

North American Fleet, Lease and Remarketing Operations
CUSTOMER ASSOCIATION INCENTIVE MATRIX FOR VINCENT PROGRAM 96134

(Program Dates: January 4, 2012 through January 2, 2013)^g

Q1 2012 Update Effective January 4, 2012

Model/Brand Ford/Lincoln	2011 Models			2012 Models		
	56M National Incentive ¹ (Off-Invoice)	+ Association Incentive (Customer Cash)	= Association Incentive and 56M	56M National Incentive ¹ (Off-Invoice)	+ Association Incentive (Customer Cash)	= Association Incentive and 56M
CROWN VICTORIA	\$ 2,500	\$ 300	\$ 2,800	N/A	N/A	N/A
E-SERIES ^{a,c,d}	1,500	1,250	2,750	1,500	300	1,800
EDGE	1,500	300	1,800	1,500	300	1,800
ESCAPE ^o	1,500	1,250	2,750	1,500	1,300	2,800
EXPEDITION / EXPEDITION EL ^c	2,000	1,500	3,500	2,500	800	3,300
EXPLORER 4-DR	1,500	-	1,500	1,500	300	1,800
FIESTA	-	500	500	-	-	-
FLEX	2,000	800	2,800	2,000	300	2,300
FOCUS ^o	1,000	1,500	2,500	1,000	-	1,000
FUSION ^o	1,000	1,500	2,500	1,000	1,300	2,300
F-SERIES (U/8500 GVWR - NON SUPER CREW) ^o	2,500	500	3,000	2,500	300	2,800
F-SERIES (U/8500 GVWR - SUPER CREW) ^o	2,500	500	3,000	2,500	300	2,800
F-SERIES (O/8500 GVWR - Gas) ^b	2,500	750	3,250	2,000	300	2,300
F-SERIES (O/8500 GVWR - Diesel) ^b	3,000	1,250	4,250	3,000	800	3,800
11 MY F-650	4,500	-	4,500	-	-	-
11 MY F-750	4,500	500	5,000	-	-	-
12 MY F-650 GAS	N/A	N/A	N/A	2,500	-	2,500
12 MY F650/F750 DIESEL	N/A	N/A	N/A	4,500	-	4,500
MKS	1,500	1,300	2,800	2,500	300	2,800
MKX	1,500	800	2,300	2,000	300	2,300
MKZ ^{c,a}	2,000	800	2,800	2,000	300	2,300
MKT ^c	1,500	1,800	3,300	2,000	300	2,300
MUSTANG ^o	1,000	800	1,800	1,500	450	1,950
NAVIGATOR / NAVIGATOR L ^c	2,500	800	3,300	3,500	300	3,800
RANGER (I4-99D)	1,500	2,250	3,750	N/A	N/A	N/A
RANGER (V6-99E)	1,500	3,250	4,750	N/A	N/A	N/A
TAURUS Non-SHO	1,000	1,550	2,550	2,000	300	2,300
TAURUS SHO ^o	-	2,300	2,300	-	-	-
TRANSIT CONNECT less 86T Taxi Package	500	450	950	500	450	950
TRANSIT CONNECT w/ 86T Taxi Pkg	1,000	-	1,000	1,000	-	1,000
TOWN CAR ^c	4,000	300	4,300	N/A	N/A	N/A

Ford Authorized Pool Accounts cannot order vehicles with a fleet incentive. Ford dealer must apply for fleet incentive on eligible commercial applications following pool account assignment of chassis to Ford dealer. Ford complete vehicles, purchased from select body manufacturers, may not be eligible.

a/ The E-Series 47M - Motorhome Prep Package is not eligible.

b/ The F5D/F5K Motorhome Stripped Chassis is not eligible.

c/ Limo/Livery Packages: 18H/18J-Econoline, 60L-MKZ(12 MY), J5L-MKT(12 MY), 17L-Expedition/Navigator, L8J/L8E-Town Car Executive/L are not eligible.

d/ Recreational Vans (Arrays 743A, 753A and 763A) are not eligible.

e/ 56M and Tier incentives are \$0 on Mustang GT (P8C/P8F), Mustang Shelby (P8J/P8K), F150 Raptor, Focus BEV and all Hybrid vehicles. 56M is \$0 on Taurus SHO (P2K). Units are still eligible for Fleet Equalization.

f/ National Fleet Incentives include: Fleet Special Account Credit and all applicable Commercial Fleet Credits.

g/ Incentive amounts are typically updated quarterly unless otherwise noted.

Version 1: 1/04/12

December 26, 2011

To: All Ford & Lincoln Dealer Principals, Sales Managers, Sales Consultants, and F&I Managers

Subject: Early Model 2013 MY Commercial Fleet Incentives Announced (Option Code 56M)

Fleet is pleased to announce the 2013 Model Year Commercial Fleet Incentives on the below vehicle lines. Additional 2013 Model Year vehicle lines will be added as they become available. These 56M incentives are available for immediate ordering in CONCEPS.

2013 Model Year Ford and Lincoln National Fleet Incentives

VEHICLE	NATIONAL FLEET INCENTIVE \$ (56M)
FORD CARS & CUV's	
Edge	1,500
Flex	2,000
Taurus	2,000
FORD TRUCKS & SUV's	
Explorer	1,500
LINCOLN CARS, CUV's & TRUCKS	
MKS	2,000
MKT a/	2,000
MKX	2,000

Note:

2013 National Fleet Incentives include: National Fleet Incentive, Fleet Special Account Credit and all applicable Commercial Fleet Credits.

a/ 56M is not compatible with MKT Limo(J5L/400A), Livery(J5N/J5M) or Hearse(J5L/401A) packages

Please refer to the previous 2012 MY program announcement for complete terms and conditions of the program. That announcement remains posted to fleet.ford.com and can be viewed at the following link:

<https://www.fleet.ford.com/OrderingCenter/incentives/default.asp>

Please be sure option code 56M is included on eligible orders with a qualifying Commercial Fin to generate appropriate incentive!