

## **The Dick Ide Rewards Program**

**Starting September 1<sup>st</sup>, 2007 With Every New or Used Car Sold at Dick Ide**

The Dick Ide Rewards Program is our way of thanking you, the customer, for your patronage and loyalty to our dealerships. Dealerships have always had discounts and coupons given out to bring new customers to them. Our intention with this Rewards Program is to reward our current customers. It seemed appropriate to give something back to the people that help support us, on a daily and yearly basis.

### **General Guidelines:**

Reward Dollars can be combined with other offers, such as current discounts, and coupons offered by the manufacturer, or the Dick Ide Family of Dealerships! Wholesale and/or Business Account discounts can not be combined with the Reward Program.

Reward Dollars will be earned on the final Customer Pay dollar amount, after all discounts and or coupons are applied.

The Dick Ide Rewards Program and Dick Ide Rewards Dollars can only be used for discounts off Dick Ide Products and Services. Each Dick Ide Reward Dollar has a value in the form of discounts equal to one U.S. Dollar. Dick Ide Rewards Dollars have no cash value.

### **Service Guidelines:**

Reward Dollars can be redeemed on all Customer Pay Service and Customer Pay Parts, as well as Customer Pay portions of Insurance Deductibles.

Unused Reward Dollars towards Service and Collision Deductible Assistance CAN be transferred to a different registered New/Used Vehicle when purchased here by the same registered program user.

Reward Dollars are not earned on Warranty Repairs of any kind, and or Dealership Internal Work.

Reward Dollars can be earned and or redeemed only on the Customer/Vehicle registered under the program. Other vehicles being

repaired do not earn rewards unless independently registered for the program.

Reward Dollars in specified Account Columns (Service, Collision, New or Used Vehicle) are not transferable to the other Columns within the Reward Program.

Reward Dollars are redeemable thru the Dick Ide Family of Dealerships **ONLY** under the outlined program guidelines and can not be paid or refunded as cash in any circumstances. Reward Dollars have no cash value, and are intended for discounts off Dick Ide Products and Services.

### **Collision Guidelines:**

Collision Reward Dollars can be used for collision repair to **ANY** vehicle in your household!

Collision Assistance Reward Dollars are intended solely for the registered program user, **AND** his/her household members, in the form of a discount to customer pay portions of an invoice/repair order.

Collision Reward Dollars can not be redeemed when repairing your vehicle at other collision shops. All work must be performed by Dick Ide Collision in order to redeem your Collision Reward Dollars.

A **Lifetime Guarantee** on all collision workmanship comes standard with **EVERY REPAIR** we do. Dick Ide Collision has more certifications, more training than almost any collision shop in our area- we take pride in offering you the best! Your satisfaction is guaranteed. You always get more when using Dick Ide Collision!

For Collision Shop Repairs, **100%** of your Collision Reward Dollars can be redeemed, up to the final Customer Pay Portion of the repair! Now that's a way to help your wallet!

Warranty Repairs and or Dealership Internal Work provided do not earn reward points.

Collision Repair parts and labor will not earn Reward Dollars. Customer Pay Service, and or parts, unrelated to Collision Repairs, will earn Reward

Dollars towards your program accounts, as outlined in the Program Guidelines.

Collision Reward Dollars can not be transferred for use in Customer Pay Service and Or Parts, OR New/Used Vehicle Purchase.

Collision Reward Dollars are not transferable to vehicles, or persons living outside the registered address for the program.

### **New/Used Vehicle Sales Guidelines:**

Rewards Customer may use all or part of their Reward New/Used Vehicle Balance- The decision is all yours!

New/Used Vehicle Reward Dollars may only be redeemed by the Registered Program Customer, OR may be transferred to an immediate family member, but not be combined with other Reward Dollars.

New/Used Vehicle Reward Dollars are redeemed as a discount off a New/Used Vehicle Purchase from the Dick Ide Family of Dealerships. New/Used Vehicle Reward Dollars have no cash value, and are for use as a discount only.

New/Used Vehicle Reward Dollars can not be redeemed as cash in any circumstances.

Reward Dollars from other Reward Column within the Dick Ide Rewards Program such as Service, Collision, and others, are not available for use as a New/Used Vehicle discount and are not transferable from one account to another.

New/Used Vehicle Reward Dollars must be used at the time of a New/Used Vehicle Purchase, and cannot be applied as a discount after the time of sale, or contract date.

### **Referral Reward Points Guidelines:**

It's simple! Refer your family and friends to purchase any vehicle at the Dick Ide Family of Dealerships. If your referral leads to a vehicle lease/purchase and delivery, we will credit you \$100 Reward Dollars, AND discount the card holders purchase price by \$100. Card must be presented at

the time of sale. You earn Reward Dollars! Your family and friends save money! Every time one of your referral cards gets used!

Each Registered Dick Ide Rewards Program user will be sent ten referral cards in their Program Welcome Packet. These cards are for distribution to your family and friends. With each card used, \$50 Reward Dollars will be added to the Registered Program Users, New/Used Vehicle Account, and \$50 Reward Dollars will be added to the same users Service and Parts Account. **PLUS** One Hundred Dollars will be taken off the referred customers' best deal on a new/used vehicle lease or purchase!

Your friends and family can save money off a New/Used Vehicle purchased from Dick Ide, just because they have been referred by you! Referred Customers must present your referral card at time of sale.

Referral Reward Dollars will be divided into two accounts. \$50 Referral Reward Dollars will be added to your New/Used Vehicle Account of the Registered Users, and \$50 Referral Reward Dollars will be added to your Service and Parts Account.

Referral Cards are not for Service, Parts or Collision business, and are only valid on a New/Used Vehicle Purchase or Lease.

**PROGRAM CHANGES:**

All Dick Ide Reward Program Rules and Guidelines are created and governed by Dick Ide Pontiac Honda, and are subject to change. The Dick Ide Reward Program is available only at Dick Ide Dealerships located in Rochester, New York and are not affiliated with any other reward program, or businesses with similar names or products.