



PRIDE OF
JAGUAR

2013/14
RETAILER EXCELLENCE
AWARD WINNER

GUIDELINES
AND SUPPORT

CONGRATULATIONS ON YOUR VICTORY AND ACHIEVING JAGUAR'S HIGHEST HONOR AS A PRIDE OF JAGUAR WINNER.

This guide was created to make publicizing your win simple, easy and effective.

To help you promote and leverage your win to your existing and prospective customers, we offer the current year winners a variety of marketing templates, available on Creative Partners (www.JaguarCreativePartners.com) in the Pride of Jaguar area. Materials include newspaper and radio ads, direct mail and email templates, billboards and much more.

When we work together, our advertising is much more effective. To do this, all advertising that comes from Jaguar and Jaguar Retailer must speak with a single, consistent voice. The easiest way to make sure that your advertising stays on track is to use Jaguar Retailer ad templates. These templates can save you a great deal of time and money because all they require is a small amount of customization.

We hope you find these tools and this guide beneficial. Please contact your Market Manager or email us at Pride@jaguarlandrover.com if you have any questions regarding Pride of Jaguar promotions.

Your status as a Pride of Jaguar winner is significant; please take every opportunity to share this achievement within your community and customer base.



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PROMOTION GUIDELINES

When dealerships utilize a consistent, branded approach to their communications, the entire brand benefits. So here are a few simple guidelines for creating communications that help promote your victory while building the Jaguar brand.

LANGUAGE

Winning the Pride of Jaguar means that yours is one of the top 16 Jaguar Dealerships in the country.*

So please feel free to:

- Refer to the Pride of Jaguar as an “award” and an “accomplishment”
- Utilize terms like “earned,” “recognized” and “named”
- Refer to your dealership as “one of the top”
 - For example: *<Jaguar Dealership Name> has been recognized with the Pride of Jaguar Retailer Excellence award for the third year in a row. It's a distinction shared by only 16 Jaguar dealerships in the country.*

Please do not:

- Refer to the Pride of Jaguar as a “prize”
- Refer to your dealership as “the best” or “the only” or “# 1”
 - Cannot use #1 in any category unless you are the overall #1 Marque of Distinction (MOD) winner.

MARQUE OF DISTINCTION [MOD] TOP RETAILER WINNER

As the MOD winner, you are allowed to promote that you are the #1 overall winner for the year of the win only.

Only the most recent recipients of the Pride of Jaguar award may use the recognition award logo.

*One of 16 of 163 US dealerships to earn the Pride of Jaguar Award based upon customer experience, business experience and sales metrics.



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BROADCASTING THE GOOD NEWS

Find templates for T.V., radio, newspaper, online ads and more on www.JaguarCreativePartners.com



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LOGO

The Pride of Jaguar logo was developed to be used exclusively by the recipients of this prestigious award.

Below are guidelines on logo use:

- The Pride of Jaguar logo can only be used during your winning year
- The logo must be downloaded from the Creative Partners site and used without alteration or distortion
- The Pride of Jaguar logo incorporates the Jaguar logo; therefore, it should not appear in conjunction with another Jaguar logo

For maximum impact and clarity, clear space must be maintained around the Pride of Jaguar logo, equivalent to at least the height of the red and black bar that holds the words “Retailer Excellence AWARD WINNER.” In other words, if the bar is one inch tall, there should be one inch all the way around the logo.



X= Safety area around logo

Logos can be downloaded from Jaguar Creative Partners.



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REIMBURSEMENT FOR CELEBRATION

It takes the efforts of an entire staff to be a Pride of Jaguar winner. To share the success with your team who take action every day to seek constant improvement, JLR will contribute to a celebration event (lunch and/or a dinner, reception, outing, etc.) supported by the winning retailer's Regional and/or Market Managers.

Please hold your event as soon as possible after your Pride of Jaguar announcement.

All celebrations must be held by September.

REIMBURSEMENT

After you have your celebration event, the following must be submitted:

- Pride of Jaguar Winner Reimbursement Form (A PDF of the form is located in the **Forms** section of the site)
- Detailed receipt(s) from the event – if held at a restaurant, the entire check order is needed and not just the total amount paid.
- Follow the directions on the Reimbursement form and send to JLR NA Mahwah (details on form).


All claims will be reviewed to determine reimbursement amounts and you will be notified accordingly. Credits will take 4-6 weeks from time of receipt and are via parts statements.



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JOB#	4250	DATE	2014-02-12	<div>4C</div> 	<div>CREATIVE/PRODUCTION SLUG</div> <div>THE S3 AGENCY</div> <div><small>S3 → QUALITY MANAGEMENT SYSTEM → QUALITY FORMS & RECORDS → CREATIVE FORMS → F-734-002_S3ROUTINGSLUG.PDF DI: 2003-08-08 LR: 2011-11-10</small></div>
CLIENT	JAG	SIZE	11" W X 8.5" H		
AD/CW	MK	SCALE	100%		