

## FORD AUTHORIZED DISTRIBUTOR BULLETIN #15-048

To:                    ( ) Motorcraft Warehouse Distributors  
                         ( ) Powertrain Distributors  
                         ( ) Motorcraft Battery Distributors  
                         ( ) Motorcraft Bulk Oil Distributors  
                         (X) Accessory Distributors

Date:                May 28, 2015

Subject:            **Ford Accessories Update** – Summary of 2015 F150 Accessory Bed Product Package & Tonneau Cover Preload Programs

Questions:        For questions about these promotions, contact Licensed Accessories at 1-877-682-427 or email [FLA1@ford.com](mailto:FLA1@ford.com)

### SUMMARY

Ford Accessories is notifying Accessory Distributors of the F150 Accessory Bed Product Package Promotions that will launch and post to Dealers on June 1, 2015. The goal of the promotion is to increase Tonneau Cover and F150 Bed Product sales for the second half of the year. The purpose of this FAD Bulletin is to provide Accessory Distributors with a summary page and additional clarity so that you can successfully execute these programs. Please read the entire FAD Bulletin for complete details.

### ATTACHMENTS

[Hero Card1](#) - 2015 F150 Bed Products Promotion Package – Contact Dealers

[Hero Card2](#) - 2015 F150 Bed Products Promotion Package – Select Dealer Region

### 2015 F150 ACCESSORY BED PRODUCT SHOWROOM PACKAGE PROMOTION

**Select Dealer Program** – The Dealer Communication will post to Dealers in the Select Dealer Region on Monday, June 1, 2015. Select Dealers will be offered a special program from June 1 – July 31, 2015. SDR dealers will earn a \$50 discount with the purchase of one package plus an additional \$100 with the purchase of a second package – total savings \$150.

- I. Program Period – June 1 - July 31, 2015
- II. Content – For Simplicity, required package content is Pivot Box, Wheel-Well liners, and Tie Down hooks and Hard Folding Tonneau Cover – ***no deviations***.
- III. Funding
  - a. Discount to be provided by Accessory Distributor off of their invoice to the Dealer
  - b. At the end of each month, Distributor will assemble invoices for each package sold and provide to FCS. FCS will send a free set of BullRings for each package sold. (FAD cost for one set of individually packaged BullRings is \$52.33)
  - c. At the end of the program, FAD will assemble invoices for all Select Dealer sales. They will forward to Select Dealer Region. Region will credit \$30 for each two package sale to the FAD
  - d. Funding -- single package sale – \$50 FCS
  - e. Funding -- two package sale -- \$30 SDR/\$20 FAD/\$100 FCS
- IV. Additional Discounts - In addition to the \$150 savings from local Accessory Distributors, Dealerships are eligible to utilize existing Accessory Incentives with this promotion.
  - a. Dealerships earn a 3% rebate on purchases of \$1000 or greater, or a 5% rebate on purchases of \$2500 or greater (Dealer Net) when ordering from their assigned FAD
  - b. Dealerships can earn a 5% - 10% Loyalty Bonus for the incremental purchases (Dealer Net) over and above their Loyalty Target
  - c. Salespersons can earn Spins of \$20, \$30, or \$40 on Accessory Sales of \$250-\$1000 (MSRP) and \$50, \$75, or \$100 on Accessories Sales greater than \$1000 (MSRP) / Additionally Sales Managers earn ½ of Sales Person Spin

**Contact Dealer Program** – The Dealer Communication will post to Contact Dealers on Monday, June 1, 2015. Contact Dealers will be offered a \$50 discount on each package purchased.

- I. Program Period – June 1 – December 31, 2015
- II. Content – Package content includes Pivot Box, Wheel-Well liners, and Tie Down hooks and **ANY** Ford Tonneau Cover. We recognize that many contact dealers may choose to display multiple tonneau covers with this package
- III. Funding-
  - a. Discount to be provided by the Accessory Distributor and will be off of their invoice to the Dealer
  - b. At the end of each month, Distributor will assemble invoices for each package sold and provide to Ford Licensed Accessories. Ford Licensed Accessories will send a free set of BullRings for each package sold. (FAD cost for one set of individually packaged BullRings is \$52.33)
  - c. Funding -- single package sale – \$50 FCS
- IV. Additional Discounts - In addition to the \$50 savings from local Accessory Distributors, Dealerships are eligible to utilize existing Accessory Incentives with this promotion.
  - a. Dealerships earn a 3% rebate on purchases of \$1000 or greater, or a 5% rebate on purchases of \$2500 or greater (Dealer Net) when ordering from their assigned FAD
  - b. Dealerships can earn a 5% - 10% Loyalty Bonus for the incremental purchases (Dealer Net) over and above their Loyalty Target
  - c. Salespersons can earn Spins of \$20, \$30, or \$40 on Accessory Sales of \$250-\$1000 (MSRP) and \$50, \$75, or \$100 on Accessories Sales greater than \$1000 (MSRP) / Additionally Sales Managers earn ½ of Sales Person Spin
- V. Select Dealers- We anticipate Select Dealers will experience success. Once the Special Select Dealer program expires on July 31, FADs will offer the same program to them as contact dealers for the remainder of the year.

## **2015 TONNEAU COVER PRELOAD/INVENTORY DISPLAY PROGRAM**

**Tonneau Inventory Program** - This is a unique preload/inventory program that will be implemented by Accessory Distributors. Accessory Distributors are planning to solicit Contact dealers for a 3 plus 6 or 4 plus 8 Tonneau Cover Display program.

- I. Dealer elects to display 3 tonneaus and stock an additional 6 in parts inventory, FAD will provide inventory protection. (or 4 plus 8)
- II. We anticipate that if Dealers begin the practice of continuing to preload a specific percentage of trucks with Tonneau Covers, significant sales will result. As customers see specific vehicles with tonneaus (and purchase other non-preloaded units) – their sale is immediately supported because the dealer has inventory.
- III. If at any agreed upon period between FAD and Dealer, Dealer feels program is unsuccessful, the Accessory Distributor will lift inventory from the Dealer.
- IV. Supplier (THI) will provide assistance for hardware components or packaging as required so that parts can be renewed to a saleable condition. Additionally, THI will provide swap out assistance within tonneau “family” (IE REV, Truxedo, UnderCover) if stock lift results in an unbalanced inventory position.
- V. Ford Accessories agrees with this approach and has received concurrence from THI for Inventory assistance. Ford Accessories will rely upon Accessory Distributors to announce and administer the “intricacies” of inventory protection within their specific markets.

*Ford Motor Company reserves the right to modify or cancel this program at any time.*

Danielle Davis  
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Accessories Communications Manager