



GTP Subaru Retailer Valve Spring Support Program

To: All Subaru Retailers

We are pleased to announce additional support for our retailers related to the valve spring recall (WTY-84). As you know, on December 1, 2018 we announced December GTP values for affected vehicles would be locked until March 31, 2019. That's right, we are guaranteeing used vehicle values for a total of four months!

To further support your efforts, Subaru of America, Inc. ("SOA") is making a special offer to owners of a vehicle subject to the recent WTY-84 valve spring recall. It will be a combination coupon and a Guaranteed Trade-in Program (GTP) offer. This will be both a direct mail and an email offer - see page 3 for mailer samples.

In addition to providing the GTP value for the vehicle, the mailing will include two coupon offers/codes.

- One for \$1,000 good towards the purchase or lease of any new, previously untitled 2018 or 2019 model year Subaru model.
- One for \$500 that can be **combined with the \$1,000 for a total of \$1,500** towards the purchase or lease of a new, previously untitled **2018 or 2019 model year Subaru Outback**. Retailers will be able to get reimbursement for the coupons through the Coupon Redemption System on Subarunet.
 - Please note the coupons will be available in the Coupon Redemption System by February 1, 2019.

Guaranteed Trade-in Program Details:

Models affected: - 2012-2013 Impreza / 2013 Crosstrek / 2013 BRZ

- If a GTP vehicle is subject to the WTY-84 recall, utilize the GTP value to trade the customer out of the recalled vehicle and into a new Subaru model. The retailer will structure the transaction for the new Subaru vehicle utilizing the current GTP value.
- If the Retailer wishes to sell the GTP Vehicle to SOA: The repurchase paperwork will be submitted according to standard GTP procedures. Once the paperwork is approved, a vehicle inspection will be scheduled to ensure the vehicle meets GTP condition criteria.
 - Please note: An affected vehicle WILL NOT qualify for repurchase by SOA under the GTP program until the recall repair is completed.
- Retailers will have 30 days to complete the WTY-84 recall and submit the paperwork along with the recall repair order to GTP Headquarters. If required, a new inspection (at no cost) will be scheduled and the vehicle will be repurchased based on the December 2018 GTP value.

Coupon Code Offer Details:

There will be two coupons, one starting with “VSR-” for \$1,000 and another starting with “VSR-OBK-” for \$500.

- All new previously untitled 2018 or 2019 model year carlines qualify for the \$1,000 coupon code toward the purchase. Only new previously untitled 2018 or 2019 model year Outback models qualifies for both the \$1,000 and the \$500 coupon code, for a total of \$1,500 toward the purchase.
- To qualify to utilize the coupon codes, the customer must currently own the vehicle identified by the Vehicle Identification Number included in the direct or email. They must provide a copy of the offer with the coupon codes to you as a participating Subaru retailer.
- Customer DOES NOT need to trade in their vehicle to qualify.
- Customer must have proof of ownership in the form of vehicle registration or title.
- Customer must utilize the Coupon code(s) to take delivery of any **new previously untitled 2018 or 2019 model year Subaru vehicle** from a participating retailer’s **inventory by April 1, 2019**.
- Any Subaru retailer may honor the offer.
- Limit one offer per qualified vehicle.
- One offer per new vehicle purchase.
- If you have received another form of this offer with the same voucher codes, voucher codes can only be used one time.
- Not valid on prior purchases.
- Offer is transferable within the same household with proof of residency.
- This offer may be used in conjunction with low rate financing offers or special lease offers from Subaru Motors Finance (SMF).
- May be combined with any other Subaru promotional offer unless specifically prohibited by that offer.
- Cannot be redeemed for cash.
- Not valid in the state of Hawaii or for residents of Canada.
- Participating retailer sets actual vehicle price.

Policy and procedures for Retailer reimbursement

- Subaru Retailers will get reimbursed by utilizing the Subaru Coupon Redemption System available through Subarunet.com.
- Retailer must comply with all procedures and rules of coupon redemption through the online system provided in Subarunet.
- For this offer, the WTY-84 VIN, the owner Last Name and the Coupon Codes are all linked and **must match**. If they do not, the request for reimbursement will be denied.
- You must provide or upload the following information to complete the entry:
 - Your Subaru Retailer number
 - The offer code(s) provided by the customer
 - Vehicle Identification Number (VIN) for the **new** Subaru purchased by the customer
 - The customer’s last name
 - Required proof that the customer owned the WTY-84 qualified vehicle with the VIN printed on the offer – copy of registration or title.
 - Buyer’s order or other documentation signed by the customer showing receipt of the credit(s).
- **Required documents to upload:**
 - Proof that the customer owned a WTY-84 qualified vehicle with the VIN printed on the offer – copy of registration or title.
 - Buyer’s order or other documentation signed by the customer showing receipt of the credit(s). The credit(s) must not be combined with any other incentive amounts.
 - Customer signature must be present.
 - Date on the Buyer’s Order must be within the program period.

Contact your District Sales Manager or Region with questions.

Sample Mailer:

Subaru vehicles hold their value better than any other brand for 2019, according to ALG.

ALG's Award for Value is based on the Kelley Blue Book Best Resale Value Award. Kelley Blue Book's Best Resale Value Award is based on the Kelley Blue Book Best Resale Value Award. Kelley Blue Book's Best Resale Value Award is based on the Kelley Blue Book Best Resale Value Award.

Program Headquarters
3916 Clinton Ave.
Clearwater, FL 33755

PRESORTED
FIRST CLASS
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

CM2019115

\$1000
TOWARDS
ANY NEW SUBARU

OR

\$1500
TOWARDS
A NEW OUTBACK

Offer Valid Through April 1st, 2019

Opportunity is knocking.
An exclusive offer just for your [Year] [Make] [Model].

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\$1000 Off
Any New Subaru
PIN: VSR [Customer Pin Number]
Offer Expires April 1, 2019

\$500 Extra
Off A New Outback
PIN: VSR-OBK [Customer Pin Number]
Offer Expires April 1, 2019

This offer was made exclusively for your [Year] [Make] [Model] with the following VIN: [VIN].

CustomerFirstName, as your valued customer, we're extending an special offer just for you: \$1,000 toward any brand-new Subaru—and if you prefer a Subaru Outback, you'll receive an extra \$500 off. Whether you want to trade in your current [Model] for a brand-new one, or you'd like to bring home another Subaru, we can help you find just the award-winning new vehicle you're looking for. Speak with one of the friendly sales associates at the retailer of your choice for details today.

TRADE-IN
GUARANTEED
VALUE

Your vehicle may qualify for the Subaru Guaranteed Trade-In Program (GTP). Get the highest possible trade-in value when you purchase a new Subaru vehicle. Current value: [GTP Value]. Valid until: March 31, 2019! Log online to subaru.com/gtp and enter in your VIN to find the most current GTP value. Your VIN: [VIN]

2019 Chevrolet 2018 Chevrolet 2018 Ford 2018 Honda 2018 Jeep 2018 Nissan 2018 Toyota 2018 Volkswagen 2018 Acura 2018 Buick 2018 Cadillac 2018 Chevrolet 2018 Chrysler 2018 Dodge 2018 Ford 2018 GMC 2018 Honda 2018 Hyundai 2018 Jeep 2018 Kia 2018 Lincoln 2018 Mercedes-Benz 2018 Mitsubishi 2018 Ram 2018 Toyota 2018 Volkswagen 2018 Volvo 2018 Acura 2018 Buick 2018 Cadillac 2018 Chevrolet 2018 Chrysler 2018 Dodge 2018 Ford 2018 GMC 2018 Honda 2018 Hyundai 2018 Jeep 2018 Kia 2018 Lincoln 2018 Mercedes-Benz 2018 Mitsubishi 2018 Ram 2018 Toyota 2018 Volkswagen 2018 Volvo