

Available Communications

ESSENTIAL COMMUNICATIONS

NON-FORD-FUNDED

✓ 100% FORD-FUNDED ESSENTIAL COMMUNICATION IF YOU MEET REQUIREMENTS*

RECOMMENDED CHANNELS

✓ AVAILABLE COMMUNICATION CHANNEL

Available Channels:	Direct Mail	Live Calls	Email	Pre-Recorded Calls	Text GOLD ONLY
SERVICE					
Intro to Service	✓	✓	✓	–	✓
Service Appointment Reminder	✓	–	✓	✓	✓
Service Reminders for Loyal Customers*†	✓	✓	✓	–	✓
Service Reminders for First Year Service Customers†	✓	✓	✓	–	✓
Service Reminders for First Year Out of Warranty Customers†	✓	✓	✓	–	✓
Service Reminders for Lost Customers†	✓	✓	✓	–	✓
Defector Campaigns*	✓	–	✓	–	–
Primary Market Area (PMA)	✓	–	✓	–	–
Declined Service† (Ford funds brake/tire/battery only)	✓	✓	✓	–	–
Past Due Maintenance Loyal 1	✓	✓	✓	–	✓
Past Due Maintenance Loyal 2	✓	✓	✓	–	✓
Service Thank You Messaging	✓	–	✓	✓	✓
Private Offer Communication (Service) <i>(A minimum of 50% of eligible customers must be communicated to via any channel)</i>	✓	✓	✓	–	–
SALES					
Purchase Thank You	✓	✓	✓	✓	✓
Private Offer Reinforcement (Sales) <i>(A minimum of 50% of eligible customers must be communicated to via any channel)</i>	✓	✓	✓	–	–
In-market Customers (Incorporates National Events)	✓	✓	✓	–	–
Ford Credit In Equity	✓	✓	✓	–	–
Ford Credit In Equity Follow Up	✓	–	✓	–	–
In Equity Messaging (Non-Ford Credit)	✓	✓	✓	–	–
Lease Expiration	✓	✓	✓	–	✓
MISCELLANEOUS					
State Inspections	✓	✓	✓	–	✓
Birthday	✓	–	✓	✓	✓
Anniversary	✓	–	✓	✓	✓
OWNER ADVANTAGE REWARDS® - Must be an OAR Dealer					
OAR Quarterly Statements <i>(Email required for 100% of customers with a valid email, for participating OAR dealers)</i>	✓	–	✓	–	–
Special OAR Offers	✓	–	✓	–	–
OAR Service Activation	✓	–	✓	–	✓
OAR Redemption	✓	–	✓	–	–
OAR Retention	–	–	✓	–	–
OAR Expiring Balance	✓	–	✓	–	–
ACCESSORIES					
Accessories Post-Purchase Communication	✓	–	✓	–	–
Accessories Off-Lease Communication	✓	–	✓	–	–
EXTENDED SERVICE PLAN					
Ford/Lincoln Protect Extended Service Plans (After Purchase, and before warranty expires)	✓	–	✓	–	✓
Ford/Lincoln Protect Extended Service Plans (Renewal)	✓	–	✓	–	✓
ADDITIONAL COMMUNICATION - Gold Dealers ONLY					
eNewsletter	–	–	✓	–	–

* To receive Ford Funding support, dealers must be on the email-first approach. Dealers must send communications to all eligible Service Reminders for Loyal Customers, PMA, Declined Services AND must communicate to a minimum of 50% of the Defector audience via any channel.

† Minimum model year and mileage radius requirements apply.