

Publish Date: April 4, 2022 Due Date (If Applicable):

Information: *C&I/Pricing Announcement: EFC09955 Incentive/Price Protection for Registered Inbound Units*

Target Dealer Group: All Ford and Lincoln Dealerships

Target Audience: General Managers, Dealer Principals, Sales Managers

Target Dept(s): New Sales CPO/Used Sales Fleet Sales Finance Parts Service

ACTION REQUESTED

- Become familiar with Price Protection availability for 22MY in-bound stock units with a valid Customer Registration in Smart VINCENT.
- Continue to stress the importance with the dealership team the need to submit a Customer Registration in Smart VINCENT when selling an in-bound stock unit from the pipeline. This is a separate process from tagging units in Vehicle Locator Plus.
- Implement process recommendation of printing the 'Preview' in WBDO for the registered VIN on the day of the Customer Registration to view pricing at the current Price Level.

SUMMARY

Ford and Lincoln are pleased to announce the expansion of Price Protection on in-bound Stock units with a Customer Registration in Smart VINCENT. This policy update will provide similar Price and Incentive Protection currently offered on Retail Orders.

**IN-TRANSIT STOCK ORDER
CUSTOMER REGISTRATION**



Incentive Protected
Automatic
Protected to Customer Registration Date
Incentives displayed in Smart VINCENT



Price Protected
Automatic
New for 2022MY Vehicles
Protected to Price Level on Customer Registration Date
Reinvoiced 30-45 days after vehicle sale

IN-TRANSIT STOCK ORDER – CUSTOMER REGISTRATION

Both Incentive and Price Protection for Stock units require a Customer Registration to be submitted within Smart VINCENT. Registration can be submitted anytime between when the unit is scheduled (serialized with a VIN) and before it is Final Delivered to the dealership. Punctual registration of a customer (within 7 days) is required to be submitted within Smart VINCENT to be protected.

- Customer Registration is available in Smart VINCENT > Office Administration tab > In-Transit Stock Order – Register Customer
- **Incentive Protection** rules are automatically applied in Smart VINCENT at time of sale based on the Customer Registration date as long as the vehicle is reported sold to the original registered customer.
- **Price Protection** is now available for unique situations where the Price Level of a Stock unit changes from the original Customer Registration date and when it is Invoiced. **The Price Level is protected**

to the Price Level on the day of the Customer Registration as long as the vehicle is reported sold to the original registered customer. The Price Level is NOT protected to the original DORA or order receipt date.

PROCESS RECOMMENDATION FOR VEHICLE PRICING

If the vehicle is not yet invoiced, dealers should print an updated 'Preview' in WBDO for the selected VIN on the day of the Customer Registration to view pricing at the current Price Level. Dealerships will NOT be able to view historical pricing after this point-in-time.

For AXZD Plan sales, the WBDO 'Preview' will not display Plan pricing because the unit was ordered as Stock so dealers can either,

- Build an identical Retail unit in WBDO as a draft on the day of the Customer Registration to obtain current AXD-Plan pricing.
- Mail a reimbursement check to customer after the sale is reported sold and the new invoice is generated. This option should be documented on the AXZD-Plan Pricing Agreement Form, and the dealer must keep a copy of the reimbursement in the deal jacket.

ADJUSTED INVOICE

The dealer will receive an adjusted invoice for units Price Protected with a Customer Registration; the adjusted price will appear on the Dealer Payment Statement (DPS) as an invoice adjustment approximately 30-45 days after the vehicle is reported sold. Changes in gasoline charges and dealer advertising are not price protected.

OTD FITNESS; SCHEDULED ORDER AMENDMENT

Another best practice of pipeline selling is to utilize the Scheduled Order Amendment feature for OTD Fitness vehicle lines if the unit being 'tagged' is still in 'Scheduled to the Week' status. Dealers can make amendments to scheduled orders using WBDO – **including changing Order Type from Stock to Retail.** This preferred path will provide Incentive and Price Protection without the added step of a Customer Registration, AND the customer may be eligible for Retail Order Incentives, if available, based on the program eligibility and requirements at the time of the revised Order Receipt Date. See the WBDO Scheduled Order Amendment Reference Guide [HERE](#).

VEHICLE LOCATOR PLUS; TAGGING OF STOCK VEHICLES

A separate process is available in Vehicle Locator Plus that allows the dealership to tag (or claim) a vehicle for a customer. Once tagged, the vehicle can be hidden from trade and consumers, while users at the owning dealership will see an icon when a vehicle has been tagged. See Stock Vehicle Tagging Reference Guide [HERE](#).

The Vehicle Locator Plus tagging and Smart VINCENT customer registration are independent processes and not integrated at this time. Please be aware that tagging a unit in Vehicle Locator Plus will not protect the Price Level or Incentives for a customer.

QUESTIONS

Please contact your Sales Zone Manager or Lincoln Brand Specialist.

REFERENCE GUIDE AND VIDEOS

- [Incentive Protection Quick Reference Guide \(incl. Customer Registration\)](#)
- [FordTUBE Customer Registration Process Video](#)
- [OTD Fitness; WBDO Scheduled Order Amendment Reference Guide](#)

FREQUENTLY ASKED QUESTIONS

If I tag a unit in Vehicle Locator Plus does it automatically qualify for Incentive and/or Price Protection (or vice versa)?

No, tagging vehicles in Vehicle Locator Plus is separate functionality allowing dealers to better manage inbound stock and sell from the pipeline by marking incoming stock units as pre-sold with customer information and removing the units from dealer's websites to enhance shopping experience. Dealers must also register the customer on Smart VINCENT to be eligible for Incentive and/or Price Protection.

I did not print WBDO Preview on the day of the Registration, how do I determine the MSRP and/or AXZD Plan Pricing?

Dealerships cannot view historical pricing. Check option on Plan Agreement to send check to customer with the invoice difference. It is strongly recommended to Print WBDO Preview on the day of the customer registration for accurate pricing.

I am tagging an incoming F-150 Raptor for a customer. Since there are no incentives, do I still need to complete the Customer Registration process in Smart VINCENT?

Yes. It is recommended that dealers still complete the Smart VINCENT customer registration process even if there are no incentives on the vehicle. Registering the VIN will still provide protection for Price Level changes between the time of registration and delivery to the dealership.

Should I utilize Customer Registration or Scheduled Order Amendment in WBDO if currently available?

Utilizing OTD Fitness Scheduled Order Amendment (changing order type from Stock to Retail) is the best option for pipeline selling if the vehicle is early enough in the scheduling process that still allows for amendments. As a Retail Order, the customer will be eligible for Incentive Protection, Price Protection, and any available Retail Order Incentives as outlined in the program details.

Can I delete a Customer Registration if they are no longer interested in that vehicle?

Yes, dealers can delete the registration by selecting the 'View/Delete Registrations' link in the 'Office Administration' tab within Smart VINCENT.

Who do I contact if I have not received an adjusted invoiced after 45-days from the vehicle sale?

In the event that the price protection program does not automatically pay the dealership after the 45-day period, the non-payment may be due to several reasons, including:

- Vehicle registered in the business name but sold to the business owner (or vice versa)
- Vehicle registered in wife's name but reported sold in the husband's name (or vice versa)

When a name mismatch occurs, please contact the Vehicle Order Processing Center (1-888-207-1248 Option 3, pick 2). Be prepared to provide proper documentation for the order to prove the relationship between the name and sold-to-name. Acceptable documents can include:

- Business card
- Business license
- Tax information / license
- Copies of the sold-to-name driver's license MUST reflect the same address as the ordering name. It must prove that both ordering name and sold- to-name reside in the same household.