

Owner Advantage Rewards®

Member Terms and Conditions

General Information

The Owner Advantage Rewards Program (the “Program”) is brought to you by Ford Motor Company (“Ford”) and the Ford or Lincoln Dealership at which you enrolled in the Program (“your dealership”). The Program including but not limited to rewards generated and/or redeemed, is only applicable to the dealership at which you have enrolled. Membership is valid only at the dealership that enrolled you. Each dealership is independently owned and operated and program benefits may vary. See your dealership for complete Program details including information on benefits offered by your dealership.

Membership

Membership in the Program at your dealership (“Membership”) is open to U.S. residents (excluding U.S. territories) who are 18 years of age or older. Your dealership may enroll you in the Program, upon your consent, during your service visit or vehicle purchase process. There is no fee to enroll and membership can be canceled at any time without penalty. You may have separate memberships at more than one dealership. Membership and benefits shall be considered void where prohibited by law.

All individuals within a household, defined as follows, may share one Membership. “Household” is defined as individuals who are spouses, domestic partners, siblings, parents or children of the household’s primary member and who live at the primary member’s address. “Primary Member” is defined as the individual in the household who enrolls the household or, in some cases, the member who has been pre-assigned as the primary member by Ford or your dealership. All individuals within the household accrue and redeem in the same Membership account (“Account”). Each individual may belong to only one household. Membership and Program benefits are not transferable to individuals outside the household. By participating in the Program, you expressly agree and consent to the disclosure or transfer of your account(s), to another dealership, at the discretion of Ford Motor Company.

Employees of the dealership are not eligible for membership. Your dealership or Ford may waive the exclusions described herein in general or on a case-by-case basis at their sole discretion. Membership is not available to corporations, organizations, fleet, or legal entities. Ford or your dealership may, at their sole discretion, determine which individuals, vehicles or addresses constitute a household, and may combine or separate accounts or separate individuals into multiple accounts at any time and at its sole discretion. Ford and your dealership are not responsible or liable for disputes regarding the eligibility of a person to redeem rewards from an account.

Earning Rewards

As a member of the Program, you may earn Service Rewards: a one-time \$10 enrollment bonus, a 5% reward amount on the amount you pay for qualifying parts and services purchased at your dealership, rounded down to the nearest penny, and a complimentary oil change once you have purchased four oil changes, At its sole discretion, your dealership may choose to change the number of oil change purchases required to earn a complimentary oil change. See your dealership for complete details regarding service rewards offered to members.

Your dealership may, at its sole discretion, choose to allow you to earn Sales Rewards: a complimentary oil change with the purchase of a new, used or certified pre-owned Ford or Lincoln vehicle and rewards which may be applied toward a future purchase of new Ford or Lincoln vehicle. Sales Rewards cannot be earned on purchases of vehicles through a Ford employee, Partner Recognition, or dealership employee plan. Furthermore, participants of aforementioned employee programs should see the dealership for additional details and limitations.

You may also eligible to earn special member incentives provide by Ford or your dealership. Certain restrictions may apply. See your dealership for complete details.

Program Rewards may be earned or redeemed only when you show government-issued picture identification at the time of payment at your dealership. The person who pays for a purchase designates the Membership account into which Program Rewards will be credited. No adjustments that would increase your Membership account balances will be made after payment is made in full, the service or vehicle sale is complete, or the vehicle or part is delivered, whichever occurs first.

Reward calculations are based upon dollars paid at checkout on eligible purchases. Eligible purchases do not include program rewards, any other deductions to the amount directly paid by you, applicable taxes and/or fees, warranty repairs, body shop repairs, fleet or wholesale purchases, or other charges determined by Ford or your dealership.

In certain cases, you may be required to pay a minimum amount directly "out-of-pocket" to earn a Program Reward. . When parts, vehicles, or other purchases are returned or an adjustment is made to a prior transaction that accrues Program Rewards, the associated Program Rewards will be deducted from your account. If the purchase of a vehicle is cancelled, no Program Rewards for that purchase will be credited to the member. Households are entitled to no more than one enrollment bonus per dealership. Program Rewards have no cash value and are nontransferable. Ford and your dealership are not responsible for communications and account information lost due to change of address or other contact information. Your dealership, not Ford, is responsible for delivering the Service and Sales Rewards described in this document. See your dealership for complete Program details Ford does not have any liability or obligation with regard to Rewards issued by your dealership.

Redeeming Rewards

You are eligible to redeem Service Rewards on eligible service transactions and parts purchases at your dealership. A service or parts purchase may be required in order to redeem rewards. Service Rewards may be used in conjunction with most other discounts or offers toward the purchase of products or services, not to exceed the purchase amount. Within one calendar year, a member may redeem a maximum of \$500 in Service Rewards.

You may be eligible to redeem a Dealer-specified number of Service Reward Oil Change credits for a complimentary oil change. A complimentary oil change must be of equal or lesser value than the lowest price paid for the paid oil changes purchased to earn the reward. Within one calendar year, a member may redeem a maximum of five complimentary oil changes.

You may be eligible to redeem Sales Rewards on eligible purchases of new Ford or Lincoln vehicles. The maximum amount of Sales Rewards that may be redeemed is \$500 per vehicle. Sales Rewards may be used in conjunction with most other discounts or offers toward the purchase of the vehicle. Sales Rewards cannot be redeemed on purchases of vehicles through a Ford employee, Partner Recognition, or dealership employee plan.

You may also eligible to redeem special member incentives provide by Ford or your dealership. Certain restrictions may apply. See your dealership for complete details.

Service and Sales Rewards may only be redeemed at your dealership. Redemption can only occur for rewards offered by your dealership. Each transaction involving a reward redemption, may include Rewards redemptions from only one account. Program Rewards cannot be earned or redeemed for certain products and services or prior purchases. Additional Ford and dealership restrictions may apply, see your dealership regarding restriction details. If any taxes are owed associated with redemption, you are responsible for paying those taxes. Certain rewards may expire sooner than the account expiration, such rewards are immediately forfeited upon expiration. See your dealership for details regarding redeeming rewards and rewards expiration.

Member Communications

As a member of the Program, you agree to receive advertising, marketing materials and other communications from Ford and your dealership via print, email or other means. The information you provide will be handled according to the Ford Privacy Policy. If you are interested in learning more about our privacy practices, please visit FordOwner.com/rewards or LincolnOwner.com/rewards

You may choose to not receive promotional communications from Owner Advantage Rewards in connection with our online and direct mail services. If you notify us that you do not want to receive promotional information through online or direct mail channels, we will not contact you directly through the online or direct mail channel you indicated with promotional messages about Owner Advantage Rewards. However, we may continue to send you program-related administrative communications, such as transaction history and account statements. To inform us that you do or do not wish to receive promotional communications from Owner Advantage Rewards, do one of the following: 1.) Select the opt-out link located on the bottom of all Owner Advantage Rewards program related emails (if email address is on file and you wish to no longer receive email communications); 2.) Call Owner Advantage Rewards PHQ @ 1-866-58-OWNER; or, 3.) Send your request in writing to Owner Advantage Rewards, Owner Advantage Rewards, 16800 Executive Plaza Drive, Dearborn, Michigan 48126

You may view your account activity online at FordOwner.com/rewards or LincolnOwner.com/rewards. For information about your account, contact your dealership at the telephone number on your membership card.

Membership Cancellation

You may cancel your membership at any time by notifying Ford in writing at the address above. All membership benefits, including accrued Rewards and earnings will immediately be forfeited upon cancellation.

Membership Termination

Participation in the Program is a privilege granted to members, and as such can be suspended, revoked or terminated at any time by Ford or your dealership for any reason. You understand and agree that in the event of termination of membership, your membership benefits including all Program rewards, earnings and benefits will immediately be forfeited. As a member, you are responsible for the accuracy of representations made regarding your account, and Ford and your Dealer's reliance upon them.

Program Changes and Program Termination

These member terms and conditions are effective April 1, 2012. Ford and your dealership reserve the right to change or terminate the Program, or parts thereof, at any time without notice and without further obligations to Program members, including, but not limited to, modifications which: a.) govern Program Earnings earned on and after the date of the change; or, b.) change the value of already accumulated Program Earnings. The Program is considered to be terminated as of the date that notice is posted online at FordOwner.com/rewards or LincolnOwner.com/rewards (the "Termination Date"). No Program Earnings will be earned or redeemed after the Termination Date. Any and all changes and/or amendments to these terms and conditions will become binding upon all Program members immediately. For the current Terms and Conditions, visit FordOwner.com/rewards or LincolnOwner.com/rewards.

Ford and your dealership assume no liability for any member's participation that contravenes the laws or regulations of his or her state. The Ford name, and all trademarks and logos displayed are owned or used under license in United States by your dealership. Trademarks include, but are not limited to Owner Advantage Rewards. Unauthorized use of any trademark displayed is strictly prohibited.