



Cincinnati South FDAF



340 Thomas Moore Pkwy. Ste 200, Crestview Hills, KY 41017
Phone 859-341-6603 Fax 859-341-8809

The Cincinnati South FDAF is EXCITED to announce a texting campaign to help drive traffic and retail sales opportunities into your dealership! The message will be 'Text BRAKES to 91604 to get up to \$75 off installation of Motorcraft or Omnicraft brakes at your local Ford dealer April 1st – June 30th, 2017.' Dealers will be reimbursed by the FDAF \$25 for installation of Motorcraft or Omnicraft brakes (per axle). The remaining \$50 rebate is part of the current Regional mail-in offer on Motorcraft and Omnicraft brakes (\$25 brake rebate + \$25 matching brake rebate when customer pays using Citibank Ford, Lincoln, or Quick Lane Service Card). Dealers will have until July 31st, 2017 to submit claims for reimbursement with the FDAF.

Make sure your dealer website, emails, Consumer Connection mailers, etc. are current with this offer. In addition to a text being sent to our opt-in numbers, we will also have a television spot running during the campaign. The FDAF will reinforce the message digitally via their social media sites. Please take advantage of your own customer databases and ConsumerConnection opportunities to promote this offer as well. Plan to update your dealer website and social media outlets to align with this and additional 1Q offers.

OPT OUT

Please do not include this dealership in this 'Brakes' promotion.

Dealership Name: _____

Dealership City/State _____

Dealership Contact Person _____

Signature _____

Please Print Name _____

Please fax completed form to David Martin (502) 459-2955

Customers will text BRAKES to 91604. A message will be sent requesting their zip code. The customer responds with this information, and then they will be asked to either select a dealer or enter a few letters of the dealer they wish to visit for the offer. Once this is complete, a code is sent to their phone. The FDAF will reimburse your dealership \$25 for installation of a Motorcraft or Omnicraft pads / shoes (per axle). Customers will provide you their text codes received on their phones which you will submit on your claim form. If you need to validate a code, please go to <http://text.thinkmobilefirst.com>. Complete details are posted to the <http://text.thinkmobilefirst.com> website. You are still required to fax in the form to (502) 459-2955 for approval and submission for payment.

Good Selling,

Kevin Collins
Chairman
Cincinnati South FDAF



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April - June '17 FDAF "Brakes" Claim

Date _____

Customer Name _____

Customer Address _____

City/State/Zip _____

Customer Cell _____

Dealership P &A Code: _____

Certificate# _____

Vehicle Year: _____

Vehicle Make: _____

Vehicle Model: _____

(If above Listed Vehicle is a Non-Ford Brand)

Have you Owned a Ford Vehicle: Yes No

- Are you looking to purchase a new vehicle:
- Immediately
 - 30 Days
 - 60 Days
 - 90 Days
 - 6 months



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(Only needs to be sent once per text promotion in order to keep information up to date)

Dealership Contact Form

Date _____

Dealer Name _____

Dealer Location _____

Sales Department Contact Information: (GM/GSM/Sales Manager)

Sales Promotion Contact: _____

Sales Contact Telephone Number: _____

Sales Contact Email Address: _____

Service Department Contact Information: (Service/Parts Manager)

Service Promotion Contact: _____

Service Contact Telephone Number: _____

Service Contact Email Address: _____

Please fax completed form to:David Martin at 502-459-2955

If you have any questions, please call David Martin at (502) 371-3733 or toll free at (800) 996-1952. You may also email [David Martin](mailto:David.Martin@e-PULSETrak.com), or mail inquiries to: e-PULSETrak.com, 4220 Bardstown Road, Louisville, Kentucky 40218, Attention: David Martin. In addition, you can also contact your Parts & Service Zone Manager.