

# JAGUAR DEALER MARKETING PROGRAM



OCTOBER 2012  
JAGUAR LAND ROVER NORTH AMERICA, LLC





## TABLE OF CONTENTS



<b>SECTION 1: PROGRAM INTRODUCTION</b>	<b>2</b>
<b>SECTION 2: FUND ACCRUAL INFORMATION</b>	<b>3</b>
<b>SECTION 3: CREATIVE PRE-APPROVAL PROCESS</b>	<b>4</b>
<b>SECTION 4: CLAIM SUBMISSION PROCESS</b>	<b>5</b>
<b>SECTION 5: ELIGIBLE MEDIA TYPES &amp; CLAIM REQUIREMENTS</b>	<b>6</b>
<b>SECTION 6: ADVERTISING GUIDELINES</b>	<b>8</b>
Category 1: Jaguar Graphic Elements .....	8
Category 2: Sales Events and Campaigns.....	9
Category 3: Graphics, Photography & Typography .....	10
Category 4: Claims & Recognition .....	10
Category 5: Separation of Brands and New/Select Certified Pre-Owned Vehicles .....	11
Category 6: Advertising Messages.....	11
Category 7: Search Engine Marketing .....	12
Category 8: Events & Sponsorships.....	12
Category 9: Dealer Websites.....	12
Category 10: Code of Conduct .....	13
<b>SECTION 7: ADVERTISING EXAMPLES: “DO’S &amp; DON’TS”</b>	<b>14</b>
<b>SECTION 8: MANAGING THE JAGUAR DEALER MARKETING PROGRAM</b>	<b>20</b>
<b>SECTION 9: FREQUENTLY ASKED QUESTIONS (FAQ)</b>	<b>22</b>
<b>SECTION 10: EXHIBITS</b>	<b>26</b>



## PROGRAM INTRODUCTION

The Jaguar Dealer Marketing Program (JDMP) assists Jaguar retailers' local advertising efforts with monthly financial support. Retailers accrue marketing funds with every new Jaguar vehicle invoiced to the store. By adhering to the JDMP guidelines contained herein, the co-op advertising program has the potential to reimburse a Jaguar retailer for many of their marketing activities.

The JDMP guidelines are designed to uphold the most current Jaguar brand standards across all media types. The Jaguar Dealer Marketing Program is comprised of six (6) key components:

1. Fund Accruals
2. Creative Pre-approval
3. Advertising Claims
4. Advertising Guidelines
5. JDMP Website
6. JDMP Support Center

In addition to the information contained for each of these components, this guide will provide information regarding JDMP activity reports, eligible media, advertising examples (correct/incorrect) and a Frequently Asked Questions section.



## FUND ACCRUAL INFORMATION

Jaguar retailers that participate in JDMP earn funds when new Jaguar vehicles are invoiced. Retailers also receive “matching funds” from Jaguar North America on each new Jaguar vehicle invoiced to the store. Retailers may choose what assessment to add to new vehicle invoices (up to \$700 per vehicle). For more information, please see the JDMP Retailer Participation Form (See Exhibit A).

### RETAILER REVENUE FUNDS

JDMP retailer revenue funds are comprised of the assessments retailers elect to add to their new vehicle invoices. Retailer revenue funds accrue monthly — based on each new Jaguar vehicle invoiced to the store — and are posted to the retailer’s account in the following month. For example, January vehicle invoices will be calculated and deposited in early February. Retailer revenue funds do not expire.

### CORPORATE MATCH FUNDS

Additionally, retailers receive a 50% corporate match from Jaguar North America on their monthly retailer revenue fund accruals. Corporate matching funds expire after six (6) months. Matching funds are applied on a rolling basis; once the six-month period expires, so do the funds, and application toward marketing expenses must roll forward to the newer fund accruals.

Corporate match funds are issued on the same day that retailer revenue funds are issued. Both types of funds are reflected on the JDMP website reports.

#### EXAMPLE

Anytown Jaguar elects to have a \$500 assessment on each new vehicle invoice. In January, Anytown Jaguar was invoiced two (2) XF vehicles, two (2) XJ vehicles and one (1) XK vehicle. Anytown Jaguar would accrue \$2,500 in retailer revenue funds for January -- these funds will never expire.

Additionally, Anytown Jaguar would receive \$1,250 (50% of \$2,500) in corporate matching funds for January. Since these funds expire after six (6) months, they may be used in advertising during January-June only.

The total JDMP fund amount earned for January is \$3,750.



## CREATIVE PRE-APPROVAL PROCESS

The JDMP Program is intended to help Jaguar retailers succeed in local marketing efforts. One key program component is the Advertising Pre-Approval Process — a means by which retailers can submit advertising and marketing creative for compliance review prior to actually running or placing the media. This process has been put into place so that retailers can be assured that creative has content approval according to the program guidelines.

The JDMP Pre-Approval Support Center manages all creative pre-approvals, and is committed to timely reviews to assist retailers. Please see the chart below for timeframes.

Media Type	Response Time
Newspaper, Radio, TV, Out-of-Home, Internet Banner, Mobile, Magazine, Cinema, Direct Mail	1 business day
Events, Sponsorships, Auto Display/Shows (and all related collateral, premiums/apparel)	3 business days
Dealer Websites	3 business days

### How to Submit Marketing Materials

Submitting an ad or other marketing material is easy: Simply email or fax your ad/script/design to:

#### JDMP SUPPORT CENTER



**PHONE:** 800.790.0918

**FAX:** 888.542.3116



**EMAIL:** JDMP@ansira.com

Please make sure to include the following on your submission:

- Retailer Name
- Retailer Code
- Contact Name
- Contact Info (phone, email, fax)
- Media Type Description (i.e. "Full Page Newspaper Ad", "Radio Script", "Outdoor Billboard", etc.)
- Date of Run/Placement

All submissions will receive a response within the timeframes listed above. Submission responses will come in the form of an official letter, denoting the submission status, infraction code (if applicable) and reason for infraction (if applicable). There are two status types – only one status type will be applicable to each individual submission:

1. "Approved" — the media/materials meet eligibility requirements
2. "Declined" (with infractions noted) — the media/materials are only reimbursable if the infractions are fixed

Jaguar retailers are strongly encouraged to submit creative layouts for pre-approval. If a pre-approval request is "declined," retailers may re-submit creative layouts as many times as necessary to receive an "approved" status. All pre-approval submissions will be reviewed against the then-current JDMP Guidelines.



## CLAIM SUBMISSION PROCESS


To receive JDMP reimbursement, retailers must submit advertising and marketing claims after running or placing the media, along with the required support documentation.


The JDMP Support Center manages all claim reviews and processing within 5 business days. A formal letter will be sent in response to the claim submission within a 10 business-day period (except holidays and weekends).

### How to Submit Marketing Materials

Submitting an ad or other marketing material is easy: Simply email or fax your ad/script/design to:

#### JDMP SUPPORT CENTER

 **PHONE:** 800.790.0918  
**FAX:** 888.542.3116

 **EMAIL:** JDMP@ansira.com

Please make sure to include the following basic retailer information with your claim submission:

- Retailer Code
- Retailer Name
- Contact Name
- Contact Phone Number or Email address

Please see Section 5 (Eligible Media Types & Claim Requirements) for the required claim documentation to submit for each specific media type.

## JAGUAR LEADS PROCESS

In 2012, Jaguar North America implemented the LEADS program by which Jaguar retailers are expected to uphold specific operational and marketing standards. One of the LEADS standards is that each retailer must have at least one (1) "Approved" JDMP claim in each calendar quarter.

To help ensure you meet the standard, please take special note of the following:

- Pre-approvals do not count towards this standard. The retailer must have an actual approved claim.
- It is strongly recommended that you submit all marketing materials for pre-approval to help ensure your claim (once submitted) will be approved.
- In the last month of a quarter, the JDMP claim must be processed and approved by JDMP Administrators by the 25th day of the month to count for that quarter.

At the end of each quarter, Jaguar North America will review which stores have met the quarterly JDMP approved claim LEADS standard and apply the scoring accordingly.

Please note that Jaguar North America makes the decision on whether the quarterly approved JDMP claim standard is met—the JDMP Administrators cannot change this decision. For any questions regarding the LEADS program or scoring decisions, please contact David Maguire (201-818-8135, [dmagui10@jaguarlandrover.com](mailto:dmagui10@jaguarlandrover.com)) and/or Scott Cohn (201-818-8105, [scohn@jaguarlandrover.com](mailto:scohn@jaguarlandrover.com)).



## ELIGIBLE MEDIA TYPES & CLAIM REQUIREMENTS [BY MEDIA TYPE]

The following media types are considered “eligible for reimbursement.” However, marketing submissions must comply with all the JDMP Marketing Guidelines and processes in order to be eligible for reimbursement. Any violations or noncompliance with the program guidelines could cause the reimbursement to be denied, in whole or in part, as stated in this guideline booklet.

MEDIA TYPE	PRE-APPROVAL REQUIRED?	PRE-APPROVAL REVIEW TURNAROUND	DOCUMENTATION REQUIRED
<b>Newspapers</b>	Strongly encouraged	1 business day	Actual newspaper advertisement/e-tearsheet with: Publication name, ad date, original publisher's invoice reflecting ad size, cost and publication dates
<b>Magazines</b>	Strongly encouraged	1 business day	Actual magazine advertisement/tearsheet with: Original publisher's invoice showing ad size, cost(s) associated and publication date(s)
<b>Direct Mail</b>	Strongly encouraged	1 business day	Actual sample of mail piece, original printer's invoice showing quantity printed and cost(s) associated, postal receipts showing quantity mailed and cost(s)
<b>Radio</b>	Strongly encouraged	1 business day	Radio script imprinted with ANA/RAB* documentation, radio script signed by station official and notarized and original station invoice ( <i>Customized tags are required for spots downloaded from Jaguar CreativePartners</i> ).
<b>Television Storyboard</b>	Strongly encouraged	1 business day	Complete and tagged script (Audio + Video) imprinted with ANA/RAB* documentation, ANA/RAB statement signed by station official and notarized, original station invoice ( <i>Customized tags are required for spots downloaded from Jaguar CreativePartners</i> ). <small>*ANA/RAB = Association of National Advertisers/Radio Advertising Bureau; ANA/TVB = Association of National Advertisers Television Bureau; and ANA/CAB = Association of National Advertisers/Cable Advertising Bureau.</small>
<b>Internet &amp; Mobile Device Advertising (Banner Ads)</b>	Strongly encouraged	1 business day	Submit screenshot of internet banner ad or mobile ad creative and original invoice. <b>Digital Banner Ads with Video:</b> Submit vendor Invoice with the following: Name of advertiser, dates of media activity, total cost (less discounts and commission) and copy of script (for video) including notarized with ANA statement and still frames of video or banner video file
<b>Internet Inventory Placement</b>	Strongly encouraged	1 business day	Submit screenshot of internet listing, original invoice.
<b>Search Engine Marketing</b>	Strongly encouraged	1 business day	Submit vendor invoice with the following: Name of advertiser, total cost and dates of purchase activity. Also submit a copy of purchased keywords or terms, cost per keyword/term and screenshots of successful search using a purchased keyword or term



MEDIA TYPE	PRE-APPROVAL REQUIRED?	PRE-APPROVAL REVIEW TURNAROUND	DOCUMENTATION REQUIRED
<b>Dealer Website (Supported by Shift Digital)</b>	Strongly encouraged	3 business days	To be eligible for 100% reimbursement for your Shift Digital website, your website's URL, website screenshots and Shift Digital invoice must be submitted with the claim. <b>Note:</b> Retailer Tier 3 websites outside the Shift Digital program are not eligible for reimbursement.
<b>Out-Of-Home/ Outdoor-For Either Static or Digital Billboards</b>	Strongly encouraged	1 business day	<b>Static billboards:</b> Submit photograph of installed billboard and media invoice showing: Name of advertiser, location of boards and costs per posting. <b>Digital billboards:</b> Submit still frames of spot advertised or TV/Video file and media invoice with: Name of advertiser, dates & times of postings, costs of billboard (less earned discounts or agency commissions) and vendor affidavit of image playing. <b>Note:</b> Billboard image must be signed by a vendor representative to verify usage and an original invoice must be submitted.
<b>Cinema</b>	Strongly encouraged	1 business day	Submit still frames of spot advertised or TV/Video file and media invoice with: Name of advertiser, dates and times of each posting, costs of each spot (less any earned discounts or agency commissions) and cinema affidavit of performance. <b>Note:</b> Scripts with audio and video, must be signed by a cinema representative to verify usage and an original invoice must be submitted. Submit photograph of transit ad with media invoice showing Name of advertiser, number of ads, posting dates and costs per posting
<b>Events/Sponsorships (Mandatory Pre-Approval Required)</b>	Yes	3 business days	<b>Note:</b> At least 10 business days prior the start date of the event/activity or sponsorship, retailers must submit an Event Sponsorship Pre-Approval Form or Auto Show/Mall Display Pre-Approval Form (visit JDMP website to download). Submit original invoices or vendor agreement showing: Name of advertiser/sponsor, contract terms and cost(s), run/activity/sponsor dates (start/end). Submit any other expenses or services associated (i.e. catering company, event planner, photographer, etc.), photos of the event or sponsorship activity (per activity), and Event/Sponsorship Pre-Approval Form notice issued by the JDMP Support Center.
<b>Auto Shows</b>	Yes	1 business day	Submit original invoice or vendor agreement, name of advertiser/sponsor and contract terms and cost(s) including run/activity/sponsor dates (start/end), display space and any other expenses or services associated (i.e. catering company, event planner, photographer, etc.). Submit a photo of vehicle in display space and Auto Show/Mall Display Pre-Approval notice issued by the JDMP Support Center.
<b>"I Make News" (IMN) E-Newsletter</b>	Strongly encouraged	1 business day	Submit preferred vendor invoice including: Name of advertiser, publication/e-blast dates and screenshot(s) of e-newsletter



## ADVERTISING GUIDELINES

Advertising guidelines have been carefully put into place to uphold the Jaguar brand and to provide Jaguar retailers with the rules associated with compliant advertising expectations. All of the enclosed guidelines are then applied as a “code” system, in which advertising that is noncompliant is denoted with the appropriate code. The “code categories” are broken down according to the area to which a guideline pertains, specifically:

Category #	Category Name
Category 1	Jaguar Graphic Elements
Category 2	Sales Events & Campaigns
Category 3	Graphics, Photography & Typography
Category 4	Claims & Recognition
Category 5	Separation of Brands
Category 6	Advertising Messages
Category 7	Search Engine Marketing
Category 8	Events, Sponsorships, Auto Shows & Mall Displays
Category 9	Dealer Websites
Category 10	Code of Conduct

The following JDMP Advertising Guidelines should be used to ensure all advertising and marketing materials are in compliance. All guidelines should be reviewed carefully, as many have minor updates from previous versions.

Use this section as a reference tool if/when annotations are made to pre-approval or claim ad submissions, for clarity on the compliance issue. Please contact the JDMP Support Center for questions or support regarding any of the following guidelines.

### CATEGORY 1: JAGUAR GRAPHIC ELEMENTS

The Jaguar brand is represented by two trademarked logos. Each logo has a unique and specific usage. The leaper logo may be used as part of the retailer logo at any time.

- 1a.** The Jaguar leaper logo must appear in every official Jaguar advertisement and marketing communication, and cannot be distorted, manipulated or altered in any way.

The Jaguar wordmark may be used rather than the Jaguar leaper logo under certain exceptional circumstances:

- Extreme landscape format communications when the Jaguar logo alone will not establish enough brand presence (Ex: Hoardings around a track or football pitch).
- Use the chrome version of the wordmark whenever possible. Using the wordmark on its own should be considered a last resort.

### LOGO USAGE

- 1b.** The Jaguar leaper logo must appear prominently in the ad. All uses of the Jaguar logo, its elements and fonts should meet the guidelines outlined in the Corporate Identity file posted on CreativePartners.

- 1c.** The chrome logo should appear on a white background whenever possible. Never position the logo on a photographic background made of midtones, as this will compromise legibility. In exceptional circumstances (Ex: TV end frame), the chrome logo can be placed on a black background. There is a separate version available for use on black backgrounds.

The chrome logo is to be used across all communications, unless in exceptional circumstances in which you are compromised by material and finish, in which case, the outline version of the logo may be used.

## SIZE

- 1d. Print Application:** The horizontal dimension of the Jaguar logo or Jaguar wordmark must be at least 18mm (.709"). **Digital Application:** The horizontal dimension of the Jaguar logo or Jaguar wordmark must be at least 90 pixels wide.

Refer to the Corporate Identity Guidelines on CreativePartners for more details.

## FREE SPACE

- 1e. Print Application:** A free space equal to (x .15) the width of the Jaguar logo wordmark must surround the Jaguar logo or Jaguar wordmark.

**Example:**

If the width of the logo = 10cm  
 Clearance above and below = 1.5cm  
 Clearance to the sides = 2.5cm

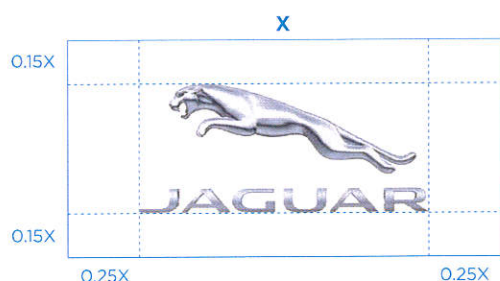
**Digital Application:** A free space equal to (x .10) the width of the Jaguar logo wordmark must surround the Jaguar logo or Jaguar wordmark.

**Example:**

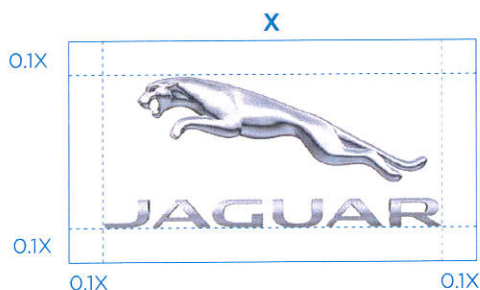
If the width of the logo = 100 pixels  
 Clearance above and below = 10 pixels  
 Clearance to the sides = 10 pixels

No type, graphic elements or confusing or strong imagery may appear in this zone of exclusion, in either application.

### FOR PRINT COMMUNICATIONS



### FOR DIGITAL COMMUNICATIONS



## USE OF THE WORD "JAGUAR"

- 1f.** The word "Jaguar" must be spelled out in headlines and body copy in the ad rather than inserted as a logotype. The word "Jaguar" may be abbreviated to "Jag" in headlines and body copy of advertisements.

## CATEGORY 2: SALES EVENTS & CAMPAIGNS

- 2a.** Any use of previous ad campaign or elements are to be discontinued (Ex: Celebration campaign).
- 2b.** All sales event and campaign guidelines—as set forth by Jaguar North America at the time of the event/campaign—must be followed during the period of the sales event or campaign to be eligible for JDMP reimbursement.



**CATEGORY 3: GRAPHICS, PHOTOGRAPHY & TYPOGRAPHY**

- 3a.** No starbursts or similar graphic treatments (e.g., bubbles, clouds, triangles, circles, ovals, balloons, price tags, etc.) should appear in the ad.
- 3b.** Vehicle photography must be consistent with the Jaguar model being advertised. Approved photography can be found on the Jaguar CreativePartners website. Optional equipment shown on an advertised photo must be appropriately disclaimed.
- 3c.** A retailer name, logo, or both may appear so long as neither the font height nor logo size are larger than the height of the Jaguar logo.

**PHOTOGRAPHY**

- 3d.** Vehicle photography must match the year, make, and model of the vehicle being advertised.  
\*Unless otherwise disclaimed

**TYPOGRAPHY**

- 3e.** Use of the current primary and secondary fonts is required.

The primary typeface is called “Jaguar.” It is available in two weights, Bold and Regular. It must be used for headlines, titles and sub-heads. The font is available for download on [JaguarCreativePartners.com](http://JaguarCreativePartners.com)

Uppercase (all caps) should be used except in circumstances where uppercase is too large for a given format.

Gotham is the secondary typeface, used for body copy and quotations. Gotham should not be used for headlines. Three weights may be used: Bold, Book or Light.

**DESIGN LINE**

- 3f.** Use of the design line in advertisements must conform to the Corporate Identity Guidelines, available for download on CreativePartners.

There are two different versions of the design line, one for portrait and one for landscape; the thicknesses vary slightly.

The design line can be used in animated banners. During the animation, the whole line must be seen. The whole line does not have to be visible on the final frame as long as it can be seen in entirety during the animation.

The design line may not be used for unanimated banners, websites or corporate stationery.

**CATEGORY 4: CLAIMS & RECOGNITION**

- 4a.** Advertising must not violate any law or contain fraudulent, misleading or disputable claims that cannot be substantiated. Superlatives such as “biggest,” “newest,” “best,” “largest,” “#1” and other similar words should not be used unless they are true and the ad includes proper substantiation of their validity. (e.g. Jaguar Retailer A has the largest inventory in the US – source, year) (e.g. Jaguar ranks “Highest in Sales Satisfaction among Luxury Brands” by J.D. Power and Associates, year.)
- 4b.** Advertising must not state or imply that any retailer has any favored or preferential status (improper advantage) over another Jaguar retailer to sell a Jaguar vehicle.
- 4c.** The recognition awards logo should be used only by the most recent recipient of the Pride of Jaguar award (or any other Jaguar-issued award). The current recognition award should be downloaded from [JaguarCreativePartners.com](http://JaguarCreativePartners.com) and used without any alteration or distortion. It is permissible for the most recent award recipients to refer in their ads to any awards won in prior years as well.

**CATEGORY 5: SEPARATION OF BRANDS AND NEW/SELECT CERTIFIED PRE-OWNED VEHICLES**

**5a.** All reimbursable broadcast advertising must be exclusively for the Jaguar brand unless a specific product comparison is made between a Jaguar model and a competitive brand.

**Example:** Cannot split a 30-second advertisement into a 15-second Jaguar advertisement followed by a 15-second non-Jaguar advertisement.

**5b.** The Jaguar brand must stand alone in all advertising to give prominence to the brand and vehicles. Specific guidelines for media types are as follows:

- In print advertising and e-newsletters in which non-Jaguar brands (including Land Rover) appear with Jaguar brands, a solid, uninterrupted box or line (minimum 1pt rule) must be used to separate the brands.
- Digital banners may not include non-Jaguar brands within the same banner.
- Auto mall and dual retailer advertisements should also be separated from the Jaguar portion of the ad. Group print advertising may use a common border, but must use a solid, uninterrupted box or line (minimum 1pt rule) to separate competitive-make information from Jaguar information. The common border may contain administrative information for the auto mall (e.g., auto mall name, location, phone numbers, hours) but must not contain competitive sales information (e.g., inventory, offers, specific vehicle information).

**5c.** Advertisements must contain no less than 75% new car advertising and no more than 25% Select Certified Pre-Owned advertising. Non-certified vehicles must not appear in advertisements.

**CATEGORY 6: ADVERTISING MESSAGES****GENERAL**

To reinforce Jaguar's position as a luxury brand, advertising must emphasize the product features and benefits of the Jaguar brand instead of focusing solely on retail sales price.

**6a.** Federal, state and local law disclosure requirements must be clear, legible and visible.

**6b.** Dealers must advertise their franchise using Jaguar designated name (DBA name) as agreed upon in their retailer agreement. (i.e. Jaguar of XYZ vs. AutoGroup).

**PRICING**

**6c.** When advertising a vehicle, price, payment or offer, the year, make and model of the advertised vehicle must be clearly identified as well as whether the vehicle is new, demonstrator or certified.

**6d.** When advertising a vehicle price, payment or offer that applies to only one vehicle, the retailer must have the vehicle in stock and the vehicle's VIN or stock number must appear clearly in the body of the ad.

**MSRP/LEASE ADVERTISING**

The MSRP of a vehicle is defined as follows: the manufacturer's suggested retail price for the vehicle plus the cost of all options shown or offered plus destination and handling charges (where required by law).

**6e.** A discounted price must not appear larger than the MSRP type/font in the ad or be the focal point of the ad. The original MSRP or lease must not have a strikethrough or any other graphic element to indicate a reduction in price.

**6f.** If price is used for a new-model-year vehicle, it must be MSRP only. MSRP advertising must be maintained during the new model year.\* When new-model year vehicles are introduced, MSRP advertising is relaxed for the previous model year. Example: 2012 XF vehicles should maintain MSRP advertising until the arrival of 2013 XF vehicles.

\*Jaguar North America may authorize relaxed MSRP advertising at specific times.



**PROHIBITED WORDS AND PHRASES**

- 6g.** Words or phrases that are detrimental to the Jaguar brand—including, but not limited to, “special purchase,” “blowout,” “closeout,” “clearance,” “below invoice,” “\$XXX savings” and “Save \$XXX”—should not appear in advertising. Instead, more appropriate terms, such as “Spring Sales Event” and “Attractive Lease,” should be used. “\$XXX off MSRP” may be used in advertising for previous-model year vehicles (not new-model-year vehicles) only if true and clarified by full details.

**CATEGORY 7: SEARCH ENGINE MARKETING**

- 7a.** Words or phrases that are purchased for conquest marketing campaigns should be words in the Jaguar model categories, brand conquests or direct competition products.
- 7b.** Use of other Jaguar retailer names in resulting paid search copy and/or keyword purchases is prohibited.

**CATEGORY 8: EVENTS, SPONSORSHIPS, AUTOSHOWS & MALL DISPLAYS**

- 8a.** All events, sponsorships, auto shows and mall displays—including 1:1 marketing events—must be preapproved by the JDMP Support Center (three-business-day process). Retailers should involve the appropriate Jaguar Market Manager to ensure that they reflect positively on the Jaguar brand and are consistent with other marketing and advertising activities.
- 8b.** All event/activity signage must be pre-approved by the JDMP Support Center to be eligible for reimbursement.
- 8c.** All event/activity collateral (i.e. brochures, gift bags, etc.) must be pre-approved through the JDMP Pre-Approval Process to be eligible for reimbursement. If collateral is purchased from the Jaguar Collection (Jaguar’s merchandise program), no pre-approval is required.

**CATEGORY 9: DEALER WEBSITES**

Jaguar retailers are strongly encouraged to host an exclusive Jaguar website as their primary website that links from, and back to [www.jaguarusa.com](http://www.jaguarusa.com). Inclusion of the Land Rover brand on retailer Tier 3 websites is allowed. Retailers must also host an exclusive, mobile retailer site. Any other URL advertised will be subject to these guidelines.

Websites that are deemed “compliant” will be linked to [www.jaguarusa.com](http://www.jaguarusa.com). Websites that are deemed “noncompliant” with JDMP guidelines must be re-submitted by the retailer until site content is deemed “compliant.” (Refer to Exhibit B: Jaguar Dealership Website Pre-Approval/Certification Process)

- 9a.** Brand logos must be used to identify the brands or the retailer—logos should not be used as a functional element, such as functioning as a button, used for bullet points, etc.
- 9b.** Arial must be used as the font for online text.
- 9c.** URLs must meet Jaguar URL policy, as published by Jaguar North America. See Exhibit C “Jaguar URL Policy” for reference.

- 9d.** Google Analytics tags — specifically provided by Jaguar North America — must be present on each retailer's Tier 3 Jaguar website. These tags allow for website performance tracking. Tags must be included on the following pages/forms:
- Home page
  - New vehicle inventory
  - Pre-owned inventory
  - Special offers
  - Finance
  - Retailer information
  - Parts
  - Service
  - Lead submission forms (request a quote, test drive, etc)
- 9e.** Inclusion of text link at bottom left corner of retailer Tier 3 websites to lead to a multi-franchise website is allowed only as a text copy link, without logos or images, and stated as "See our full website" or "See our other brands."
- 9f.** No other brands (besides Land Rover) should appear on any Jaguar retailer website. Jaguar and Land Rover must each be given equal "weight" in the website.
- 9g.** Retailer websites must feature a link back to [www.jaguarusa.com](http://www.jaguarusa.com).

#### CATEGORY 10: CODE OF CONDUCT

- 10a.** Any retailer advertisement that contains images or content deemed to be inconsistent with the Jaguar brand, its image or marks, and/or is offensive, derogatory, inappropriate, irresponsible, or in any way disparaging to the Jaguar brand, its parent company, retailers, affiliates, products or programs will be ineligible for reimbursement. Likewise, any content that contains political, sexual, racial, religious or is derogatory to any group, organization, race or party will also be deemed ineligible for reimbursement. Jaguar North America reserves the right to audit the advertising in question, and holds the right to terminate, suspend, or hold responsible any/all retailer(s) responsible for the content. Any retailer whose agency or vendor is facilitating advertising materials (on the retailer's behalf) and whose advertising contains any of the above will be held responsible and liable for all conduct and/or any damages incurred as a result of inappropriate advertising.



## ADVERTISING EXAMPLES: "DO'S &amp; DON'T'S"

## AD EXAMPLE 1: LOGO &amp; NAME

INCORRECT



AT LAST, LUXURY COMES ALIVE.

JAGUAR.COM

3F

1F

VISIT JAGUAR OF ANYTOWN AND TEST DRIVE A NEW JAGUAR TODAY.

2013 JAGUAR XJ  
\$000Mo | 0.0%  
00 MONTH LEASE | LEASE APR  
\$0,000 DOWN PAYMENT  
\*FIRST PAYMENT WAIVER\*

2013 JAGUAR XK  
\$000Mo | 0.0%  
00 MONTH LEASE | LEASE APR  
\$0,000 DOWN PAYMENT  
\*FIRST PAYMENT WAIVER\*

Anda culiesedi commolo  
Reicita doluptum  
Doluptur peles mod quibere

Reicita doluptum  
Lam sit unt et dus que doluptur  
Ndaectur ribusam

JAGUAR OF ANYTOWN  
1234 SOUTH FIRST ST.  
ANYTOWN, ANYSTATE, 12345  
TEL: 1 234-567-8910  
WWW.JAGUAROFANYTOWN.COM

1c

1e

1a

HOW ALIVE ARE YOU? JAGUAR

RETAILER LEGAL Images ©2012 JAGUAR LAND ROVER NORTH AMERICA, LLC

CORRECT



AT LAST, LUXURY COMES ALIVE.

JAGUAR.COM

VISIT JAGUAR OF ANYTOWN AND TEST DRIVE A NEW JAGUAR TODAY.

2013 JAGUAR XJ  
\$000Mo | 0.0%  
00 MONTH LEASE | LEASE APR  
\$0,000 DOWN PAYMENT  
\*FIRST PAYMENT WAIVER\*

2013 JAGUAR XK  
\$000Mo | 0.0%  
00 MONTH LEASE | LEASE APR  
\$0,000 DOWN PAYMENT  
\*FIRST PAYMENT WAIVER\*

Anda culiesedi commolo  
Reicita doluptum  
Doluptur peles mod quibere

Reicita doluptum  
Lam sit unt et dus que doluptur  
Ndaectur ribusam

JAGUAR OF ANYTOWN  
1234 SOUTH FIRST ST.  
ANYTOWN, ANYSTATE, 12345  
TEL: 1 234-567-8910  
WWW.JAGUAROFANYTOWN.COM

HOW ALIVE ARE YOU? JAGUAR

RETAILER LEGAL Images ©2012 JAGUAR LAND ROVER NORTH AMERICA, LLC

## COMMON INFRACTIONS MADE:

- 1a. Leaper logo must be used and cannot be altered.
- 1c. Leaper logo cannot be on a background that compromises legibility (i.e., gray background).
- 1e. A free space equal to (X .15) the width of the Jaguar logo must be maintained. No graphic element may appear in this line of exclusion.
- 1f. Jaguar must be typed out — logo cannot be inserted into text of headlines or body copy.
- 3f. Use of the design line must conform to Corporate Identity Guidelines and cannot be altered.



## AD EXAMPLE 2: PHOTOGRAPHY &amp; TYPOGRAPHY

INCORRECT

**Your Wildest Expectations Have Been Exceeded.** <sup>3e</sup>

Jaguar.com



**XF LEASE PAYMENT OF \$000<sup>+</sup>** <sup>3a</sup>

PER MONTH PLUS TAXES  
0.0% LEASE APR WITH \$0.000 DOWN  
1st Payment Waiver for a Limited Time

**3e INTRODUCING THE 2013 JAGUAR XF**  
The 2013 Jaguar XF features an exhilarating 385 HP engine and standard navigation, Bluetooth®, keyless entry and keyless start. Also included, no-charge scheduled maintenance and wear and tear coverage that is best-in-class\*. With lease payments starting from \$649 per month, there has never been a better time to drive a Jaguar.

**3c**  **JAGUAR OF ANYTOWN**  
1234 SOUTH FIRST ST.  
ANYTOWN, ANYSTATE, 12345  
TEL: 1-234-567-8910  
www.jaguarofanytown.com


 **JAGUAR**

Jaguar Platinum Coverage includes all factory recommended scheduled maintenance for four years or 60,000 kilometers, whichever occurs first. Wear and tear items are limited to brake pads, brake discs, drive shafts and wheel per brake. Items based on factory specified wear limits or intervals. All work must be performed by an authorized Jaguar dealer. For complete details on Jaguar Platinum Coverage, including warranty and maintenance coverage and exclusions, please visit your local Jaguar dealer or <http://www.jaguarofanytown.com>.

CORRECT

**YOUR WILDEST EXPECTATIONS HAVE BEEN EXCEEDED.**


JAGUAR.COM




**XF LEASE PAYMENT OF \$000<sup>+</sup>**

PER MONTH PLUS TAXES  
0.0% LEASE APR WITH \$0.000 DOWN  
1st Payment Waiver for a Limited Time\*

**INTRODUCING THE 2013 JAGUAR XF**  
The 2013 Jaguar XF features an exhilarating 385 HP engine and standard navigation, Bluetooth®, keyless entry and keyless start. Also included, no-charge scheduled maintenance and wear and tear coverage that is best-in-class\*. With lease payments starting from \$649 per month, there has never been a better time to drive a Jaguar.

 **JAGUAR OF ANYTOWN**  
1234 SOUTH FIRST ST.  
ANYTOWN, ANYSTATE, 12345  
TEL: 1-234-567-8910  
www.jaguarofanytown.com

 **JAGUAR**

Jaguar Platinum Coverage includes all factory recommended scheduled maintenance for four years or 60,000 kilometers, whichever occurs first. Wear and tear items are limited to brake pads, brake discs, drive shafts and wheel per brake. Items based on factory specified wear limits or intervals. All work must be performed by an authorized Jaguar dealer. For complete details on Jaguar Platinum Coverage, including warranty and maintenance coverage and exclusions, please visit your local Jaguar dealer or <http://www.jaguarofanytown.com>.

## COMMON INFRACTIONS MADE:

- 3a.** No starbursts or graphic treatments.
- 3c.** Retailer name and/or logo may not be taller than the Jaguar logo.
- 3e.**
- Headline and URL must be in "Jaguar" (Primary font).
  - Body copy must be in "Gotham" (Secondary font).



## AD EXAMPLE 3: CLAIMS &amp; RECOGNITION

INCORRECT

XF XJ XK

AT LAST, LUXURY COMES ALIVE.

Ga. Git ea qui coreicto venecus volorio exerciis explisciatem fugiat ut incilis a solecto cus, simproseque dolore niminctus, optae quundem facis dolupic tatus dolut laborestiam, od quo molorrora cum int rem. Occum, te nat. Mil est dolent. Hiliberis nobit debistore, ommodis apidebis.

JAGUAR.COM

ALL NEW 2013 JAGUARS

**0.0% APR**  
UP TO 00 MONTHS\*

2013 JAGUAR XJ	2013 JAGUAR XK
<b>\$000MO</b>   <b>0.0%</b>	<b>\$000MO</b>   <b>0.0%</b>
00 MONTH LEASE   LEASE APR	00 MONTH LEASE   LEASE APR
\$0,000 DOWN PAYMENT	\$0,000 DOWN PAYMENT
FIRST PAYMENT WAIVER*	FIRST PAYMENT WAIVER*

**JAGUAR OF ANYTOWN** | **#1 DEALER!** | **BETTER THAN OTHERTOWN JAGUAR!**

1234 SOUTH FIRST ST., ANYTOWN, ANYSTATE 12345  
123-456-7890  
WWW.JAGUAROFANYTOWN.COM

HOW ALIVE ARE YOU?

**JAGUAR**

\*Rates shown only for well-qualified buyers as determined by approved lender. Taxes, title, license and fees due at signing. Residual determined on full vehicle price. For special financing terms, take new vehicle delivery from retailer stock by 12/31/12. 0.0% APR for 00 months at \$0.00 per month per \$0.00 financed regardless of amount of down payment. \$0.00 down payment required. See your participating authorized Jaguar Retailer for qualifications and complete details. Jaguar dealer or approved lender may rescind or amend this offer without notice. Images © 2012 JAGUAR, L. AND COVER NORTH AMERICA, LLC.

**1c**

CORRECT

XF XJ XK

AT LAST, LUXURY COMES ALIVE.

Ga. Git ea qui coreicto venecus volorio exerciis explisciatem fugiat ut incilis a solecto cus, simproseque dolore niminctus, optae quundem facis dolupic tatus dolut laborestiam, od quo molorrora cum int rem. Occum, te nat. Mil est dolent. Hiliberis nobit debistore, ommodis apidebis.

JAGUAR.COM

ALL NEW 2013 JAGUARS

**0.0% APR**  
UP TO 00 MONTHS\*

2013 JAGUAR XJ	2013 JAGUAR XK
<b>\$000MO</b>   <b>0.0%</b>	<b>\$000MO</b>   <b>0.0%</b>
00 MONTH LEASE   LEASE APR	00 MONTH LEASE   LEASE APR
\$0,000 DOWN PAYMENT	\$0,000 DOWN PAYMENT
FIRST PAYMENT WAIVER*	FIRST PAYMENT WAIVER*

**JAGUAR OF ANYTOWN** | **RANKED #1 IN AUTOMOTIVE CUSTOMER SATISFACTION IN ANYTOWN\***

1234 SOUTH FIRST ST., ANYTOWN, ANYSTATE 12345  
123-456-7890  
WWW.JAGUAROFANYTOWN.COM

HOW ALIVE ARE YOU?

**JAGUAR**

\*2012 Anytown Times Customer Survey of Top Businesses in Anytown. \*Rates shown only for well-qualified buyers as determined by approved lender. Taxes, title, license and fees due at signing. Residual determined on full vehicle price. For special financing terms, take new vehicle delivery from retailer stock by 12/31/12. 0.0% APR for 00 months at \$0.00 per month per \$0.00 financed regardless of amount of down payment. \$0.00 down payment required. See your participating authorized Jaguar Retailer for qualifications and complete details. Jaguar dealer or approved lender may rescind or amend this offer without notice. Images © 2012 JAGUAR, L. AND COVER NORTH AMERICA, LLC.

## COMMON INFRACTIONS MADE:

- 1c.** Jaguar's chrome logo should be used whenever possible.
- 4a.** Claims must be sourced.
- 4b.** Cannot imply status above another Jaguar retailer ("We're better than Bob's Jaguar").

## AD EXAMPLE 4: SEPARATION

INCORRECT

CORRECT

**THE LUXURY OF CHOICE**

Iquam dipsam natiat esciis maximus is derum rendam estotatestio to temquist, ipsanis con repero et dolorit iumquos dem. Leseque parum anducienita prerbust dolorepro bla id qui tectiunte ipsamus antisinctis remque cum quas audia ipsam repuda deliat a esed eum quam, qui

**JAGUAR.COM**

**XJ**  
Starting at **\$73,200**

- Anda cullesedi commolo
- Reicita doluptum
- Doluptur pates mod quibere

**XK**  
Certified Pre-Owned  
**\$84,500**

- Cullesedi commolo
- Doluptum in remlo
- Lam sit unt et dus

**XK**  
Certified Pre-Owned  
**\$59,900**

- Reicita doluptum
- Lam sit unt et dus
- Ndaectu ribusam

**Land Rover LR3**  
Starting at **\$69,900**

- Reicita doluptum
- Dus que doluptur
- Mod quibere ndaectu ribusam

**6b** **JAGUAR LAND ROVER OF ANYTOWN**  
1234 SOUTH FIRST ST.  
ANYTOWN, ANYSTATE 12345  
TEL: 1234-567-8910  
WWW.JAGUAROFANYTOWN.COM

HOW ALIVE ARE YOU?

**5b**

\*Rates shown only for well-qualified buyers as determined by approved lender. Taxes, title, license and fees due at signing. Dealer determines actual vehicle price. For special finance terms, take new-vehicle delivery from retailer stock by XX/XX/XX. X.X% APR for XX months at \$XX.XX per month per \$X,XXX financed regardless of amount of down payment. \$X,XXX down payment required. See your dealer (using document) Jaguar Retailer for qualifications and complete details. Jaguar Retailer or approved lender may rescind or amend this offer without notice. Images ©2012 JAGUAR LAND ROVER NORTH AMERICA, LLC

**THE LUXURY OF CHOICE**

Iquam dipsam natiat esciis maximus is derum rendam estotatestio to temquist, ipsanis con repero et dolorit iumquos dem. Leseque parum anducienita prerbust dolorepro bla id qui tectiunte ipsamus antisinctis.

**JAGUAR.COM**

**XJ**  
Starting at **\$73,200**

- Anda cullesedi commolo
- Reicita doluptum

**XK**  
Starting at **\$84,500**

- Cullesedi commolo reicita
- Doluptum in remlo temque

**XK**  
Starting at **\$86,500**

- Reicita doluptum
- Lam sit unt et dus que doluptur

**XK**  
Certified Pre-Owned  
**\$59,900**

- 150-Point Inspection
- Warranty
- 24/7 Warranty

**JAGUAR OF ANYTOWN**  
1234 SOUTH FIRST ST., ANYTOWN, ANYSTATE, 12345  
TEL: 1234-567-8910  
WWW.JAGUAROFANYTOWN.COM

HOW ALIVE ARE YOU?

**LAND ROVER OF ANYTOWN**  
1234 SOUTH FIRST ST., ANYTOWN, ANYSTATE, 12345  
TEL: 1234-567-8910  
WWW.LANDROVEROFANYTOWN.COM

**Land Rover LR3**  
Starting at **\$69,900**

- Reicita doluptum
- Dus que doluptur

\*Rates shown only for well-qualified buyers as determined by approved lender. Taxes, title, license and fees due at signing. Dealer determines actual vehicle price. For special finance terms, take new-vehicle delivery from retailer stock by XX/XX/XX. X.X% APR for XX months at \$XX.XX per month per \$X,XXX financed regardless of amount of down payment. \$X,XXX down payment required. See your dealer (using document) Jaguar Retailer for qualifications and complete details. Jaguar Retailer or approved lender may rescind or amend this offer without notice. Images ©2012 JAGUAR LAND ROVER NORTH AMERICA, LLC

## COMMON INFRACTIONS MADE:

**5b.** Jaguar must stand alone

- Must be separated from other brands with a solid 1pt. line.

**5c.** Must be 75% new car and can have 25% Select CPO.**6b.** Must use DBA name.



## AD EXAMPLE 5: MESSAGES

INCORRECT

XF **XJ** XK

**AT LAST, LUXURY COMES ALIVE.**

JAGUAR.COM

**HOLIDAY SALES BLOWOUT! ALL BELOW INVOICE!** **6g**

2012 JAGUAR XJ **6e** **\$60,000**  
\$73,200 MSRP\*

2013 JAGUAR XJ **6f** **\$60,000**  
**\$73,200 MSRP\***

**6e**

**6f**

- Anda culesedi commoio  
- Reicita doluptum  
- Doluptur peles mod quibere

- Reicita doluptum  
- Lam sit unt et dus que doluptur  
- Ndaectu ribusam

**6b**

SMITH'S AUTO MALL  
1234 SOUTH FIRST ST.  
ANYTOWN, ANYSTATE, 12345  
TEL: 123-456-7890  
www.jaguarofanytown.com

HOW ALIVE ARE YOU?

JAGUAR

\*Rates shown only for well-qualified buyers as determined by approved lender. Taxes, title, license and fees due at signing. Retailer determines actual vehicle price. For special finance terms, take now-vehicle delivery from retailer stock by XX/XX/XX. X% APR for XX months at \$XX.XX per month per \$X,XXX financed regardless of amount of down payment. \$X,XXX down payment required. See your participating authorized Jaguar Retailer for qualifications and complete details. Jaguar Retailer or approved lender may rescind or amend this offer without notice. Images ©2012 JAGUAR LAND ROVER NORTH AMERICA, LLC.

CORRECT

XF **XJ** XK

**AT LAST, LUXURY COMES ALIVE.**

JAGUAR.COM

**COME VISIT DURING OUR HOLIDAY SALES EVENT.**

2012 JAGUAR XJ **\$73,200 MSRP\***  
**NOW \$60,000**

2013 JAGUAR XJ **\$73,200 MSRP\***  
**FIRST PAYMENT WAIVER\***

**6e**

**6f**

- Anda culesedi commoio  
- Reicita doluptum  
- Doluptur peles mod quibere

- Reicita doluptum  
- Lam sit unt et dus que doluptur  
- Ndaectu ribusam

**6b**

JAGUAR OF ANYTOWN  
1234 SOUTH FIRST ST.  
ANYTOWN, ANYSTATE, 12345  
TEL: 123-456-7890  
www.jaguarofanytown.com

HOW ALIVE ARE YOU?

JAGUAR

\*Rates shown only for well-qualified buyers as determined by approved lender. Taxes, title, license and fees due at signing. Retailer determines actual vehicle price. For special finance terms, take now-vehicle delivery from retailer stock by XX/XX/XX. X% APR for XX months at \$XX.XX per month per \$X,XXX financed regardless of amount of down payment. \$X,XXX down payment required. See your participating authorized Jaguar Retailer for qualifications and complete details. Jaguar Retailer or approved lender may rescind or amend this offer without notice. Images ©2012 JAGUAR LAND ROVER NORTH AMERICA, LLC.

## COMMON INFRACTIONS MADE:

- 6b.** Must use DBA name.
- 6e.** Discounted price:
- 6f.** New model year must be priced at MSRP.
- 6g.** No distress words such as "closeout", "below invoice" or "blowout".



## AD EXAMPLE 6: DEALER WEBSITES

INCORRECT



CORRECT



## COMMON INFRACTIONS MADE:

- 9a. Brand logos should not be used as a functional element, such as functioning as a button, used for bullet points, etc.
- 9e. Multi-franchise links may appear in the bottom left corner as "See our other brands."
- 9g. Retailer websites must feature a link back to [www.jaguarusa.com](http://www.jaguarusa.com).

## MANAGING THE JAGUAR DEALER MARKETING PROGRAM

### WHAT TOOLS AND RESOURCES ARE AVAILABLE TO HELP ME IMPROVE MY ADVERTISING AND TRACK MY ACTIVITY?

In addition to the ongoing marketing and advertising program information that retailers receive from Jaguar North America, a retailer-facing website for tracking JDMP advertising activity is also provided.

### JAGUAR DEALER MARKETING PROGRAM (JDMP) WEBSITE

This real-time website allows retailers the ability to track their JDMP account, including their vehicle fund accruals, pre-approvals, claims, and fund balances. The JDMP website is available for retailer access, 24/7/365, and also provides downloadable forms and reference information so retailers can effectively participate in JDMP.

Retailers should access this website via the Jaguar Business Network (JBN) using their Jaguar login. No additional login or password is required.

### TRACKING JDMP ACTIVITY

#### EXAMPLE: "MY ADVERTISING ASSISTANCE REPORT" AVAILABLE FOR RETAILER VIEW

While there are several other reports a retailer may view on the JDMP website, this report is the best summary report available to retailers. From fund balances to detailed click-throughs of claims, this report provides an at-a-glance view of a retailer's JDMP account. It's recommended that retailers visit the website often for up-to-date information.

## My Advertising Assistance Balance Report

Anytown Jaguar

Program Year 2012	DEALER REVENUE	CORPORATE MATCH	TOTALS
Current Balance:	\$41,192.78*	\$0.00	\$41,192.78

\*Dealer Revenue funds may be rolled over from prior periods--see Dealer Utilization Balance Report for the complete breakdown

NOT YET APPROVED SUBMISSIONS	
Pending Claims:	\$4,814.08
Missing Documents:	\$0.00
Total Not Yet Approved:	\$4,814.08

### Fund Information

DEALER REVENUE FUNDS					BALANCE
Total Available Dealer Revenue	(Does not expire)				\$41,192.78
CORPORATE MATCH FUND UTILIZATION			ACCRUED	APPROVED / PAID	BALANCE
November 2011	(Spend 11/1/2011 - 5/31/2012)	Corporate Match Funds	\$200.00	(\$200.00)	\$0.00
December 2011	(Spend 12/1/2011 - 6/30/2012)	Corporate Match Funds	\$600.00	(\$600.00)	\$0.00
January 2012	(Spend 1/1/2012 - 7/31/2012)	Corporate Match Funds	\$0.00	\$0.00	\$0.00
February 2012	(Spend 2/1/2012 - 8/31/2012)	Corporate Match Funds	\$1,200.00	(\$1,200.00)	\$0.00
March 2012	(Spend 3/1/2012 - 3/31/2013)	Corporate Match Funds	\$800.00	(\$800.00)	\$0.00
April 2012	(Spend 4/1/2012 - 3/31/2013)	Corporate Match Funds	\$0.00	\$0.00	\$0.00
May 2012	(Spend 5/1/2012 - 3/31/2013)	Corporate Match Funds	\$0.00	\$0.00	\$0.00

Note: Gray accruals/balances have either been utilized by claim submissions or are currently outside of the ad expenditure dates.



For more inclusive account information and activity reports, go to the JDMP website to view any of the following retailer reports:

1. **View My Advertising Assistance Balance Report:** Review current accrued, used, and available funds as well as claim history and submitted documents. (Example on page 21)
2. **View My CRM Advertising Assistance Report:** Access all dealer-specific CRM Claim Activity (equity calculator reimbursement claims)
3. **View My Marketing Effort Utilization Report:** Review a percentage of submissions based on marketing effort
4. **View My Dealer Utilization Balance Report:** Dealer Utilization Balance Report
5. **View My Pre-Approval Utilization Report:** Review your store's pre-approval request history
6. **View My Assessment Report:** View your vehicle assessment amounts by model line

### UNDERSTANDING JDMP CLAIM "STATUS" CATEGORIES

After a claim has been submitted for reimbursement, it is sent through a disciplined process, from system entry through final adjudication of the claim itself. During this process, a claim can be put into one of five (5) status categories. The following category definitions are intended to help retailers understand the various stages that can/will appear in the claim entry detail:

- **"PENDING":** Indicates that the claim is being reviewed under the 5-business day review cycle.
  - Dealers should continue to review the website to monitor the claim status.
- **"MISSNGDOCS":** Indicates that some or all of the required documentation is missing.
  - Claim is still eligible for reimbursement, but additional documentation is necessary to submit.
  - A formal letter is emailed to the retailer with a detailed list of what's missing.
  - Dealers must provide the required documentation within the following 30 days.
- **"APPROVED":** Indicates that the claim and required documentation were properly submitted and are JDMP-compliant. Claims may reach this status prior to/about the 27th of the month.
- **"INSUFUNDS":** Claim was not paid due to insufficient funds in the account.
- **"DECLINED":** Indicates that one or more component(s) of the claim failed to comply with the JDMP Policies.
  - The claim will not be paid.
  - No further action is required.

### JDMP SUPPORT CENTER

The JDMP Support Center can provide consultation on the guidelines or how to engage with any portion of the program. Consultation does not preclude or negate the need to work within the JDMP policies and procedures. Support Center consultants remain unbiased and fair in their dealings with each and every Jaguar retailer.

Contact a dedicated Jaguar support representative at:

#### JAGUAR DEALER MARKETING SUPPORT CENTER

2300 Locust Street  
Saint Louis, MO 63103



**PHONE:** 800.790.0918

**FAX:** 888.542.3116



**EMAIL:** JDMP@ansira.com

**Available Monday through Friday**  
8:30 a.m. - 5:30 p.m. CT



## FREQUENTLY ASKED QUESTIONS

### ACCRUED FUNDS

**Q: When are accruals posted to my JDMP account?**

**A:** JDMP fund accruals are posted to the retailer's account the month after the new vehicle invoices. Example: Funds accrued in January for new invoices will be posted in early February.

**Q: Where can I find my store's most up-to-date JDMP information?**

**A:** The JDMP website has all the details pertaining to a retailer's JDMP account and claim activity. Access the site via the Jaguar CreativePartners website ([www.JaguarCreativePartners.com](http://www.JaguarCreativePartners.com)) using your WSLX login.

**Q: Is the JDMP website secure and is my account kept private?**

**A:** Yes, the JDMP website is housed on a secure server and the information contained within the site is rights-protected, and is never shared, sold or given out.

**Q: How can I provide others with access to my JDMP website?**

**A:** Agency users may request access on the JDMP login page; however, neither agency nor media partners will have access to fund information.

### PRE-APPROVALS

**Q: If I don't send in for pre-approval, is my advertising ineligible for reimbursement?**

**A:** Pre-approval is highly recommended for all media types. Pre-approval is required for event sponsorships, auto shows and mall displays. For media not requiring pre-approval, retailers and agency partners are strongly encouraged to use the pre-approval process to ensure content is compliant, and thus eligible for reimbursement. For activity that does require pre-approval, claims will be declined if prior approval is not received.

**Q: Can my agency submit ads for pre-approval?**

**A:** Any person working on behalf of the retailer may submit ads to the JDMP Support Center for review.

**Q: How long will it take to receive a response on my pre-approval submission?**

**A:** All pre-approval submissions are reviewed with 24 hours, with the exception of event and auto show/ mall display pre-approvals, which are processed within three (3) business days. Web site approvals are processed within five (5) business days. The JDMP Support Center will send formal notification once the ad is reviewed.

**Q: Is there a limit on how many pre-approvals can be submitted by a dealer or agency in any given time period?**

**A:** No. Retailers are encouraged to submit ads for pre-approval as often as possible to ensure compliance of the advertising. Ads that are submitted for pre-approval and declined because they were not compliant can be resubmitted as many times as necessary until they receive pre-approval.

**Q: My pre-approval was declined for incorrect logo usage. Where can I get JDMP-approved artwork, photography and logos?**

**A:** JDMP-approved artwork, photography, logos, and ads can be found on the CreativePartners website ([www.jaguarmediapartners.com](http://www.jaguarmediapartners.com)). All these materials are either free-of-charge or billable to a retailer's Parts Statement, JDMP fund or credit card.

Retailers should access the CreativePartners site via the Jaguar Business Network (JBN). Agencies and/or vendor partners should access the CreativePartners site via the URL: [www.jaguarmediapartners.com](http://www.jaguarmediapartners.com) and request user access.



**Q: I received pre-approval on my creative, but my ad claim was declined. Why?**

**A:** There are several possible answers to this question, and retailers can check claim status via “My Advertising Assistance Report” on the JDMP website for details. ***It is important to remember that pre-approvals are only valid for the month in which they are issued.*** Any changes to a pre-approved ad that are made after the pre-approval may render the creative ineligible (if the changes are against JDMP policy). Advertising claims must meet the all other JDMP policy requirements, including eligible media, and the retailer must have JDMP funds available. For further assistance, contact the JDMP Support Center directly.

**Q: What do the stamps on my pre-approval mean?**

**A:** An “Approved” stamp indicates full compliance with JDMP Guidelines for creative and content. The alpha-numeric stamps, such as “1c” or “4a” indicate that a guideline infraction exists on that area of the ad. Sometimes, an electronic “post-it” note will be affixed with more detail about the infraction. Reference the JDMP Advertising Guidelines (Section 6) for specifics. An explanation of the infraction or reason why the pre-approval was noncompliant will be included in the adjacent letter sent back to the dealer. For additional questions regarding these stamps or how to make corrections to an ad, please contact the JDMP Support Center.

**CLAIMS****Q: When do I need to send in my claims for reimbursement?**

**A:** All claims must be postmarked or received electronically, no later than 90 days after the last day of the month in which the advertising took place. For example, a March 15 ad must be submitted by June 30.

**Q: What is the drop-dead date by which my claim has to be submitted to the JDMP Support Center in order to get reimbursement on the next Parts Statement?**

**A:** The JDMP Support Center recommends that all claims be received by the 17<sup>th</sup> of any given month to allow sufficient time for processing prior to the monthly “close” date. Claims submitted by this date will be reimbursed on the next Parts Statement provided that the dealer has JDMP funds available, that the claim was JDMP-eligible and submitted in its entirety. However, all claims are subject to standard review and this is not a guarantee of reimbursement or payment.

**Q: I emailed a claim yesterday, but it’s not displayed in my Claim Activity. How long does it take to process my claim?**

**A:** All claim submissions are processed within 5 business days beginning the day after the claim was received (excluding holidays and weekends). For example, if a claim is received on Friday, the following Monday will begin the 5-day process, and the claim should receive a new status by Friday (5 business days). The claim should be visible in 1-2 business days.

**Q: My TV claim is for 30 total days, but crosses between two months. Does the claim need to be split into two separate submissions?**

**A:** Not necessarily. Since broadcast advertising is typically billed by media month (crossing over two separate months), then the claim does not need to be split if it is contained within one invoice. The date of advertising activity will fall to the month in which the majority of advertising activity took place, which is typically the second month. For example, a TV campaign that runs from June 25-July 30 will be considered a “July” ad date.

**Q: How do I check the status of my submitted claims?**

**A:** Access the JDMP website. On the top menu, select which program you need (JSE or JDMP). Click on the “View My Advertising Assistance Balance Report.” In the retailers My Advertising Assistance Report page, scroll down to view the “Claim Activity & Status” section. Retailers are able to get a quick glance of all JDMP claims in the processing system, and their up-to-date status. For detailed claim information, simply click the “View Details” link.



**Q: When do I see my JDMP credit?**

**A:** On/about the 27<sup>th</sup> of every month, all claims in “Approved” status (for reimbursement) are transmitted to Jaguar North America. All payments included in this transaction will be credited to the retailer’s next Parts Statement at the beginning of the following month. The Support Center has no authority over, or direct involvement within this final transaction.

**Q: How do I know if I am missing documents?**

**A:** If a claim is missing documentation, an email (or fax) containing a letter will be sent to the retailer explaining what is needed for reimbursement. In addition, the status of the claim will show “MissngDocs”. Retailers with missing documentation will have 30 days from the date of the Missing Document notification in order to submit the missing documentation or else the claim will be “Declined” and will no longer be considered eligible for reimbursement.

**Q: I sent in my missing documentation. How long does it take to process?**

**A:** The processing of missing documentation requires a 5-business day turnaround. Once reviewed, an updated status will be assigned to the claim. The new status will be posted on/about the 5th business day following receipt of the missing documentation.

**Q: My claim says that it is missing an itemized invoice. What does that mean?**

**A:** Some media invoices contain charges that are not eligible for payment such as labor fees, mailing lists, production, etc. An itemized invoice will have media costs, services and charges listed separately.

**Q: My claim detail shows that I’m “missing ANA”. What does this mean?**

**A:** The ANA Documentation is advocated by the Association of National Advertisers (ANA). This is an industry-accepted stamp, affixed to all scripts provided by the broadcast station. This documentation provides spot run times, invoice number, date(s) and cost for each announcement, and must be notarized and signed by the station official. A retailer should contact the station to request this documentation on all scripts.

**Q: What does “notarized script with full audio & video” mean?**

**A:** In order to process television claims, the JDMP Support Center must be able to evaluate compliance for both the audio and video of a TV spot. Thus, the notarized script must include the full audio copy and the video components (graphics/effects) that were featured in the spot to be contained within the script.

**Q: What is accepted as a notary?**

**A:** A notary seal/stamp including county name, notary expiration date and notary signature is considered complete and acceptable.

**Q: Can I submit my current month’s advertising before I submit the previous month’s advertising?**

**A:** Yes. However, because funds are reimbursed based on advertising start/end dates, in order to maximize fund utilization, claims should be submitted in order by month of advertising activity.

**ELIGIBILITY****Q: For my direct mail claims, can I be reimbursed for the costs of creative services, and other miscellaneous charges that my direct mail company charges?**

**A:** No, JDMP does not reimburse retailers for creative, production or other agency services. In this example, the JDMP Support Center would request itemized invoices listing costs for all services provided by the direct mail vendor. Charges for ineligible items would then be deducted from all claims to determine “Net” cost.

**Q: Can I be reimbursed for my used car inventory listings on sites such as Autotrader.com and Cars.com?**

**A:** No, JDMP was designed to support the advertising and promotion of new Jaguar vehicles. The JDMP Support Center will request a vehicle inventory list from Cars.com, Autotrader.com and other similar media outlets and will prorate inventory listing claims to pay only a percentage of the total claim that is applicable to new Jaguar new vehicles. Expect proration of any claims that are considered "rooftop" contracts (inclusive of other manufacturers). Claims without the "inventory report" will be identified as missing documents. All online banners, tiles, buttons and other dealer identification references on these sites must reflect the Jaguar brand only.

**Q: Can I submit a claim for advertising activities that will take place in the future?**

**A:** No, while pre-approvals should be submitted before the advertising activity occurs, claims may not be submitted prior to completion of the advertising activity. The sequence should be as follows: execute the advertising, receive media invoices, and then submit claim.

**Q: For search engine marketing, why are keywords for used cars and parts and service not reimbursable?**

**A:** Keywords for "Jaguar used vehicle" or "Jaguar service" are not eligible for reimbursement under JDMP because the intent of JDMP is to support "Jaguar new" vehicle inventory sales.

## CONTACT US

**Q: How and when can I contact the JDMP Support Center?**

**A:** Contact a dedicated Jaguar support representative during normal business hours:

### JDMP SUPPORT CENTER

2300 Locust Street  
Saint Louis, MO 63103



**PHONE:** 800.790.0918

**FAX:** 888.542.3116



**EMAIL:** JDMP@ansira.com

**Available Monday through Friday**

8:30 a.m. - 5:30 p.m. CT



## EXHIBITS

## EXHIBIT A: JDMP RETAILER PARTICIPATION FORM

A downloadable PDF version of this form is available in the JDMP section of the Jaguar Creative Partners website ([www.JaguarCreativePartners.com](http://www.JaguarCreativePartners.com)).



### JAGUAR DEALER MARKETING PROGRAM PARTICIPATION AGREEMENT

**Instructions:** Please complete this form and fax it to the Jaguar Communications team at 866.488.0541.

Retailer Code \_\_\_\_\_ Retailer Name \_\_\_\_\_

- ☐ I agree to participate in the JDMP effective \_\_\_\_\_. Under this agreement, I agree to comply with the JDMP Marketing Guidelines to be eligible for program reimbursement and co-operative matching funds from Jaguar Cars.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

- ☐ I do not wish to participate in the JDMP. I understand that my Jaguar location will not be eligible to receive co-operative matching funds from Jaguar Cars.

The following section enables you to adjust the per-vehicle advertising assessment. Please select your preferred assessment:

- ☐ Do not make any changes to my assessment.

- ☐ Set my per-vehicle assessment to:

\$ \_\_\_\_\_ for XF      \$ \_\_\_\_\_ for XJ      \$ \_\_\_\_\_ for XK

*Note:* The maximum assessment for XF vehicles is \$700 per new car wholesaled.

The maximum assessment for XJ and XK vehicles is \$700 per new car wholesaled.

## EXHIBIT B: JAGUAR DEALERSHIP WEBSITE PRE-APPROVAL/CERTIFICATION PROCESS [AS PUBLISHED BY JAGUAR NORTH AMERICA]

### 1. Website Pre-approval/Certification Process

- JLR Digital Support team faxes opt-in forms to JDMP team.
- Upon fax receipt, JDMP team will turn around website reviews within (3) three business days (excluding holidays). Every effort will be made to cater to rush requests that require faster than a three-business-day turnaround.
- Websites that are deemed “compliant” will be linked to [www.jaguarusa.com](http://www.jaguarusa.com).
- Websites that are deemed non-compliant with JDMP guidelines must be re-submitted by the dealer until the site content is deemed “compliant” with these guidelines.

### 2. Website Audit Process

Retailer (Tier 3) websites will be monitored every 60 days for compliance with JDMP guidelines. Websites which are found to be noncompliant with JDMP guidelines will go through the following process:

#### Noncompliant Website Audits:

- JDMP team will e-mail a 1<sup>st</sup> strike notification to the dealer principal (sales manager where applicable) and copy the dealer’s market manager. JDMP team will request an e-mail read receipt with all e-mail correspondence.
- Retailers that receive a 1<sup>st</sup> strike notification enter a probation period (although still linked to [www.jaguarusa.com](http://www.jaguarusa.com)).
- Retailers have a total of (20) twenty business days to correct infractions after 1<sup>st</sup> strike notification from the JDMP team.
  - Websites corrected within the 10-business-day period will return to normal status (linked to [www.jaguarusa.com](http://www.jaguarusa.com)) and continue to be reviewed monthly.
  - Retailers who fail to correct websites within (10) ten business days will be re-evaluated on the following business day. A 2<sup>nd</sup> strike e-mail will be issued outlining items that must be corrected and a recommendation that they adopt the Shift Digital solution if they will not be compliant by the end of the business week.
  - Retailers who fail to correct websites within (15) fifteen business days will be re-evaluated on the following business day. A 3<sup>rd</sup> strike e-mail will be issued outlining items that must be corrected and a recommendation that they adopt the Shift Digital solution if they will not be compliant by the end of the business week. The 3<sup>rd</sup> strike e-mail will also remind the dealer that their website will be disconnected from [www.jaguarusa.com](http://www.jaguarusa.com) if they cannot correct by the end of the business week.
  - Retailers who fail to correct websites within (20) business days will be disconnected from [www.jaguarusa.com](http://www.jaguarusa.com) and Tier 2 landing pages permanently.
  - If the Tier 3 website is later adjusted to comply with JDMP guidelines, a case-by-case decision will be made to reconnect the Tier 3 website.
- Recurring patterns of strike notifications sent to the same retailer may require further review by Jaguar to determine website suitability as a link on [www.jaguarusa.com](http://www.jaguarusa.com).



**EXHIBIT C: JAGUAR URL POLICY [AS PUBLISHED BY JAGUAR NORTH AMERICA]**

**JAGUAR  
RETAILER DOMAIN NAME AND WEB SITE POLICY  
EFFECTIVE AS OF AUGUST 1, 2003**

1. Jaguar Land Rover North America, LLC\* (the "Company") strongly encourages all approved Retailers to maintain Internet web sites. In this regard, Jaguar Retailers are subject to the terms and conditions of the prevailing Dealer Agreement. This Policy explains how Retailers should obtain domain names and maintain Internet web sites in accordance with their obligations under the Dealer Agreement.
2. An approved Retailer's domain name(s) and web site must conform to the requirements set forth in the prevailing Dealer Agreement and this Policy. Accordingly, any Company trademark must be used in a manner and form that has been approved by the Company.

**Selecting an Appropriate Domain Name**

3. A Retailer's domain name should clearly identify a particular Dealership. The Company encourages every approved Retailer to use an Internet domain name that is comprised of the Retailer's registered corporate name (as approved in the Dealer Agreement) and the relevant trademark of the Company. (e.g., jaguarescanaba.com or bobsmithjaguar.com) For purposes of this Policy, "trademark" includes, without limitation, registered and unregistered trademarks, trade names, company names.
4. A Retailer's domain name should not combine a Company trademark with a general slogan or descriptive term. (e.g., buyajaguar.com, jaguartrucks.com, and jaguarparts.com are unacceptable.). Customers are likely to identify these terms with the Company and use of such domain names by Retailers is likely to be confusing.
5. If a Retailer's name is identical or confusingly similar to that of another dealership (e.g., villagejaguar.com), then the Retailer's domain name should not only comply with Paragraph 3 of this Policy, but it should also include a geographic identifier. In such cases, the Company encourages Retailers to establish a central web page under a common name that lists each Retailer. For example, a central web page should be established under the common name villagejaguar.com and this web page should list greenvillagejaguar.com and evanstonvillagejaguar.com.
6. Before registering a domain name that incorporates a Company trademark and is not associated with a particular dealership (e.g., jaguarretailer.com) with an Internet registry, a Retailer must follow the procedure set forth in Paragraph 16 of this Policy.
7. No Retailer should register another Retailer's name as part of its domain name or link to another Retailer's web site without prior written approval from such other Retailer.

**Use of Retailer Domain Names and Web Sites**

8. In accordance with the Dealer Agreement, a Retailer may not use any domain name incorporating a Company trademark in connection with any business being conducted by the Retailer other than in dealing in products and/or services of the Company.
9. If not otherwise required by the Dealer Agreement, it is recommended that all Retailer web sites shall be linked to, but shall not frame, the official Company Jaguar web site homepage. Retailers should comply with the Company's guidelines as to the content and design of the link that will appear on a Retailer's web site.
10. A Retailer's web site should not link, frame or otherwise associate with disparaging sites or sites that sell counterfeit or deceptive products. Retailers should not link to, frame or otherwise associate with sites that sell non-genuine Company parts or products, except that Retailers may link to, frame or associate with sites which sell automotive products and services with respect to which the Retailer is an authorized Retailer.
11. A Retailer should not use a domain name(s) or web site in a manner that is detrimental to the Company's trademarks.
12. Retailer web sites should not include any information or material that is defamatory, libelous, obscene, racist, or in violation of any law of any jurisdiction, including, without limitation, any law relating to copyright, trademark, trade dress, trade secret, patent, exportation of technology, data mining, right of privacy or right of publicity.

13. All Retailer web sites should be designed in accordance with the Company's corporate identity standards and web site design standards, and should promote the image and goodwill of the Company. These standards may be found through the official Jaguar web site homepage at [www.JaguarHub.com](http://www.JaguarHub.com)>Corporate Identity>Guidelines.

### **Ownership and Registration of Domain Names**

14. Company trademarks, including those used in any Retailer domain name, are the property of the Company and may only be used in accordance with the terms and conditions of the Dealer Agreement.
15. Notwithstanding Paragraph 14, a Retailer may register a domain name that is based upon the Retailer's registered corporate name with an Internet registry pursuant to Paragraph 3 of this Policy and in accordance with the terms of the Dealer Agreement.
16. If a Retailer wants to register a domain name that incorporates a Company trademark with an Internet registry and the domain name is not associated with that particular dealership, the Retailer must obtain written approval from the Company. The Company's approval may be obtained by sending the attached approval form (or such other form provided by the Company) to a Retailer's Market Manager or such other Company employee as may be designated from time-to-time. The Company will provide a Retailer with written notice of acceptance or rejection of a proposed domain name that has been submitted for approval. While the Company will make every effort to complete the approval process as quickly as possible, a Retailer should not use or seek to register that domain name until written notice of acceptance has been received from the Company.
17. If a Retailer has registered a domain name(s) that incorporates a Company trademark and that domain name is not associated with that particular approved dealership prior to the effective date of this Policy, the Retailer should submit any such domain name(s) to that Retailer's Market Manager within thirty (30) days from the Effective Date of this Policy for the Company's written approval in accordance with Paragraphs 3 and 16 of this Policy.
18. Upon termination or non-renewal of the Dealer Agreement, the Retailer shall not use and/or register a domain name that incorporates or, in the Company's sole discretion, is confusingly similar to a Company trademark.



© 2012 Jaguar Land Rover North America, LLC

Use of Jaguar trademarks is permitted by way of the limited trademark license provided in the Jaguar Dealer agreement.