



## RETAILER BULLETIN

11- DECEMBER - 2019			BULLETIN NO: 192012.016				DEPT: Customer Service					
AUDIENCE:	DEALER PRINCIPAL	X	SALES MGR	X	SALES GUIDES		SERVICE MGR	X	TECHS		PARTS STAFF	
	GENERAL MANAGER	X	BUSINESS MGR	X	OFFICE MGR	X	SERVICE ADVISORS		PARTS MGR	X	WARRANTY	X
SUBJECT: JAGUAR LAND ROVER RETAILER TAKATA SAFETY RECALL INCENTIVE PROGRAM												

### To: All USA Jaguar Land Rover Retailers

Jaguar Land Rover North America, LLC is pleased to present a Takata Incentive Program, for all Jaguar and Land Rover retailers (USA), for Dec 2019-Mar 2020. This four month program is to support retailers proactively working to replace Takata passenger airbags on the remaining, unrepaired vehicles (2009-2015MY Jaguar XF, recall #'s J069, J070, J071, J072; 2007-2012MY Range Rover, recall #'s P081, P082, P083, P084) that require passenger airbag replacement.

### Program Goal

To increase the repair rate and the total number of repaired vehicles requiring Takata passenger airbag replacements. The program will run from December 1, 2019 through March 31, 2020.

### Bonus Criteria

To qualify for the retailer incentive bonus, the following criteria must be met. Only qualifying retailers will be eligible to earn a bonus.

- Must be a Jaguar and/or Land Rover franchise retailer.
- Minimum Replacements: two or more Takata airbag replacements per retailer, within the qualifying Program payout period (Dec 2019-Mar 2020), to qualify for this incentive program.
- Retailers achieving the highest percentage of Takata airbag replacements during the 4 month incentive program period will earn the incentive for the 4 month program period.
  - o Example: If Retailer 1 replaced 50 airbags out of a total 150 possible (33%) within their pool of responsibility and Retailer 2 replaced 35 airbags out of a total of 85 (41%), then Retailer 2 would earn a higher incentive amount than Retailer 1.
- The top two retailers, within the incentive groups identified below, from each USA Market will earn the incentive bonus. Note: Group A=Retailers with 80 or more available recall related VINs registered within AOR; Group B=Retailers with 79 or less available recall related VINs registered within AOR.
- If a Market (e.g. Market 23) has only one incentive group (e.g. all Grp A), then the top 4 retailers with the highest percentage of Takata airbag replacements will earn the incentive amounts. The 1<sup>st</sup> & 2<sup>nd</sup> highest will earn the Group A incentive amounts, and the 3<sup>rd</sup> & 4<sup>th</sup> highest will earn the Group B incentive amounts shown on the chart on page 2.
- Incentives are paid by roof top, not by brand.

QUESTIONS ABOUT THIS BULLETIN? PLEASE CONTACT:

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	GENERAL MANAGER	X	BUSINESS MGR	X	OFFICE MGR	X	SERVICE ADVISORS		PARTS MGR	X	WARRANTY	X
<b>SUBJECT: JAGUAR LAND ROVER RETAILER TAKATA SAFETY RECALL INCENTIVE PROGRAM</b>												

### Dec 2019-Mar 2020 Program - Bonus by Market

The following bonus will be paid to qualifying retailers in each of the 17 USA Markets.

<b>TAKATA INCENTIVE PROGRAM BY MARKET – GROUP A &amp; B</b>	<b>DEC 2019 - MAR 2020 INCENTIVE</b>
Retailer Group A: (80 or more VINs in AOR)	
1 <sup>st</sup> Place	\$2,500.00
2 <sup>nd</sup> Place	\$2250.00
Retailer Group B: (79 or less VINs in AOR)	
1 <sup>st</sup> Place	\$2000.00
2 <sup>nd</sup> Place	\$1750.00

### Bonus Payout Method

Retailers that qualify and earn the retailer incentive will receive the payment via their parts statement in April 2020. We recommend that retailers provide this bonus to their Service Managers and encourage the managers to share the incentive with staff who contributed toward the result.

Note: To support active customer engagement, see the Retailer Portal bulletin #192010.043.

Thank you in advance for participating and we look forward to seeing an increase in Takata passenger airbag replacements over the next few months across each of the 17 USA Markets.

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TAKATA Safety Recall Retailer Incentive - Available VIN Counts by Retailer as of 12/1/2019

Dealer Code	Dealer Name	Region	Market	# of VIN Records	VIN Records by Rooftop	Incentive Group by Rooftop (A or B)
J4008	JAKE KAPLANS LTD	North	Market 10	27	69	B
R0153	LAND ROVER WARWICK	North	Market 10	42		
J5299	JAGUAR ROCHESTER	North	Market 10	28	58	B
R0361	LAND ROVER ROCHESTER	North	Market 10	30		
J5616	JAGUAR SCARBOROUGH	North	Market 10	9	20	B
R0224	LAND ROVER SCARBOROUGH	North	Market 10	11		
J5580	JAGUAR EXETER	North	Market 10	11	11	B
J5301	JAGUAR SUDBURY	North	Market 10	19	56	B
R0358	LAND ROVER SUDBURY	North	Market 10	37		
J5328	JAGUAR PEABODY	North	Market 10	14	55	B
R0220	LAND ROVER PEABODY	North	Market 10	41		
J5410	JAGUAR BUFFALO	North	Market 10	20	40	B
R0226	LAND ROVER BUFFALO	North	Market 10	20		
R0270	LAND ROVER BEDFORD	North	Market 10	29	29	B
J5598	JAGUAR NORWOOD	North	Market 10	30	75	B
R0318	LAND ROVER NORWOOD	North	Market 10	45		
J5381	JAGUAR ALBANY	North	Market 10	27	56	B
R0370	LAND ROVER ALBANY	North	Market 10	29		
R0630	LAND ROVER HANOVER	North	Market 10	23	23	B
R0631	LAND ROVER CAPE COD	North	Market 10	13	13	B
J5742	JAGUAR FREEPORT	North	Market 11	25	78	B
R0606	LAND ROVER FREEPORT	North	Market 11	53		
R0297	LAND ROVER HARTFORD	North	Market 11	32	32	B
J5445	JAGUAR HARTFORD	North	Market 11	32	32	B
J5332	JAGUAR SOUTHAMPTON	North	Market 11	6	22	B
R0601	LAND ROVER SOUTHAMPTON	North	Market 11	16		
J5333	JAGUAR HUNTINGTON	North	Market 11	35	78	B
R0602	LAND ROVER HUNTINGTON	North	Market 11	43		
J5372	JAGUAR GLEN COVE	North	Market 11	5	53	B
R0603	LAND ROVER GLEN COVE	North	Market 11	48		
J5334	JAGUAR DARIEN	North	Market 11	6	28	B
R0604	LAND ROVER DARIEN	North	Market 11	22		
J5306	JAGUAR FAIRFIELD	North	Market 11	10	25	B
R0277	LAND ROVER FAIRFIELD	North	Market 11	15		
J5375	JAGUAR NORTH HAVEN	North	Market 11	23	42	B
R0236	LAND ROVER NORTH HAVEN	North	Market 11	19		
J5709	RAY CATENA JAGUAR OF EDISON	North	Market 12	35	84	A
R0369	LAND ROVER EDISON	North	Market 12	49		
J5337	JAGUAR PARSIPPANY	North	Market 12	47	110	A
R0121	LAND ROVER PARSIPPANY	North	Market 12	63		
R0362	LAND ROVER PRINCETON	North	Market 12	11	11	B
J5339	JAGUAR MONMOUTH	North	Market 12	9	30	B
R0609	LAND ROVER MONMOUTH	North	Market 12	21		
J5345	JAGUAR LARCHMONT NEW ROCHELLE	North	Market 12	10	53	B
R0615	LAND ROVER LARCHMONT NEW ROCHELLE	North	Market 12	43		
R0614	LAND ROVER MT KISCO	North	Market 12	28	28	B
J5354	JAGUAR PARAMUS	North	Market 12	21	74	B
R0621	LAND ROVER PARAMUS	North	Market 12	53		

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Dealer Code	Dealer Name	Region	Market	# of VIN Records	VIN Records by Rooftop	Incentive Group by Rooftop (A or B)
J5364	JAGUAR MANHATTAN	North	Market 12	64	251	A
R0627	LAND ROVER MANHATTAN	North	Market 12	187		
J5343	JAGUAR WHITE PLAINS	North	Market 12	11	25	B
R0616	LAND ROVER WHITE PLAINS	North	Market 12	14		
J5369	JAGUAR MARLBORO	North	Market 12	11	34	B
R0634	LAND ROVER MARLBORO	North	Market 12	23		
J5370	JAGUAR ENGLEWOOD	North	Market 12	20	52	B
R0635	LAND ROVER ENGLEWOOD	North	Market 12	32		
J0380	JAGUAR MONROEVILLE	North	Market 13	24	45	B
R0354	LAND ROVER MONROEVILLE	North	Market 13	21		
J3937	JAGUAR ALLENTOWN	North	Market 13	48	89	A
R0316	LAND ROVER ALLENTOWN	North	Market 13	41		
J5696	UNION PARK JAGUAR	North	Market 13	28	28	B
J5759	BOBBY RAHAL JAGUAR	North	Market 13	9	20	B
R0355	LAND ROVER NORTH HILLS	North	Market 13	11		
J5471	JAGUAR MAIN LINE	North	Market 13	51	84	A
R0212	LAND ROVER MAIN LINE	North	Market 13	33		
J5399	JAGUAR HARRISBURG	North	Market 13	26	66	B
R0251	LAND ROVER HARRISBURG	North	Market 13	40		
J5355	JAGUAR WEST CHESTER	North	Market 13	12	26	B
R0622	LAND ROVER WEST CHESTER	North	Market 13	14		
J5362	JAGUAR WILLOW GROVE	North	Market 13	71	132	A
R0626	LAND ROVER WILLOW GROVE	North	Market 13	61		
R0633	LAND ROVER WILMINGTON	North	Market 13	29	29	B
J5338	JAGUAR SOUTH HILLS	North	Market 13	8	21	B
R0608	LAND ROVER SOUTH HILLS	North	Market 13	13		
J5371	JAGUAR CHERRY HILL	North	Market 13	74	109	A
R0159	LAND ROVER CHERRY HILL	North	Market 13	35		
J5635	KEMPTHORN MOTORS INC	Central	Market 20	19	19	B
J5650	DENOYER JAGUAR	Central	Market 20	27	27	B
J5675	JAGUAR SOLON	Central	Market 20	36	92	A
R0188	LAND ROVER SOLON	Central	Market 20	56		
J5762	JAGUAR DAYTON	Central	Market 20	29	46	B
R0610	LAND ROVER DAYTON	Central	Market 20	17		
J5774	JAGUAR WESTSIDE	Central	Market 20	34	62	B
R0265	LAND ROVER WESTSIDE	Central	Market 20	28		
J5792	JAGUAR GRAND RAPIDS	Central	Market 20	21	46	B
R0230	LAND ROVER GRAND RAPIDS	Central	Market 20	25		
J5316	JAGUAR DUBLIN	Central	Market 20	10	22	B
R0189	LAND ROVER DUBLIN	Central	Market 20	12		
J5340	JAGUAR FARMINGTON HILLS	Central	Market 20	86	169	A
R0232	LAND ROVER FARMINGTON HILLS	Central	Market 20	83		
J5396	JAGUAR CINCINNATI	Central	Market 20	42	68	B
R0367	LAND ROVER CINCINNATI	Central	Market 20	26		
J5525	JAGUAR LAKESIDE	Central	Market 20	35	56	B
R0343	LAND ROVER LAKESIDE	Central	Market 20	21		
J5363	JAGUAR TROY	Central	Market 20	59	127	A
R0620	LAND ROVER TROY	Central	Market 20	68		

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J5353	JAGUAR EASTON	Central	Market 20	41	85	A
R0636	LAND ROVER EASTON	Central	Market 20	44		
J1459	JAGUAR CHICAGO	Central	Market 21	92	151	A
R0323	LAND ROVER CHICAGO	Central	Market 21	59		
J5534	JAGUAR WAUKESHA	Central	Market 21	47	71	B
R0338	LAND ROVER WAUKESHA	Central	Market 21	24		
R0116	LAND ROVER LAKE BLUFF	Central	Market 21	20	20	B
J5756	IMPERIAL MOTORS JAGUAR OF LAKE BLUFF	Central	Market 21	18	18	B
J5767	JAGUAR NAPERVILLE	Central	Market 21	47	65	B
R0364	LAND ROVER NAPERVILLE	Central	Market 21	18		
J5374	JAGUAR HINSDALE	Central	Market 21	28	50	B
R0209	LAND ROVER HINSDALE	Central	Market 21	22		
J5359	JAGUAR NORTHFIELD	Central	Market 21	14	37	B
R0225	LAND ROVER NORTHFIELD	Central	Market 21	23		
J5391	JAGUAR ORLAND PARK	Central	Market 21	91	146	A
R0368	LAND ROVER ORLAND PARK	Central	Market 21	55		
J5411	JAGUAR SOUTH SHORE	Central	Market 21	53	100	A
R0644	LAND ROVER SOUTH SHORE	Central	Market 21	47		
J5352	JAGUAR SCHAUMBURG	Central	Market 21	28	64	B
R0375	LAND ROVER SCHAUMBURG	Central	Market 21	36		
J0617	JAGUAR MINNEAPOLIS	Central	Market 22	71	153	A
R0334	LAND ROVER MINNEAPOLIS	Central	Market 22	82		
J5508	JAGUAR OMAHA	Central	Market 22	29	47	B
R0350	LAND ROVER OMAHA	Central	Market 22	18		
J5540	JAGUAR MADISON	Central	Market 22	12	21	B
R0335	LAND ROVER MADISON	Central	Market 22	9		
J5631	JAGUAR INDIANAPOLIS	Central	Market 22	69	110	A
R0157	LAND ROVER INDIANAPOLIS	Central	Market 22	41		
J5743	JAGUAR MERRIAM	Central	Market 22	50	106	A
R0191	LAND ROVER MERRIAM	Central	Market 22	56		
J5748	JAGUAR PEORIA	Central	Market 22	57	78	B
R0352	LAND ROVER PEORIA	Central	Market 22	21		
J5794	JAGUAR LOUISVILLE	Central	Market 22	67	119	A
R0235	LAND ROVER LOUISVILLE	Central	Market 22	52		
J5796	JAGUAR DES MOINES	Central	Market 22	26	49	B
R0289	LAND ROVER DES MOINES	Central	Market 22	23		
J5798	JAGUAR FOX VALLEY	Central	Market 22	10	28	B
R0302	LAND ROVER FOX VALLEY	Central	Market 22	18		
J5305	JAGUAR ST LOUIS	Central	Market 22	57	124	A
R0111	LAND ROVER ST LOUIS	Central	Market 22	67		
J5347	JAGUAR WICHITA	Central	Market 22	12	18	B
R0617	LAND ROVER WICHITA	Central	Market 22	6		
J5722	JAGUAR ROCKFORD	Central	Market 22	13	21	B
R0637	LAND ROVER ROCKFORD	Central	Market 22	8		
J5563	JAGUAR SOUTHWEST HOUSTON	Central	Market 23	123	207	A
R0359	LAND ROVER SOUTHWEST HOUSTON	Central	Market 23	84		
J5672	AUTOBAHN MOTORCARS	Central	Market 23	139	139	A
J5773	JAGUAR SHREVEPORT	Central	Market 23	68	103	A

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R0303	LAND ROVER SHREVEPORT	Central	Market 23	35		
R0132	LAND ROVER SAN ANTONIO	Central	Market 23	81	81	A
J5346	JAGUAR DALLAS	Central	Market 23	239	386	A
R0136	LAND ROVER DALLAS	Central	Market 23	147		
R0205	LAND ROVER FT WORTH	Central	Market 23	89	89	A
J5390	JAGUAR AUSTIN	Central	Market 23	122	194	A
R0234	LAND ROVER AUSTIN	Central	Market 23	72		
J5361	JAGUAR FRISCO	Central	Market 23	90	152	A
R0273	LAND ROVER FRISCO	Central	Market 23	62		
R0330	LAND ROVER HOUSTON CENTRAL	Central	Market 23	106	106	A
J5447	JAGUAR HOUSTON CENTRAL	Central	Market 23	161	161	A
J5528	JAGUAR HOUSTON NORTH	Central	Market 23	123	207	A
R0344	LAND ROVER HOUSTON NORTH	Central	Market 23	84		
J5392	JAGUAR EL PASO	Central	Market 23	61	100	A
R0386	LAND ROVER EL PASO	Central	Market 23	39		
J5303	JAGUAR SAN JUAN TEXAS	Central	Market 23	93	129	A
R0379	LAND ROVER SAN JUAN TEXAS	Central	Market 23	36		
J5383	JAGUAR DFW	Central	Market 23	71	111	A
R0607	LAND ROVER DFW	Central	Market 23	40		
J5639	JAGUAR BOERNE	Central	Market 23	99	120	A
R0641	LAND ROVER BOERNE	Central	Market 23	21		
J5408	JAGUAR WEST HOUSTON	Central	Market 23	76	131	A
R0643	LAND ROVER WEST HOUSTON	Central	Market 23	55		
J5454	JAGUAR VIRGINIA BEACH	South	Market 30	66	107	A
R0384	LAND ROVER VIRGINIA BEACH	South	Market 30	41		
J5490	JAGUAR TYSONS CORNER	South	Market 30	86	101	A
R0296	LAND ROVER TYSONS CORNER	South	Market 30	15		
J5586	JAGUAR WEST COLUMBIA	South	Market 30	33	59	B
R0320	LAND ROVER WEST COLUMBIA	South	Market 30	26		
J5601	JAGUAR CHANTILLY	South	Market 30	56	103	A
R0319	LAND ROVER CHANTILLY	South	Market 30	47		
J5414	JAGUAR RICHMOND	South	Market 30	57	98	A
R0163	LAND ROVER RICHMOND	South	Market 30	41		
R0227	LAND ROVER ALEXANDRIA	South	Market 30	115	115	A
J5317	JAGUAR ANNAPOLIS	South	Market 30	69	98	A
R0388	LAND ROVER ANNAPOLIS	South	Market 30	29		
J5319	JAGUAR ROANOKE	South	Market 30	22	36	B
R0390	LAND ROVER ROANOKE	South	Market 30	14		
J5349	JAGUAR BETHESDA	South	Market 30	63	111	A
R0619	LAND ROVER BETHESDA	South	Market 30	48		
J5350	JAGUAR CHARLESTON	South	Market 30	16	36	B
R0618	LAND ROVER CHARLESTON	South	Market 30	20		
J5366	JAGUAR HUNT VALLEY	South	Market 30	70	127	A
R0629	LAND ROVER HUNT VALLEY	South	Market 30	57		
J5533	JAGUAR HILTON HEAD	South	Market 31	35	67	B
R0348	LAND ROVER HILTON HEAD	South	Market 31	32		
J5585	HARPER JAGUAR	South	Market 31	26	26	B
R0143	LAND ROVER CHARLOTTE	South	Market 31	96	96	A

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J5395	JAGUAR WEST ASHLEY	South	Market 31	59	89	A
R0171	LAND ROVER WEST ASHLEY	South	Market 31	30		
J5662	JAGUAR CARY	South	Market 31	86	122	A
R0173	LAND ROVER CARY	South	Market 31	36		
J5398	JAGUAR GREENSBORO	South	Market 31	42	71	B
R0233	LAND ROVER GREENSBORO	South	Market 31	29		
R0279	LAND ROVER CAPE FEAR	South	Market 31	34	34	B
J5323	JAGUAR NASHVILLE	South	Market 31	106	215	A
R0150	LAND ROVER NASHVILLE	South	Market 31	109		
R0238	LAND ROVER KNOXVILLE	South	Market 31	37	37	B
J5389	JAGUAR GREENVILLE	South	Market 31	36	74	B
R0392	LAND ROVER GREENVILLE	South	Market 31	38		
J5321	JAGUAR COLUMBIA	South	Market 31	63	105	A
R0393	LAND ROVER COLUMBIA	South	Market 31	42		
J5357	JAGUAR CHARLOTTE	South	Market 31	99	99	A
J5365	JAGUAR ASHEVILLE	South	Market 31	10	37	B
R0628	LAND ROVER ASHEVILLE	South	Market 31	27		
J5407	JAGUAR RALEIGH	South	Market 31	25	62	B
R0642	LAND ROVER RALEIGH	South	Market 31	37		
J5612	JAGUAR HUNTSVILLE	South	Market 32	18	41	B
R0317	LAND ROVER HUNTSVILLE	South	Market 32	23		
J5618	HENNESSY JAGUAR	South	Market 32	91	155	A
R0114	LAND ROVER BUCKHEAD	South	Market 32	64		
J5630	JAGUAR BLUFF CITY	South	Market 32	124	191	A
R0154	LAND ROVER BLUFF CITY	South	Market 32	67		
J5772	JAGUAR CHATTANOOGA	South	Market 32	25	55	B
R0268	LAND ROVER CHATTANOOGA	South	Market 32	30		
J5777	JAGUAR GWINNETT	South	Market 32	74	140	A
R0274	LAND ROVER GWINNETT	South	Market 32	66		
J5322	JAGUAR BIRMINGHAM	South	Market 32	113	220	A
R0187	LAND ROVER BIRMINGHAM	South	Market 32	107		
J5304	JAGUAR NORTH ATLANTA	South	Market 32	38	81	A
R0204	LAND ROVER NORTH ATLANTA	South	Market 32	43		
J5351	JAGUAR OKLAHOMA CITY	South	Market 32	62	113	A
R0139	LAND ROVER OKLAHOMA CITY	South	Market 32	51		
J5310	JAGUAR TULSA	South	Market 32	51	132	A
R0271	LAND ROVER TULSA	South	Market 32	81		
J5382	JAGUAR LITTLE ROCK	South	Market 32	52	94	A
R0371	LAND ROVER LITTLE ROCK	South	Market 32	42		
J5307	JAGUAR JACKSON	South	Market 32	52	88	A
R0380	LAND ROVER JACKSON	South	Market 32	36		
J5380	JAGUAR SOUTH ATLANTA	South	Market 32	130	234	A
R0639	LAND ROVER SOUTH ATLANTA	South	Market 32	104		
J0486	PARETTI IMPORTS LLC	South	Market 33	101	140	A
R0249	LAND ROVER NEW ORLEANS	South	Market 33	39		
J5691	JAGUAR OF SARASOTA	South	Market 33	28	46	B
R0611	LAND ROVER SARASOTA	South	Market 33	18		
J5697	JAGUAR ST PETERSBURG	South	Market 33	28	45	B

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R0640	LAND ROVER ST PETERSBURG	South	Market 33	17		
J5707	JAGUAR MERRITT ISLAND	South	Market 33	16	23	B
R0331	LAND ROVER MERRITT ISLAND	South	Market 33	7		
J5713	JAGUAR GULF COAST	South	Market 33	93	164	A
R0328	LAND ROVER GULF COAST	South	Market 33	71		
J5726	PARETTI JAGUAR OF BATON ROUGE	South	Market 33	99	123	A
R0305	LAND ROVER BATON ROUGE	South	Market 33	24		
J5768	JAGUAR OF TAMPA	South	Market 33	85	85	A
J5406	JAGUAR CLEARWATER	South	Market 33	30	43	B
R0126	LAND ROVER CLEARWATER	South	Market 33	13		
R0177	LAND ROVER ORLANDO	South	Market 33	59	59	B
R0228	LAND ROVER TAMPA	South	Market 33	34	34	B
J5387	JAGUAR ORLANDO	South	Market 33	124	124	A
J5330	JAGUAR JACKSONVILLE	South	Market 33	90	138	A
R0395	LAND ROVER JACKSONVILLE	South	Market 33	48		
J5378	JAGUAR OCALA	South	Market 33	55	66	B
R0638	LAND ROVER OCALA	South	Market 33	11		
J5536	JAGUAR NAPLES	South	Market 34	10	23	B
R0337	LAND ROVER NAPLES	South	Market 34	13		
J5641	WARREN HENRY JAGUAR	South	Market 34	117	249	A
R0131	LAND ROVER NORTH DADE	South	Market 34	132		
J5708	THE COLLECTION	South	Market 34	73	73	B
J5763	JAGUAR FORT MYERS	South	Market 34	22	28	B
R0336	LAND ROVER FORT MYERS	South	Market 34	6		
R0342	LAND ROVER FORT LAUDERDALE	South	Market 34	64	64	B
R0253	LAND ROVER SOUTH DADE	South	Market 34	61	150	A
J5325	JAGUAR SAN JUAN	South	Market 34	89	149	A
R0281	LAND ROVER SAN JUAN	South	Market 34	60		
R0391	LAND ROVER PALM BEACH	South	Market 34	41	92	A
J5320	JAGUAR PALM BEACH	South	Market 34	51	51	B
J5356	JAGUAR FORT LAUDERDALE	South	Market 34	70	70	B
J5367	JAGUAR TREASURE COAST	South	Market 34	21	33	B
R0632	LAND ROVER TREASURE COAST	South	Market 34	12		
J0078	STEVINSON IMPORTS INC	West	Market 40	25	25	B
J5572	JAGUAR COLORADO SPRINGS	West	Market 40	27	47	B
R0118	LAND ROVER COLORADO SPRINGS	West	Market 40	20		
J5609	JAGUAR BOISE	West	Market 40	6	22	B
R0166	LAND ROVER BOISE	West	Market 40	16		
J5760	JAGUAR TACOMA	West	Market 40	38	59	B
R0304	LAND ROVER TACOMA	West	Market 40	21		
J5776	JAGUAR BELLEVUE	West	Market 40	30	68	B
R0292	LAND ROVER BELLEVUE	West	Market 40	38		
J5783	JAGUAR SEATTLE	West	Market 40	25	46	B
R0291	LAND ROVER SEATTLE	West	Market 40	21		
J5342	JAGUAR PORTLAND	West	Market 40	75	182	A
R0145	LAND ROVER PORTLAND	West	Market 40	107		
J5373	JAGUAR FLATIRONS	West	Market 40	10	47	B
R0262	LAND ROVER FLATIRONS	West	Market 40	37		



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Dealer Code	Dealer Name	Region	Market	# of VIN Records	VIN Records by Rooftop	Incentive Group by Rooftop (A or B)
R0378	LAND ROVER DENVER	West	Market 40	93	93	A
R0397	LAND ROVER ROARING FORK	West	Market 40	17	17	B
J5335	JAGUAR SPOKANE	West	Market 40	20	55	B
R0605	LAND ROVER SPOKANE	West	Market 40	35		
J5671	JAGUAR DOWNTOWN SALT LAKE	West	Market 40	32	80	A
R0612	LAND ROVER DOWNTOWN SALT LAKE	West	Market 40	48		
R0613	LAND ROVER CENTERVILLE	West	Market 40	13	13	B
J0022	HARON JAGUAR	West	Market 41	62	92	A
R0175	HARON LAND ROVER	West	Market 41	30		
J0517	JAGUAR SAN FRANCISCO	West	Market 41	36	69	B
R0192	LAND ROVER SAN FRANCISCO	West	Market 41	33		
J5653	COLE EUROPEAN	West	Market 41	81	127	A
R0112	COLE EUROPEAN	West	Market 41	46		
J5730	JAGUAR MONTEREY	West	Market 41	11	25	B
R0307	LAND ROVER MONTEREY	West	Market 41	14		
J5752	JAGUAR MARIN	West	Market 41	27	8	B
R0283	LAND ROVER MARIN	West	Market 41	37		
J5784	JAGUAR LIVERMORE	West	Market 41	66	93	A
R0306	LAND ROVER LIVERMORE	West	Market 41	27		
R0261	LAND ROVER REDWOOD CITY	West	Market 41	18	18	B
R0278	LAND ROVER ROCKLIN	West	Market 41	33	33	B
J5461	JAGUAR SACRAMENTO	West	Market 41	98	139	A
R0360	LAND ROVER SACRAMENTO	West	Market 41	41		
J5326	JAGUAR RENO	West	Market 41	3	25	B
R0383	LAND ROVER RENO	West	Market 41	22		
J5327	JAGUAR HONOLULU	West	Market 41	23	58	B
R0394	LAND ROVER HONOLULU	West	Market 41	35		
J5329	JAGUAR STEVENS CREEK	West	Market 41	36	79	B
R0260	LAND ROVER STEVENS CREEK	West	Market 41	43		
J5537	RUSNAK PASADENA	West	Market 42	62	62	B
J5577	JAGUAR SANTA BARBARA	West	Market 42	40	75	B
R0327	LAND ROVER SANTA BARBARA	West	Market 42	35		
J5668	LAND ROVER THOUSAND OAKS	West	Market 42	15	54	B
R0229	LAND ROVER THOUSAND OAKS	West	Market 42	39		
J5703	GALPIN JAGUAR	West	Market 42	53	53	B
J5781	HORNBURG JAGUAR LOS ANGELES	West	Market 42	64	234	A
R0287	HORNBURG LAND ROVER LOS ANGELES	West	Market 42	170		
J5782	HORNBURG JAGUAR SANTA MONICA	West	Market 42	18	92	A
R0340	HORNBURG LAND ROVER SANTA MONICA	West	Market 42	74		
R0104	LAND ROVER ENCINO	West	Market 42	143	143	A
R0178	LAND ROVER PASADENA	West	Market 42	143	143	A
J5341	JAGUAR LAS VEGAS	West	Market 42	80	128	A
R0252	LAND ROVER LAS VEGAS	West	Market 42	48		
J5386	JAGUAR VENTURA	West	Market 42	7	22	B
R0373	LAND ROVER VENTURA	West	Market 42	15		
J5368	JAGUAR SOUTH BAY	West	Market 42	67	128	A
R0146	LAND ROVER SOUTH BAY	West	Market 42	61		
J5741	ROYAL JAGUAR TUCSON	West	Market 43	16	32	B

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Dealer Code	Dealer Name	Region	Market	# of VIN Records	VIN Records by Rooftop	Incentive Group by Rooftop (A or B)
R0332	ROYAL LAND ROVER TUCSON	West	Market 43	16		
R0624	LAND ROVER SANTA FE	West	Market 43	27	27	B
J5786	JAGUAR NORTH SCOTTSDALE	West	Market 43	59	180	A
R0299	LAND ROVER NORTH SCOTTSDALE	West	Market 43	121		
J5628	JAGUAR NEWPORT BEACH	West	Market 43	32	109	A
R0314	LAND ROVER NEWPORT BEACH	West	Market 43	77		
J5379	JAGUAR CARLSBAD	West	Market 43	19	50	B
R0374	LAND ROVER CARLSBAD	West	Market 43	31		
J5402	JAGUAR SAN DIEGO	West	Market 43	73	168	A
R0376	LAND ROVER SAN DIEGO	West	Market 43	95		
J5308	JAGUAR ANAHEIM HILLS	West	Market 43	47	191	A
R0381	LAND ROVER ANAHEIM HILLS	West	Market 43	144		
J5312	JAGUAR CERRITOS	West	Market 43	85	163	A
R0382	LAND ROVER CERRITOS	West	Market 43	78		
J5315	JAGUAR RANCHO MIRAGE	West	Market 43	78	129	A
R0387	LAND ROVER RANCHO MIRAGE	West	Market 43	51		
J5358	JAGUAR ALBUQUERQUE	West	Market 43	26	40	B
R0623	LAND ROVER ALBUQUERQUE	West	Market 43	14		
J5360	JAGUAR CHANDLER	West	Market 43	78	158	A
R0625	LAND ROVER CHANDLER	West	Market 43	80		
J5376	JAGUAR RIVERSIDE	West	Market 43	141	141	A
J5415	JAGUAR MISSION VIEJO	West	Market 43	24	94	A
R0645	LAND ROVER MISSION VIEJO	West	Market 43	70		