

JAGUAR SELECT CERTIFIED PRE-OWNED
ADVERTISING ASSISTANCE PROGRAM




JAGUAR
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JAGUAR SELECT CERTIFIED PRE-OWNED PROGRAM HEADQUARTERS

1.800.790.0918

The Jaguar Select Certified Pre-Owned Advertising Assistance Program is designed to help dealers create local advertising to stimulate retail business while supporting the identity of the Jaguar brand. All program guidelines must be followed to receive advertising reimbursement from the dealership's available program balance. Program fund information, forms, and assets to build compliant advertising are available on Jaguar CreativePartners. Dealership users may click the "Jaguar CreativePartners" (www.jaguarcreativepartners.jlrext.com) link on JBN and agency users may request access at (www.jaguarmediapartners.com).

The Jaguar Select Certified Pre-Owned Program Pre-Approval Center will provide advice on the application of these guidelines at any point in the development process, giving dealerships confidence that their advertising will qualify for reimbursement. All events, sponsorships, auto shows, and mall displays must be pre-approved by the support center to qualify for reimbursement. Digital advertising requires an Internet Notification form at least 24 hours prior to the advertisement start date.

Program Description:

- Jaguar will reimburse dealerships 100% for eligible advertising claims up to the dealership's fund allocation.
- Dealership allocation will be based on prior quarter sales at \$200* per Jaguar Select CPO vehicle sold.

*Please check the Jaguar CreativePartners website homepage to confirm current program allocations.



QUICK REFERENCE

JAGUAR SELECT CERTIFIED PRE-OWNED ADVERTISING ASSISTANCE PROGRAM

This quick reference summarizes the reimbursement requirements for the eligible media types covered as of November 1, 2011. Please contact the Pre-Approval Center to discuss any media types not shown. If all guidelines are followed, reimbursement will be issued at a 100% rate from available program funds. Reimbursement is based on net media cost. Production and agency commissions are not reimbursable.

Please visit Jaguar CreativePartners (www.jaguarcreativepartners.jlrext.com) for complete program details and point-of-purchase materials.

Jaguar Select CPO Guidelines: Jaguar Select CPO advertising must include the following content to be eligible for reimbursement:

- (1a)** Official Jaguar Select CPO logo
- (2a)** 6-Year/100,000-Mile Limited Warranty Coverage (along with the disclaimer “Coverage begins on the vehicle’s date of retail sale. See your local dealer for details.”)
- (3a)** 24-Hour Roadside Assistance or 24/7 Roadside Assistance
- (4a)** 150 Point Inspection
- (5a)** A Jaguar Select CPO advertisement that includes new-vehicles must feature at least 50% Select CPO to be eligible for reimbursement. Advertising in which other manufacturers appear is not eligible for reimbursement.
- (6a)** Jaguar Corporate Identity guidelines must be followed in advertising.

Pre-Approval

Forms available at www.jaguarcreativepartners.jlrext.com.
E-mail [advertisements/forms](mailto:advertisements/forms@jaguarse@ansira.com) to jaguarse@ansira.com.

- Submit in-progress ad layouts, ideas, scripts, and storyboards to the pre-approval center for review.
- For events/sponsorships and autoshow/mall displays, submit a Pre-Approval Form.
- For Internet advertising, Internet inventory placement, and search engine marketing, submit an Internet Notification Form.
- The support center will respond to artwork pre-approval requests within one business day of receipt.

Response

- The Pre-Approval Center will review your submission against program guidelines.
- Compliant Submission—If your submission conforms to the guidelines, you will receive an approval letter via e-mail.
- Non-Compliant Submission—If your submission does not conform to the guidelines, any infractions will be noted on your artwork and an e-mail letter will detail required changes. You may re-submit for approval once corrections are made.

Claim Submission

- Claim information may be entered online at www.jaguarcreativepartners.jlrext.com where you can print/mail your claim forms, or submit supporting documentation digitally if available.
- Approved claims will be reimbursed on the dealership parts account statement on a monthly basis.
- Track claim status in real-time as it is processed on the Jaguar CreativePartners website.

**POINT OF PURCHASE ITEMS AND JAGUAR SELECT CERTIFIED
PRE-OWNED ASSETS ARE AVAILABLE AT WWW.JAGUARMEDIAPARTNERS.COM**

Media Type	Requirements for Reimbursement	Advertising Content	Documentation
Auto Shows/Mall Displays and Events/Sponsorships	At least 7 days before the date of activity, submit a Pre-Approval Form (visit Jaguar CreativePartners)	Must be exclusively Jaguar Select CPO Advertising	Copy of any vendor contract(s)/agreement(s); original invoice showing dates, payment terms and costs; photo of Jaguar Select CPO display space; pre-approval notice issued by the Pre-Approval Center
Direct Mail	Recommended (optional)	Must comply with all Jaguar Select CPO Advertising Guidelines	Original mail piece (no photocopies); printers invoice showing quantity and cost; postal receipts showing quantity mailed and mailing cost
Internet Advertising (Banner Ads and Inventory Placement)**	Internet Notification Form must be submitted at least 24 hours prior to the "run date" (form on Jaguar CreativePartners)	Logo must appear; Pre-approval center must be consulted	Printout of Internet creative (screenshot); original invoice; copy of Internet Notification Form
Newspaper/Magazine	Recommended (optional)	Must comply with all Jaguar Select CPO Advertising Guidelines	Original tear sheet (no photocopies); vendor invoice
Outdoor/Transit	Recommended (optional)	Must be exclusively Jaguar Select CPO Advertising and comply with all Jaguar Select CPO Advertising Guidelines	Photograph of installed billboard (uninstalled artwork not accepted); invoice showing location, number of billboards, posting dates and costs
Radio	Recommended (optional)	Must comply with all Jaguar Select CPO Advertising Guidelines	Radio script imprinted with ANA/RAB* documentation statement signed by station official and notarized; original station invoice
Search Engine Marketing	Internet Notification Form must be submitted at least 24 hours prior to the "run date" (form on Jaguar CreativePartners)	Comply with all relevant Jaguar Select CPO Advertising Guidelines	Screen grab of a successful search with a purchased keyword; invoice for media fees; complete list of purchased keywords; copy of Internet Notification Form
Television	Recommended (optional)	Must comply with all Jaguar Select CPO Advertising Guidelines	Storyboard/script imprinted with ANA/TVB* or ANA/CAB* documentation statement signed by station official and notarized; original station invoice

*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. **Only posting fees are reimbursed.



Jaguar Select Certified Pre-Owned Support Center

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