



**JAGUAR
OPERATIONS
BULLETIN**

**TAKATA TRADE ASSIST CERTIFICATE
PROGRAM**

August 11, 2016

No: JSOB16-098

Section: SALES
OPERATIONS

Market: USA

Program TYPE:	New Vehicle		Start	End
Campaign TYPE:	Customer Cash	EFFECTIVE DATES:	8/11/16	12/31/16
Program Assistance:	800-544-2844	Submission Dates:	8/11/16	3/31/17

PROGRAM DESCRIPTION:

Jaguar is pleased to announce the Takata Trade Assist Certificate program. A limited number of certificates have been allocated to each retailer. Your Market Manager will provide your certificate allocations.

Current owners of any Jaguar/Land Rover vehicle within the VIN range of Phase 1 of the Takata Airbag Recall (Jaguar J069 - per Service Bulletin # 7-112USA / Land Rover P081 - per Service Bulletin # SRE16-06) are eligible to receive \$1,000 in customer cash toward the lease or purchase of a new Jaguar vehicle. Owner is required to trade-in their current vehicle.

PROGRAM SPECIFIC NOTES:

- 1) Offered to current New/Pre-Owned Jaguar or Land Rover customers whose current vehicle is within the VIN range of Phase 1 of the Takata Airbag Recall (Jaguar J069 / Land Rover P081); will be verified on fax back form to ROA@jaguarlandrover.com.
- 2) Owner is required to trade-in their current vehicle.
- 3) Full amount of the \$1,000 Takata Trade Assist Certificate program must be applied to the purchase or lease. This must be clearly identified and itemized on the '**rebates line**' for new lease or purchase contracts.
- 4) A customer can only receive benefit of Takata Trade Assist Certificate Cash once per eligible vehicle within the program period.
- 5) Out-Cycled VIPs, Alive Drive Demo's and Service Loaners are eligible.
- 6) Compatible with other eligible new car incentive programs (i.e. JFG lease cash, ATS, Summer Credit, Owner Loyalty, Private Offer).
- 7) Not compatible with Special Purchase, Retailer Employee and Partners.

ELIGIBLE PARTICIPANTS:

- 1) Current Jaguar or Land Rover customers whose current vehicle is within the VIN range of Phase 1 of the Takata Airbag Recall (Jaguar J069 / Land Rover P081). Customers may have obtained their Jaguar or Land Rover as a new or used vehicle. Proof of ownership is required. One of the following: (Title, registration, service records, insurance card, retail/lease contract) must be provided and shown with customer's name on document.
- 2) Offer is transferable to other immediate family members residing in the same household.

RETAILER ELIGIBILITY:

- All authorized U.S. Jaguar Retailers
- Retailers may choose not to participate

VEHICLE ELIGIBILITY:

VEHICLE ELIGIBILITY		
MY 2016 & MY 2017		
SERIES	MODELS	AMOUNT
ALL	ALL	\$1,000

INELIGIBLE VEHICLES:

- any vehicle not identified as eligible above.

BBSS SALES TRANSACTION:

NEW CAR RETAIL RDR NEW CAR LEASE RDR USED CAR RETAIL RDR (Out-Cycled VIP's/Service Loaners/Alive Drive Only) USED CAR LEASE RDR (Out-Cycled VIP's/Service Loaners/Alive Drive Only)
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BBSS SALE CATEGORIES:

ELIGIBLE SALE CATEGORIES	ELIGIBLE FINANCE / LEASE TYPE
INDIVIDUAL CORPORATE	JLRFG (CHASE) / INDEPENDENT SUBVENED / UNSUBVENED

CLAIM PROCEDURE:

Optional incentive within BBSS. please claim using the VIN.

Complete and submit attached Fax Back form along with the following...

- 1) Copy of the new lease contract, finance contract or proof of payment in full
- 2) Copy of the customers current proof of ownership (Title, registration, service records, auto insurance card, lease or retail contract) within last 24 months with customer's name on document.
- 3) If Certificate cash amount is not clearly identified on 'rebates line' the claim will be denied.

RECORDS RETENTION:

As proof of authentication, for each VIN reported sold under this program, the retailer must retain the following documentation for no less than two years:

1. Copy of the lease contract, finance contract or proof of payment in full with customer cash clearly identified.
2. Proof of Identification (driver's license, vehicle registration, insurance card)
3. Complete Fax Back Form
4. Copy of the customers current proof of ownership (Title, registration, service records, auto insurance card, lease or retail contract)

STANDARD PROGRAM NOTES:

- Any incentives including Business Builder will be charged back if the requirements in the Jaguar and Land Rover "Contests and Incentives Standard Eligibility Rules for Retail Programs" are not followed.

FAQ

Questions regarding this program should be directed to Retail Ops at (800) 544-2844.



ABOVE & BEYOND

Takata \$1,000 Trade Assist Certificate Receipt Acknowledgement Form

I acknowledge that the Retailer indicated below has applied the Customer Cash to the purchase or lease of the new vehicle noted below.

Full VIN of Trade-In Vehicle: _____

Full VIN of New Vehicle Purchased / Leased: _____

Customer Cash Incentive \$ Amount: \$1,000 _____

Notes:

1. The full Customer Cash amount must be applied towards the purchase / lease or be paid directly to the customer.
2. Application of the full Customer Cash amount must be clearly identified / itemized on the purchase / lease contract in all cases.

Certificate Number a/: _____

Retailer Name & Number: _____

Customer Name (Print): _____

Customer Address (Print): _____

Customer Signature: _____ Date: _____

a/ Please contact your Market Manager for your certificate allocation numbers.

RETAILER:

Please Fax the following to Retail Ops at **866-655-6716** and enclose the originals in the deal jacket

- 1) Original of this completed document with participant's signature acknowledging participant's agreement to program rules.
- 2) The signed lease or purchase contract with the participant as the sole or primary lessee/buyer.
- 3) Copy of the customer's completed and signed certificate.