

North American Fleet, Lease and Remarketing Operations
CUSTOMER ASSOCIATION INCENTIVE MATRIX FOR VINCENT PROGRAM 96160

(Program Dates: January 6, 2015 through January 4, 2016)^g

Q1 2015 Update Effective January 6, 2015

Model/Brand Ford/Lincoln	2014 Models			2015 Models		
	56M National Incentive ^f (Off-Invoice)	+ Association Incentive (Customer Cash)	= Association Incentive and 56M	56M National Incentive ^f (Off-Invoice)	+ Association Incentive (Customer Cash)	= Association Incentive and 56M
C-MAX Energi ^o	\$ 250	\$ -	\$ 250	\$ 500	\$ -	\$ 500
C-MAX Hybrid	1,000	-	1,000	1,000	-	1,000
E-SERIES ^{a,c,d}	2,500	700	3,200	2,500	-	2,500
EDGE	2,000	1,200	3,200	2,000	-	2,000
ESCAPE	1,500	700	2,200	1,500	450	1,950
EXPEDITION / EXPEDITION EL	4,000	450	4,450	3,500	-	3,500
EXPLORER 4-DR (less Utility Police Interceptor)	1,750	700	2,450	1,750	-	1,750
FIESTA ^o	750	350	1,100	750	350	1,100
FLEX	2,500	-	2,500	1,500	-	1,500
FOCUS less S ^o	2,000	700	2,700	2,000	-	2,000
FOCUS S ^o	1,500	-	1,500	1,500	-	1,500
FUSION ^o	1,500	1,300	2,800	1,500	800	2,300
FUSION Energi ^o	1,500	-	1,500	1,500	-	1,500
FUSION Hybrid ^o	750	850	1,600	750	850	1,600
14 F-SERIES (U/8500 GVWR - NON SUPER CREW) ^o	2,500	-	2,500	N/A	N/A	N/A
14 F-SERIES (U/8500 GVWR - SUPER CREW) ^o	2,500	-	2,500	N/A	N/A	N/A
15 F-150 Regular Cab Non XLT	N/A	N/A	N/A	1,000	-	1,000
15 F-150 Super Cab/Crew Non XLT	N/A	N/A	N/A	1,500	-	1,500
15 F-150 Reg Cab XLT	N/A	N/A	N/A	2,000	-	2,000
15 F-150 Super/Crew Cab XLT	N/A	N/A	N/A	2,500	-	2,500
SUPER DUTY- Gas ^b	2,750	1,200	3,950	2,750	700	3,450
SUPER DUTY Diesel ^b	3,000	1,450	4,450	3,000	450	3,450
F-650 (Gas)	4,000	-	4,000	4,000	-	4,000
F-650 (Diesel)	4,500	-	4,500	4,500	-	4,500
F-750 (Diesel)	5,500	-	5,500	5,500	-	5,500
MKC	N/A	-	N/A	1,250	-	1,250
MKS	2,000	-	2,000	1,500	-	1,500
MKT ^c	1,600	-	1,600	1,600	400	2,000
MKX	2,000	-	2,000	2,000	-	2,000
MKZ ^o	2,000	-	2,000	2,000	-	2,000
MKZ Hybrid ^o	-	-	-	-	-	-
MUSTANG ^o	1,500	1,500	3,000	750	-	750
NAVIGATOR / NAVIGATOR L ^c	2,000	-	2,000	2,500	-	2,500
TAURUS (less Sedan Police Interceptor)	2,500	1,850	4,350	2,500	800	3,300
TRANSIT	N/A	N/A	N/A	1,500	700	2,200
TRANSIT CONNECT less 86T Taxi Package	500	1,200	1,700	750	-	750
TRANSIT CONNECT w/ 86T Taxi Pkg	1,000	-	1,000	1,000	-	1,000

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/Hearse Packages: 18H/18J-Econoline, J5L/J5N/J5M -MKT,17L-Navigator are not eligible.
d/ Recreational Vans (Arrays 743A, 753A and 763A) are not eligible.
e/ 56M and/or Tier incentives are \$0 on C-MAX, Fiesta, Mustang GT (P8C/P8F), Mustang Shelby (P8J/P8K) or 50th Anniversary (P8R), F150 Raptor, Focus Electric (P3R), and all Hybrid/vehicles unless otherwise noted. 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.

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