







ConsumerConnection is a flexible solution that enables dealers to communicate to consumers across sales and service via multiple channels using a single tool.

[www.consumerconnection.dealerconnection.com](http://www.consumerconnection.dealerconnection.com)

## KEY

<p><b>ESSENTIAL COMMUNICATIONS</b></p> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid #ccc; padding: 5px; width: 40px; text-align: center;">NON-FORD FUNDED</div> <div style="border: 1px solid #ccc; padding: 5px; width: 40px; text-align: center;">FORD FUNDED*</div> <div style="border: 2px solid orange; padding: 5px; width: 40px; text-align: center;">QUICK LANE®</div> </div>	<p>All communications will be branded as Ford, Lincoln or Quick Lane® (as applicable).</p>	<p>Owner Advantage Rewards® (OAR) are included in sales and service communications. Member #, rewards balance, and expiration dates are included where applicable.</p>	<p> Indicates Recommended Channels</p> <p>Other Channels Available are noted.</p>	<p><b>CHANNELS</b></p> <div style="display: flex; justify-content: space-around; align-items: center;">  MAIL              PHONE              EMAIL              PRE-RECORDED CALL         </div> <p> Text message is only a Channel available for Gold Dealers.</p>
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\*To receive Ford Funding support, dealers cannot do the email-only approach. Dealers must send communications to all eligible Service Reminders for Loyal Customers AND must communicate to a minimum of 50% of the Defector audience via any channel.

†Minimum model year and mileage radius requirements apply.

Timing shown for each communication is approximate.


## VEHICLE PURCHASE      ONGOING SERVICE      REPURCHASE CONSIDERATION

**Purchase Thank You**  
Thank you communication sent 14 days after vehicle delivery.




### LOYAL CUSTOMERS

**Intro to Service**  
Communication sent 60 days after vehicle delivery to introduce customers to the service department.



**Past Due Maintenance Loyal 1**  
Communication sent 14 days after 1st missed maintenance (in each loyal cycle).



**Service Reminders for Loyal Customers\*†**  
Reminder sent 14 days prior to service due date to customers outside of their first year of vehicle service and have < 2 consecutive missed maintenance intervals.




**Past Due Maintenance Loyal 2**  
Communication sent 14 days after 2nd consecutive missed maintenance (in each loyal cycle).



**Service Reminders for 1st Year Service\*†**  
Reminder sent 14 days prior to service due date during the 1st year of vehicle service needs.




**Service Appt. Reminder**  
Appointment reminder delivered 48-72 hours prior to appointment day.



**Service Reminders for 1st Year Out of Warranty\*†**  
Reminder sent 14 days prior to service due date to customers who are within their first year out of manufacturer's warranty.



**Declined Service\*†**  
Communication to customers 7 days after the RO close date if declined work is identified on the RO (Ford funds brake/tire/battery only).



### LOST CUSTOMERS

**Service Reminders for Lost Customer\*†**  
Reminder to customers who have missed their 3rd & 4th consecutive service sent 14 days prior to service due date.




**Defector Campaigns\***  
Quarterly communication to customers who have 5+ missed maintenance intervals, and whose vehicle is 4-10 years old. National/regional event offers and Special Rebate Offers are integrated where applicable.




**Primary Market Area (PMA)**  
Monthly communication to customers who purchased their vehicle outside of the PMA in which they reside and have no paid service history at any dealer in 12 months.



**Private Offer Communication (Service)**  
Ongoing - Based on event date and data being received. (A minimum of 50% of eligible customers must be communicated to via any channel.)




**Service Thank You Messaging**  
After service thank you message sent to customers 1 day after the RO close date. Communication integrates the OAR post accrual earned balance when available.



### REPURCHASE CONSIDERATION


**Private Offer Communication (Sales)**  
Ongoing - Based on event date and data being received. (A minimum of 50% of eligible customers must be communicated to via any channel.)



**In-Market Sales (Incorporates National Events)**  
Monthly sales communication to customers that are most likely to purchase.




**Lease Expiration**  
Encourages repurchase during closing months of customer lease. Sent at 160 days and 90 days prior to lease expiration.




### IN EQUITY

**Ford Credit In Equity**  
In Equity messaging sent the 2nd month of each quarter. List will be supplied by Ford Credit.



**Ford Credit In Equity Follow-Up**  
Follow-up communication sent 14 days after the initial Ford Credit In Equity message when no purchase has occurred.









**In Equity Messaging (Non-Ford Credit)**  
In Equity messaging sent 1st month of each quarter. List contains customers with the following criteria: \$500-\$7,500 positive equity on their vehicle based on KBB/Finance data (excellent, good, fair) & top market ranks.



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Timing shown for each communication is approximate.

OWNER ADVANTAGE REWARDS®
FORD & LINCOLN PROTECT EXTENDED SERVICE PLANS
ACCESSORIES
OTHER


**Owner Advantage Rewards Quarterly Statements**  
Statement sent on the 15th of the 1st month of each quarter to members with at least \$5 service reward, \$100 or more sales reward and/or 1 or more oil change credits. (Email required for 100% of members with a valid email, for participating OAR dealers.)




**Special Owner Advantage Rewards Offers**  
Ongoing - Based on special offer event date and data being received.



**Owner Advantage Rewards Expiring Balance**  
Up to three communications sent monthly to members who have at least \$5 or more service rewards balance and/or 1 or more oil change credits that will be expiring within 3 months, 2 months and again at 1 month (if they still have not redeemed their rewards).

**Owner Advantage Rewards Service Activation**  
Communication sent monthly to OAR members who enrolled during a service visit in the last 3-4 months who have not revisited the dealership.



**Owner Advantage Rewards Member Redemption**  
Communication sent monthly to OAR members who have visited at least twice since enrollment and have at least \$20 or more service rewards and/or one or more oil change balance(s).




**Owner Advantage Rewards Member Retention**  
Email communication sent monthly to members identified as a low probability of visiting the dealership within the next 120 days with a service balance of \$3 or more and/or one or more oil change balances.



**Ford & Lincoln Protect Plan After Purchase**  
Communication targeting customers who have not purchased a plan.  
Selection criteria:  
• 60-89 days after vehicle purchase  
• 29-30 months AND <34,000 miles from warranty start  
• 33-34 months AND <34,000 miles from warranty start OR 30,000-34,000 miles and <35 months after vehicle purchase

**Ford & Lincoln Protect Plan Expiration**  
Communication targeting customers who have previously purchased a plan that is nearing expiration.  
Selection criteria:  
• 120-150 days prior to current plan expiration (if did not already renew) or less than 4,000 miles from plan  
• 60-90 days prior to current plan expiration (if did not already renew) or less than 4,000 miles from plan


**Accessories Post-Purchase Communication**  
Communication to customers 45 days post-purchase advising them of available accessories for their new vehicle.




**Accessories Off-Lease Communication**  
Communication sent to customers three months prior to current lease expiration that provides accessory information for their next purchase/lease.




**eNewsletter (Gold Dealers Only)**  
Monthly eNewsletter to engage customers with relevant content across automotive, personal, and lifestyle articles. Recipes, quotes, and quick tips are also included.



**Birthday**  
Happy birthday message sent to customers the month of their birthday.

**Vehicle Anniversary**  
Happy anniversary message sent to customers 14 days prior to delivery date of their vehicle during 1st and 2nd years of ownership.

**State Inspections**  
Communication to remind customers they may be due for their state inspection. Applicable to only certain states. Timing is based on state regulations (annual or bi-annual) and is scheduled to be in home 5 weeks prior to due date.

