.fdtoolbox.com by clicking the Co-op navigation tab.

**Category 1: Brand Integrity**

1a. All appearances of the Ford trademark name and logos must comply with the current Global Ford Guidelines (available at www.fdtoolbox.com).

1b. The approved Ford logos available at the Ford Toolbox must not be embellished or altered in any way.

1c. Dealers must avoid advertising that undermines the value of the Ford Brand, including advertising with sexual, racial, religious or political overtones.

1d. Advertising must not state or imply that any Ford Dealer has favorable status or preferential standing in the marketplace at the expense of another Ford Dealer.

1e. In print advertising in which competitive makes and models (including Lincoln) appear, all Ford vehicles must be separated by a solid, uninterrupted box or line (1 pt. minimum). Advertising in which competitive brands appear will be prorated according to the percentage of space devoted to Ford. All broadcast advertising must be exclusively Ford. Note: Dual Ford/Lincoln Dealers enrolled in the Lincoln Ad Covenant Program (LACP) must follow the LACP guidelines (including those pertaining to brand separation). The LACP guidelines can be found at www.lincolnad covenant.com.

1f. If more than 50% of the space in any advertisement is dedicated to non-Ford, Lincoln and/or Mercury Certified Pre-owned used vehicles, the ad will be ineligible for reimbursement. In new vehicle and/or Certified Pre-owned vehicle advertising in which non-certified Ford, Lincoln and/or Mercury used vehicles appear, reimbursement will be prorated based on the dedicated ad space occupied by new Ford and/or Ford, Lincoln and Mercury Certified Pre-owned vehicles.

1g. In print advertising, the section of the ad that is dedicated to Ford new vehicles must be clearly separated from those dedicated to used or Certified Pre-owned vehicles by a solid, uninterrupted box or line (1 pt. minimum). All broadcast advertising must be exclusively Ford new-vehicle advertising. Note: Compliant Certified Pre-owned advertising is eligible for 100% Co-op reimbursement.

1h. Any portion of an ad dedicated to Parts and Service messaging or coupons is not eligible for reimbursement. If present, Dealers will only be reimbursed for a prorated amount based on the dedicated ad space occupied by Ford new vehicles.

1i. In all forms of advertising, Ford dealers must not misrepresent themselves as the Ford Motor Company corporate entity. Any form of advertising, including printable materials, marketing messaging, and marketing promotions, must offer the clear message that is being produced by the Ford dealer and not by Ford’s corporate office.

1j. Go Further nomenclature must be used for its intended purpose, which is to enhance the brand using messaging that highlight’s our commitment to Go Further for our customers, communities and each other. Advertising that includes Go Further references with negative connotations toward the company or other dealers is prohibited i.e.“We Go Further than Anytown Ford” or “Your dollars Go Further at Anytown Ford”. Additionally, Go Further must never be used in reference to pricing or discount policies/practices i.e. We Go Further with our discounts at Anytown Ford.

1k. Consumer Union reports or ratings (Consumer Reports, Consumers Union, etc.) used in advertising to promote a product or service is prohibited. Third-party endorsements (JD Power, Motor Trend, etc.) may only be used in Dealer advertising as directed by Ford.

1l. The Ford Motor Company Dealer Domain Name and Website Policy requires that dealer domain names which contain the ‘Ford’ name reflect the dealer’s approved trade name. Please note that this policy applies to all Domain Names registered by Ford dealers which contain the ‘Ford’ name, including those provided by Company authorized agencies like the Dealer Connection websites and 3rd party developed websites utilized by the dealer.
**Category 2: Advertising Messages**

**Prohibited Words and Phrases**
Advertising messages that imply distress are not consistent with the Ford image and are prohibited. Dealer advertising for new Ford vehicles must not include any of the following words and phrases or any words and phrases with similar meanings:

2a. “above/below/at cost”  
2b. “above/below/at invoice”  
2c. “dealer invoice”  
2d. “factory invoice”  
2e. “dealer cost”  
2f. “wholesale cost”  
2g. “guaranteed credit approval”  
2h. “no credit rejected” or “all credit accepted”  
2i. “we finance everyone”  
2j. “bad credit, no problem”  
2k. “liquidation”  
2l. “good credit, bad credit—all applications accepted”

**Special Pricing Language**
Words and phrases suggesting that a Dealer has received special inventory or pricing from Ford or the Region/Distributor, or an exclusive Factory, Regional or Distributor benefit are prohibited. Dealer advertising must not include any of the following words and phrases or any words and phrases with similar meanings unless Ford has authorized the usage in a dealer communication:

2m. “factory authorized”  
2n. “factory challenged”  
2o. “authorized distribution center”  
2p. “public notice”  
2q. “public sale”  
2r. “discount/warehouse center”  
2s. “outlet/warehouse”  
2t. “warehouse store”  
2u. “warehouse price”  
2v. “you qualify for a new test-marketing program”  
2w. “special purchase” or “special pricing”  
2x. “pricing so low, it’s like buying from the factory”  
2y. “Buy-back”  
2z. “supplier or employee pricing for everyone”  
2dd. “program headquarters”  
2ee. “bailout”  
2ff. “we will not be undersold”

**Use of “Clearance,” “Free” and “Rebate”**

2aa. Use of the word “clearance” is prohibited except during specified time frames at model-year or calendar-year end, in accordance with dealer communications issued by Ford or in conjunction with local FDAF sales events. Use of the word “clearance” outside traditional model-year or calendar-year end is permitted if the use of the phrase applies to prior model year Ford vehicles only and within 90-days of Job 1. Please reference the Co-op Web site for Job 1 dates.

2bb. In accordance with Federal Trade Commission (FTC) guidelines and all 50 state laws, the words “free” and “no charge,” or other words and phrases with similar meanings, may be used only when the Dealer is offering an unconditional gift not tied to a purchase, in which case the phrase “no purchase necessary” must appear in the body of the ad or in a disclaimer. If the customer must purchase a product or service to receive a “no-charge” item, all of the following requirements must be adhered to:

- The price of the purchased product or service must not have been increased or its quantity or quality reduced to include the “no-charge” item.
- The dealer must disclose clearly and conspicuously in the body of the ad, as a part of or adjacent to the offer (not in a footnote, in fine print or another location in the ad), the requirement to make a purchase in order to receive the “no-charge” item.
- The “no-charge” offer must be temporary, and the time period of the offer must be clearly specified in the body of the ad or in the disclaimer.
- The ad must follow FTC guidelines and applicable state laws on the use of the words “no charge.”

2cc. The words “rebate,” “cash rebate” and “owner loyalty rebate” may be used only if the advertising clearly identifies the source as either factory or finance in the body of the ad. Dealer-provided rebates (e.g., “dealer owner loyalty rebate”) are not permitted. Advertised rebates must comply with applicable federal and state laws.

**Category 3: Claims and Recognition Awards**

3a. All claims regarding a dealership’s size, sales volume or claims of growth must be substantiated. Advertising in which the claim “#1 Ford Dealer,” “largest Ford Dealer,” “fastest growing” or a similar claim appears must comply with all of the following requirements:

- The claim must be based on retail sales for the previous calendar year, and supporting documentation from an internal sales report validated by Ford must appear in the body of the ad or in a disclaimer.
- The ad must specify whether the claim is being made for car, truck or total new retail vehicle sales.
- The ad must specify whether the claim is being made for a Metro Market (as defined by an internal sales report validated by Ford), a state, a region or the United States.

3b. Claim language must not state or imply that the Dealer receives special inventory or pricing from Ford or a distributor as a result of the dealership’s size, inventory or volume. For example, the following claims, and any claims with similar meanings, are prohibited:

- “The Factory Loves Us Because We’re the #1 Ford Dealer in the State!”
- “We’re the Largest-Volume Ford Dealer in the State, and We’re Passing on the Savings to You!”

3c. Winners of the President’s Award, or any other recognition award, may use the recognition awards logo in advertising but must include the year(s) won.
**Category 4: Vehicle Price**

4a. All price advertisements must be in compliance with federal and state laws (see program disclosure at the beginning of this document).

4b. When advertising a vehicle price, payment or offer, the vehicle's year and model must appear in the body of the ad. If the vehicle is not current model year it must identified as new, used or Certified Pre-owned. Vehicle photography and descriptions must be consistent with the Ford model advertised.

4c. The advertised price, payment or offer must include all customer charges except state and local taxes, tags, title and registration. All dealer fees and amounts must be disclosed clearly, conspicuously and legibly in the body of the ad or in the disclaimer.

4d. In all advertising (except radio) that includes a vehicle price, payment or offer applicable to only one or two vehicles, the dealer must have the vehicles in stock and must disclose the VINs or stock numbers in the body of the ad.

4e. All stackable rebates not available to the general public (e.g., first-time buyer, military) must be disclosed clearly, conspicuously and legibly next to the vehicle price in the body of the ad.

4f. When advertising a dollar or percentage discount, the discount must be based on the manufacturer suggested retail price (MSRP), must be advertised as such (e.g., “5% off MSRP,” “$3,000 off MSRP”) and must be tied to a vehicle offer in the body of the ad.

4g. Advertising for factory demos, program vehicles, fleet vehicles, off-lease vehicles, repossessions, rental vehicles, and other non-new vehicles must include the vehicle's VIN or stock number and must clearly state in the body of the ad next to the vehicle information that the advertised vehicle is not a new vehicle. Please refer to Guidelines 1f and 1g.

4h. Additional dealer markup or Guaranteed Trade Assistance is not allowed and must not appear in dealer advertising.

**Category 5: Lease Advertising**

5a. All lease advertising must conform to federal, state and local laws. Disclosure requirements must be clear, conspicuous and legible. All of the following mandatory disclosure requirements must appear in the body of the ad unless otherwise noted:

- That the offer is for a vehicle lease
- Vehicle model and year
- Total amount due at signing
- Number, amounts and periods of scheduled payments
- Whether or not a security deposit is included
- Expiration date of the offer (can appear in the disclaimer)
- Whether applicable taxes and fees are included
- Applicable state and local laws (can appear in the disclaimer)

In TV and radio advertising, a toll-free number may be referenced and include the extensive lease details. All of the following mandatory disclosure requirements must still be voiced in the body of the ad:

- That the offer is for a vehicle lease
- Vehicle model and year
- Total amount due at signing
- Number, amounts and periods of scheduled payments
- That the remainder of the lease information is available by calling xxx-xxx-xxxx

Additionally, the toll-free phone number option described above only applies to radio and TV ads and must be established no later than the advertisement's air date. It also must continue for at least 10 days after the air date. Callers must be given all the required disclosures early in the message. A clear and conspicuous written copy of the disclosures also must be given to anyone who asks for it.

**Category 6: Ford Credit**

6a. If the Ford Credit logo is included in dealer advertising, only approved logos available on the Ford Toolbox (www.fdtoolbox.com) are permitted.

6b. Advertisements are not permitted to state or imply that consumers are automatically approved, pre-approved, prequalified or suggest ease of credit approval through Ford Credit.

6c. The acronym “FMCC” is not allowed in any advertisement. All advertising references to Ford Motor Credit Company, LLC must be written as “Ford Credit.”

**Category 7: Internet Advertising**

7a. Dealers must avoid online advertising or sponsored-link placement practices that are deceptive, misleading or intended to divert consumers from finding or visiting another Ford Dealer's Web site.

7b. Dealers must not display or utilize domain names (i.e., URL Web site addresses) that include the name or specific location of another Ford Dealer or that denigrate or are detrimental to the reputation of another Ford Dealer in the marketplace.

7c. Purchasing a search engine marketing key word that includes the name of a competing Ford Dealership is prohibited.

7d. The appearance of competitive makes, models, mentions, etc., in an online ad will render the ad ineligible for payment. However, the Dealer Web site landing page to which consumers who have selected an advertisement or a sponsored link are directed may contain comparative information on the superiority of Ford products and services.
Category 8: Alliances, Sponsorships and Events

8a. It is strongly recommended that all creative concepts for banners, invitations, handouts and other materials that are not accessed at www.fdtoolbox.com be submitted for pre-approval.
8b. It is strongly recommended that a summary that specifies the location, description, date and other relevant details about the alliance, sponsorship or event be submitted for pre-approval.
8c. It is strongly recommended that the names of other entities whose involvement will be solicited (e.g., caterers, entertainers) be submitted for pre-approval.
8d. The dealership must secure appropriate city permits, supplier certificates of insurance and driving waivers.
8e. Alcohol must not be served at any alliance/sponsorship/event that involves a test drive or driving experience.
8f. Alliances/sponsorships/events must be Ford automotive exclusive.
8g. The venue and theme must be consistent with Ford’s Brand message.

Examples of alliances, sponsorships and events include, but are not limited to, auto and trade shows, in-dealership new-vehicle launch events, fairs, festivals, local sports/racing team sponsorships, Hole-In-One, tour unit displays and marketing in conjunction with malls, concerts, zoos and other high-traffic venues.

To ensure that alliances, sponsorships and events reflect positively on the corporate brand and are consistent with other marketing and advertising activities, it is strongly recommended that a pre-approval form (available on FD Toolbox under the co-op navigation tab) be submitted to the Ford Dealer Advertising Consulting Center at least 30 days before the activity date.

The rules for alliances, sponsorships and events follow all Ford Dealer Advertising Co-op Guidelines except, unlike print advertising, activities that include competitive makes, models and/or mentions are not eligible for reimbursement.

Category 9: Certified Pre-owned

9a. All appearances of the Ford and Lincoln trademark names and logos must comply with the current Global Ford Guidelines (available at www.fdtoolbox.com and www.lincolntoolbox.com). The approved Certified Pre-owned Logos must not be embellished or altered in any way. No Mercury Certified Pre-owned Logo may be used.
9b. All Ford, Lincoln and/or Mercury Certified Pre-owned vehicle advertising MUST include an approved Ford and/or Lincoln Certified Pre-owned Logo and at least two of the following elements:
   • “172-point inspection by factory-trained technicians”
   • “factory-backed 7-year/100,000-mile powertrain warranty coverage”
   • “factory-backed 12 month/12,000 mile comprehensive limited warranty”
   • “free vehicle history report”
   • “RELAX, It’s Covered” logo
9c. In print advertising in which competitive makes and models appear all Ford, Lincoln and/or Mercury Certified Pre-owned vehicles must be separated by a solid, uninterrupted box or line (1 pt. minimum). Advertising in which competitive brands appear will be prorated according to the percentage of space devoted to Ford, Lincoln and/or Mercury Certified Pre-owned vehicles. All broadcast advertising must be exclusively new Ford and/or Lincoln and/or Mercury Certified Pre-owned.