

Publish Date: September 1, 2021 **Due Date (If Applicable):** N/A

Information: *Bronco Customer Satisfaction Funds Announcement - Effective September 1, 2021*

Target Dealer Group: All Ford Dealers

Target Audience: Dealer Principles, General Managers, Sales Managers, Bronco Specialists

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

ACTION REQUESTED

- Review the program overview for the Bronco Customer Satisfaction Funds
- Create an action plan for how best to use your budget to help engage Bronco customers and manage their wait
- Identify a dealership lead(s) to execute & track

SUMMARY

The Bronco Team is excited to announce Bronco Customer Satisfaction Funds, effective September 1, 2021 – June 30, 2022. Bronco Customer Satisfaction Funds are available to assist dealerships while helping manage the wait for Bronco customers who have confirmed orders.

Background

We know Bronco customers are raring to get into their Bronco SUVs. However, due to unprecedented demand, production challenges with the roof supplier, and key commodity constraints, the time from initially placing a reservation to ultimately taking delivery has seen many delays and ensuing frustration.

For some customers this may be another other vehicle to add to their stable, making the wait more bearable, but for others the Bronco may be their daily driver. Bronco Customer Satisfaction Funds were created to give dealers the flexibility to take care of their customers based on their unique needs.

PROGRAM OVERVIEW

The new Bronco Customer Satisfaction Funds will be added for each eligible Ford Dealer via the Ford Co-op Program Website; funds are allocated based on the number of reservations converted to order and ready for scheduling (not on a 99 priority code).

Customer Eligibility

- Any customer with a current reservation ID and order in the system
 - Including customers who are unscheduled, scheduled, or have taken final delivery

Spending Requirements

- Minimum Spend Per Order Holder: \$0
- Maximum Spend Per Order Holder: \$1,000
- Spending Timeframe: Spend must be dated September 1, 2021 or later to be eligible

Examples Of When To Use Customer Satisfaction Funds

- A special Thank You for customers who need to come in for a replacement hardtop roof or who take a Bronco test drive while they wait
- A surprise & delight gift as part of 22 model year order consultations
- Assistance for customers who may have expressed a concern over their current vehicle needs getting them through the wait time

Examples Of How To Use Bronco Customer Satisfaction Funds To Manage The Wait

- Leverage the [Bronco Apparel Dealer Purchase Program](#) to buy branded swag
- Provide payment assistance to an interim vehicle purchase/lease
- Help with rental vehicle coverage
- Cover their vehicle's next scheduled maintenance
- Offer a discount towards a Ford Protect Extended Warranty or Maintenance Plan
- Buy a bottle of their favorite Bourbon or Spirit to thank them for their loyalty and patience

Please refer to the Ford Co-op Resource Center for additional information on the Bronco Customer Satisfaction Funds.

DEALERSHIP FUNDS

Please reference your dealership's Bronco Customer Satisfaction Funds budget below:

Dealership Name:

Sales Code:

Total Bronco Customer Satisfaction Funds:

CLAIMING INSTRUCTIONS

To be eligible to claim co-op reimbursement, Ford dealers must prove the spend was for eligible customers and provide the necessary documentation. The documentation requirements for reimbursement are as follows:

- Customer Reservation ID
- Customer Order Number
- Invoice / Receipt
- Photo Proof

Invoice date for the spend may not be dated earlier than September 1, 2021 to be eligible. The Ford Dealer Tier III Advertising Co-op Program rules regarding claim submission deadlines remain unchanged.

All claims will be submitted through the Ford Co-op portal consistent with the current process. To claim, select the Ford Bronco Customer Satisfaction Media Type and continue through the claim form including selecting the eligible Reservation ID from the list.

Note: Funds will be available for claiming on the Ford Co-op site in early October. A link to the Co-op site will be added to the [Bronco Readiness Dashboard](#) in Q4.

QUESTIONS

For questions, please contact bronco@ford.com, fordcoop@ansira.com, or your local Ford Zone Manager.