

Advertising Guidelines Program Overview



INTRODUCTION

Land Rover North America (LRNA) is pleased to update the Land Rover Advertising Guidelines for Mutual Marketing Program (MMP), a program designed to promote a positive, powerful, consistent marketing presence for the Land Rover brand. If all consumer advertising, whether produced at the corporate level or by local retailers, reflects Land Rover's brand values — strength, confidence, capability and integrity — we will be more assured of achieving our mutual goals of increasing brand appeal, as well as driving sales growth and profitability.

This exciting program offers you support for producing effective local advertising and marketing programs that are consistent with the Land Rover brand image.

Through your active participation in this program, you can ensure that your local advertising:

- Leverages the significant advertising investments made by LRNA.
- Reflects the upscale, premium qualities of the Land Rover brand.
- Builds Land Rover's reputation for quality, desirability and integrity.

- Drives long-term, profitable growth by increasing both short- and long-term purchase intentions.

A win-win for LRNA and our retailers, this program offers you all the information, guidance, support and tools that you need to develop local advertising that drives consumers to your showroom and sets new sales records.

PROGRAM COMPONENTS

The four program components are as follows:

- **Advertising Support Funds** — Funding you can receive by creating effective Tier 2 and Tier 3 advertising and marketing programs and materials that comply with the program advertising guidelines and the MMP portion of the LEADS Program.
- **Advertising Guidelines** — “Rules of the road” to guide you in creating effective local advertising that supports the Land Rover brand and qualifies for support funds from LRNA.
- **Advertising Pre-Approval Service** — Expertise LRNA is providing to ensure that your advertising complies with the guidelines and qualifies for advertising support funds.

- **Local Advertising Review** — Random review of the advertising of participating retailers to ensure compliance with the program requirements and identify retailers needing targeted assistance.

Advertising Support Funds

LRNA has been providing mutual marketing funds under the Business Builder Program to support the local marketing efforts of Land Rover retailers. To support brand-enhancing local advertising, MMP will continue as one of the LEADS standards of the Business Builder Program.

Land Rover retailers that initially opt out of the MMP program and subsequently decide to participate are eligible to earn MMP funds starting the first day of the quarter following receipt of a signed acknowledgement form by the MMP Support Center. The contact information for the MMP Support Center is:

Land Rover MMP Support Center

2300 Locust Street
St. Louis, MO 63103

Email: LRAdGuidelines@ansira.com
Support Line: 800.790.0918
Fax: 866.739.1562

Advertising Guidelines Program Overview



Funding Formula: Creating advertising that complies with the advertising guidelines - set out in section 2 of this manual - entitles enrolled retailers to receive funds based on the LEADS standards within the Business Builder program. The LEADS standards are 1% of base MSRP for every eligible new vehicle retailed during a calendar quarter. The MMP portion and subsequent funding counts for a portion of this 1%. For details on the LEADS standards and payouts, go to the LEADS site > Business Builder Scoring Tab > LEADS Standards PDF at bottom of page.

Eligible Vehicles: Participating retailers earn LEADS standards funds for all new Land Rover vehicles except service loaners, former company cars (MSO) and vehicles sold under special retail programs. These categories of new vehicles have not been eligible for LEADS funds provided by Business Builder and will remain ineligible under this MMP program. However, LEADS and MMP funds will be earned for Partners Programs.

Funding Method: LEADS funds are made available as quarterly Business Builder payments which are available to retailers by the end of the first month of the next quarter.

LRNA Right to Audit: To maximize program effectiveness, LRNA reserves the right to conduct audits to verify compliance with program requirements at reasonable intervals and upon reasonable notice to participating retailers.

Program participants are required to maintain complete

and up-to-date files relating to their advertising activities under this program for a minimum of two years.

Advertising Guidelines

The advertising guidelines are at the heart of this program. Participating retailers agree to advertise in compliance with the guidelines to be eligible to receive MMP funds.

The advertising guidelines apply to all advertising media, including but not limited to the following:

- Newspapers
- Magazines
- Radio
- Television
- Direct mail/circulars
- Auto shows and mall displays
- Outdoor and transit
- Internet (banners, inventory listings, social media, websites, search engine marketing, emails with direct mail/circulars, etc.)
- Cinema (motion spots and still slides)
- Websites
- Search Engine Marketing

The advertising guidelines and ad examples illustrating their application are in Section 2 of this manual.

LRNA is confident that you already follow many of the advertising guidelines, most of which are included in the Land Rover Corporate Identity document. The guidelines make it **easier than ever** for you and your advertising partners to effectively incorporate the essential elements of the Land Rover brand identity into all of your local advertising activities.

Please note that the program guidelines are subject to revision at LRNA's sole discretion. If changes are made, LRNA will provide retailers with timely notification.

Important Note: The guidelines are advertising specific and not intended to restrict, limit or require a retailer to price a vehicle in any way. **Retailers set actual retail price.**

Advertising Pre-Approval Service

To ensure that you and your advertising partners have access to consultation on any aspect of the advertising guidelines as you work to develop local advertising and promotions, LRNA continues to underwrite a no-cost advertising and marketing consulting service — the Land Rover Advertising Pre-Approval Service.

Advertising Guidelines Program Overview



Advertising and marketing experts are available to advise you at any point in the development of your local advertising. They will review the in-progress materials you submit for compliance with the advertising guidelines and then approve them for publication or airing as submitted or advise you of the specific modifications or enhancements needed for compliance.

Whether you use the pre-approval service is your choice. However, by submitting your in-progress advertising for review before publication or airing, you will be assured that it complies with the advertising guidelines.

Who can use the pre-approval service?

Your internal departments, as well as your advertising agencies, media representatives and production companies, may use the Land Rover Advertising Pre-Approval Service. LRNA encourages your advertising partners to submit the ads they create for you for pre-approval before presenting them to you for final approval. The pre-approval service can work with layouts and copy decks to identify potential incidents of noncompliance early in the creative process.

What media can I submit?

All forms of advertising can be submitted for review. There is no limit on your access to the pre-approval service.

What turnaround can I expect?

Consultants are ready to help you verify that your advertising efforts meet program requirements. Most importantly, they understand the deadlines that you and your advertising partners face and guarantee review in 24 hours or less (excluding weekends and holidays) for all media.

If you are on a tight deadline, send the ad and alert the pre-approval service staff with a phone call. In most cases, they will be able to help you meet your deadline within a few hours.

Where do I send my materials for review and how does the service work?

Submit your in-progress advertisements and marketing materials by fax, e-mail or regular/overnight mail.

Land Rover Advertising Pre-Approval Service
Support Line: 800.790.0918
Fax: 866.739.1562
E-mail: LRAdGuidelines@ansira.com
Mail: 2300 Locust Street
 St. Louis, MO 63103
Hours: Monday through Friday,
 8:30 a.m.-5:30 p.m. CT

If your in-progress ad or promotional activity **complies** with the advertising guidelines in all respects, you will receive an e-mail with links to an approval letter and your submission with an

“approved” stamp (see Example A on page 1.4).

Pre-approval is specifically related to compliance with the advertising guidelines and does not constitute legal approval.

If your advertising does not comply with the advertising guidelines, you will receive an e-mail with links to a letter and an annotated ad (see Example B on page 1.5) referencing the applicable guidelines by number and letter. Together, the letter and ad will provide all the information you need to bring your advertising into compliance.

If your submission is not approved, you may resubmit the item as many times as is needed for approval.

Pre-approved advertising remains subject to LRNA's right to audit.

Advertising Guidelines Program Overview



Example A: Compliant Ad/Activity and Approved Newspaper Ad



October 1, 2012

Mr. John Doe
Land Rover of Anytown
Main Street
Anytown, Anystate

Dear Mr. Doe:

Thank you for submitting your marketing activity to the Land Rover Advertising Pre-Approval Service for our review. Through your regular use of our services, underwritten by LRNA and free of cost to your centre, you'll be assured that your local advertising and marketing activities will contribute to a stronger Land Rover marketing presence that increases the visibility of your centre and drives sales growth.

We're pleased to tell you that your submission, attached to this letter, complies with the Land Rover Advertising Guidelines. Congratulations!

Please continue to refer to the advertising guidelines, in the US Retailer section of the Land Rover HUB, for guidance in developing effective marketing and promotional activities that support the integrity of the Land Rover brand.

If you have any questions about this letter or the advertising guidelines, please contact us by phone, fax or e-mail.

Land Rover Advertising Pre-Approval Service
 Support Line: 800.790.0918
 Fax: 866.739.1562
 E-mail: LRAdGuidelines@ansira.com
 Hours: Monday-Friday, 8:30 a.m.-5:30 p.m. CT

We look forward to reviewing your future advertising and marketing submissions.

Sincerely,

Susan Smith
Land Rover Advertising Pre-Approval Service



OFF-ROAD SALES EVENT!
COME VISIT US
TODAY!



These special offers absolutely end Monday!

2013 Land Rover LR3	2013 Land Rover LR3	2013 Land Rover LR4	*Specifications
 \$XXX/mo* XX months \$X,XXX down	 \$XXX/mo* XX months \$X,XXX down	 \$XXX/mo* XX months \$X,XXX down	
2013 Land Rover LR4	2013 Range Rover Sport	2013 Land Rover Evoque	
 \$XXX/mo* XX months \$X,XXX down	 \$XXX/mo* XX months \$X,XXX down	 \$XXX/mo* XX months \$X,XXX down	Integer ut purus ac augue commodo commodo. Nunc nec mi eu justo tempor consectetur. Aliquam iaculis vestibulum. Maecenas facilisis elit sed justo. Malesuada velit.

Dealer Name
 1234 Anytown Lane, Anytown, USA ZIP
 000-123-4567 www.landroverofanytown.com

Dealer Logo



Advertising Guidelines Program Overview



Example B: Noncompliant Ad/Activity and Annotated Newspaper Ad



October 1, 2012

Mr. John Doe
Land Rover of Anytown
Main Street
Anytown, Anystate

Dear Mr. Doe:

Thank you for submitting your marketing activity to the Land Rover Advertising Pre-Approval Service for our review. Through your regular use of our services, underwritten by LRNA and free of cost to your centre, you'll be assured that your local advertising and marketing activities will contribute to a stronger Land Rover marketing presence that increases the visibility of your centre and drives sales growth.

Our review has determined that your submission does not comply with the following Land Rover Advertising Guidelines:

- 1a XXXXX
- 1b XXXXX
- 1c XXXXX
- 1d XXXXX
- 1e XXXXX

If you wish, you may make the changes necessary for compliance and resubmit your marketing activity for our additional review.

Please refer to the Land Rover Advertising Guidelines, in the US Retailer section of the Land Rover HUB, for guidance in developing effective marketing and promotional activities that support the integrity of the Land Rover brand.

If you have any questions about this letter or the advertising guidelines, please e in touch by phone, fax or e-mail.

Land Rover Advertising Pre-Approval Service
Support Line: 800.790.0918
Fax: 866.739.1562
E-mail: LRAdGuidelines@ansira.com
Hours: Monday-Friday, 8:30 a.m.-5:30 p.m. CT

We look forward to reviewing your future advertising and marketing submissions.

Sincerely,

Susan Smith
Land Rover Advertising Pre-Approval Service



OFF-ROAD SALES EVENT!
COME VISIT US
TODAY!

1a

1c

1b

2013 Land Rover LR3	2013 Land Rover LR3	2013 Land Rover LR4
		
\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down

2013 Land Rover LR4	2013 Range Rover Sport	2013 Land Rover Evoque
		
\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down

THESE SPECIAL OFFERS ABSOLUTELY END MONDAY!

***Specifications**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa.

Integer ut purus ac augue commodo commodo. Nunc nec mi eu justo tempor consectetur. Aliquam ornare vestibulum. Maecenas facilisis elit sed justo. Malesuada velit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa. Integer ut purus ac augue commodo commodo. Nunc nec mi eu justo tempor consectetur. Aliquam ornare vestibulum. Maecenas facilisis elit sed justo. Malesuada velit.

Nam nibh. Nunc varius facilisis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa.

Dealer Logo

Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com



Advertising Guidelines Program Overview



Local Advertising Review

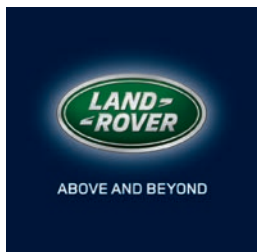
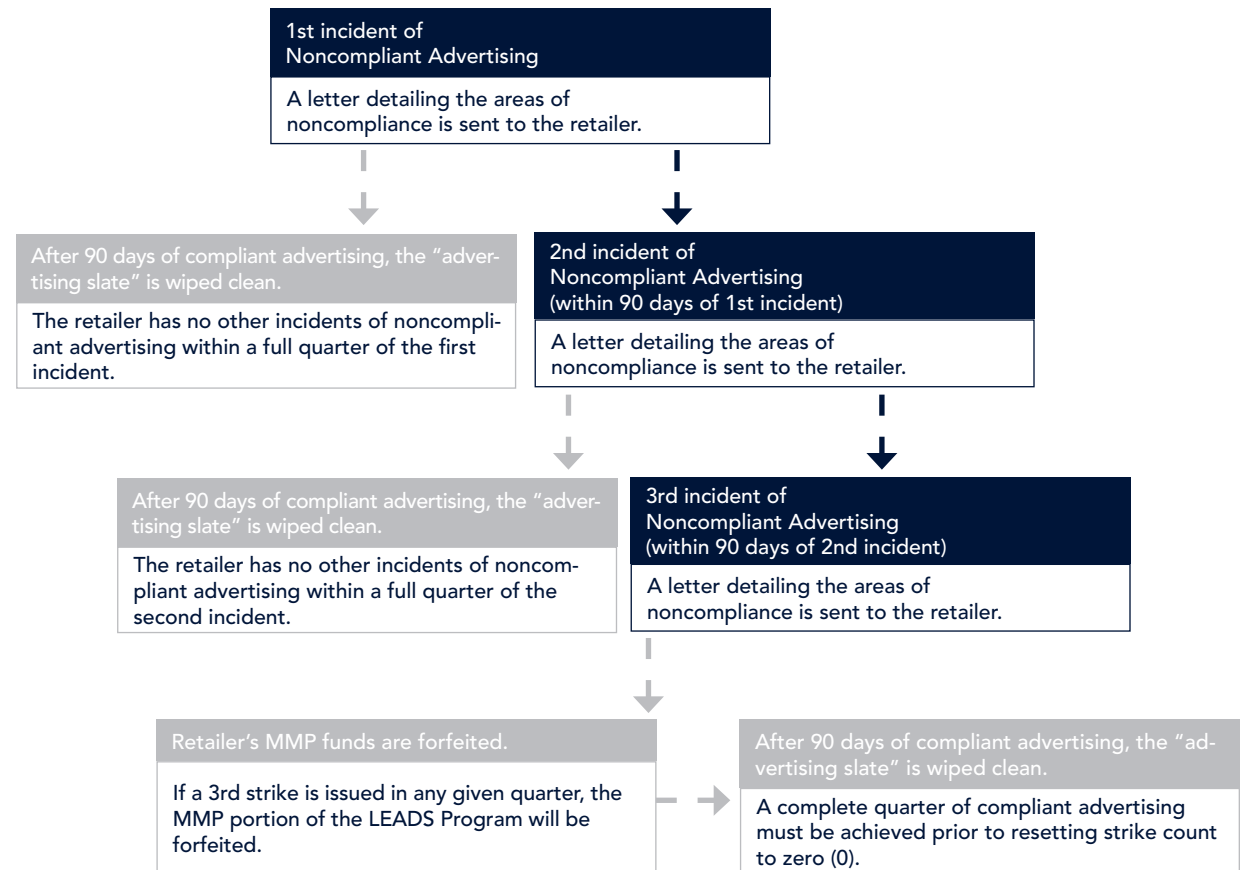
MMP Support Center staff will review randomly selected ads from participating retailers on an ongoing basis to ensure compliance with program requirements and identify retailers requiring targeted assistance. Regional and Market Managers may also elect to submit a participating retailer's ads for review.

In most cases, advertising will be obtained without assistance required from the retailer. Reviewed ads will be sent to the retailer with detailed information regarding compliance or noncompliance.

In the case of noncompliant ads, the advertising retailer will receive an annotated ad along with a letter specifying the guidelines that have not been followed and any penalty for noncompliance. These communications, designed to help the retailer execute future compliant advertising, will be similar to those shown on page 1.5.

The procedures illustrated at right were developed with the goal of helping retailers that have aired or published noncompliant advertising to create future advertising that supports the Land Rover brand. A chart illustrating four possible scenarios appears on page 1.7.

Retailers may track their reviewed advertising using the program website, accessible by logging into InfoTrail (<https://lrinfotrail.jlrext.com/>), clicking on "Sales/New Vehicle" and selecting "New Car Mutual Marketing (MMP) Reports."



Advertising Guidelines

Program Overview



	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
	Quarter 2			Quarter 3			Quarter 4			Quarter 1		
SCENARIO 1	Apr 5			Jul 5								
	Letter			Clean Slate								
SCENARIO 2	Apr 5		Jun 20			Sep 20						
	Letter		Letter			Clean Slate						
SCENARIO 3	Apr 5		Jun 20	Jul 30			MMP Portion of LEADS Forfeited			Jan 1		
	Letter		Letter	Letter						MMP Funds Restart		
SCENARIO 4	Apr 5	May 15	Jun 20	MMP Funds Forfeited								
	Letter	Letter	Letter									
						Sep 18				Jan 1		
						Letter	MMP Portion of LEADS Forfeited			MMP Funds Restart		

Scenario 1: This retailer's advertising slate is wiped clean after 90 days of compliant advertising following an incident of noncompliant advertising in April.

Scenario 2: After two incidents of noncompliant advertising within 90 days, this retailer has no additional noncompliant advertising during the next 90 days, so the retailer's advertising slate is wiped clean.

Scenario 3: Following a third incident of noncompliant advertising within 90 days of the second incident, this retailer's MMP funds are forfeited for the next quarter (Q4). MMP funds are reinstated on January 1 because the retailer has no noncompliant advertising during Q4.

Scenario 4: Because this retailer has an incident of noncompliant advertising during the forfeiture quarter (Q3), funds are forfeited in Q4 as well. MMP funds are reinstated on January 1 because the retailer has no noncompliant advertising during Q4.

Letter

Notification of noncompliant advertising

Clean Slate

Retailer's advertising slate is wiped clean

MMP Funds Restart

Reinstatement of MMP funds

MMP Portion of LEADS Forfeited

One-quarter MMP funds forfeiture = 10 pts.

Advertising Guidelines Program Overview



MONITORING APPEALS

An appeal process is provided for retailers who believe an incident of noncompliant advertising is due to either:

- Possible error by MMP Support Center, or;
- An issue that occurred by an outside ad partner or in the printing process that could not have been foreseen and/or corrected by the retailer or the retailer's advertising/media representatives prior to publication.

Retailers should resolve any issues outside of these two categories directly with their advertising/media representatives and refrain from submitting them to the MMP Support Center for appeal.

Appeals must be received no later than 30 calendar days after the date of a notification letter to be considered. The consequences of noncompliant advertising will remain until a ruling has been issued on the appeal:

- Step 1** Clearly detail why you believe an error was made in a letter to the MMP Support Center.
- Step 2** Attach copies of your notification letter and annotated ad to the letter.
- Step 3** Send your letter and supporting materials to:

Land Rover MMP Support Center

2300 Locust Street
St. Louis, MO 63103

or via e-mail to:
LRAdGuidelines@ansira.com

LAND ROVER HUB

LRNA strongly recommends that you take advantage of the valuable marketing assets on Land Rover HUB. There, you and your advertising partners will find the most up-to-date creative assets for Land Rover's brand campaign as well as assets for each Land Rover model line.

It is recommended for retailers to utilize the LRNA-approved templates located in the US Retailer section of the Land Rover HUB to create local advertising. Pre-approval is not necessary unless modifications are made.

On the US Retailer HUB there are video footage, print ads, radio spots, out-of-home assets, photography, digital banners, email templates and more ready to customize for your local marketing campaigns.

Land Rover HUB Contact Info:

URL: www.landroverhub.com

Phone: 877-557-4821

Email: lrhub@landrover.com

Advertising Guidelines



LAND ROVER ADVERTISING GUIDELINES

The Land Rover Advertising Guidelines are designed to help retailers create local advertising that reinforces the integrity of the Land Rover brand. All local advertising must comply with the guidelines to be eligible for MMP funds from Land Rover North America (LRNA). Advertising that contains wrongful or fraudulent claims, that is misleading or that violates the law is not compliant with MMP guidelines.

Retailers also must comply with all applicable local, state and federal laws and regulations related to the advertising of Land Rover products. The MMP Support Center does not review or hold responsibility for adherence to local, state or federal laws.

Each retailer that participates in this program shall, at its sole cost and risk, protect, defend, indemnify and hold harmless LRNA and its respective officers, directors, employees and agents from any and all liabilities, claims, actions and losses arising out of, or relating to, the efforts paid for with MMP funds.

Current, approved artwork is available for download on the US Retailer section of the Land Rover HUB. Use of Land Rover trademarks is permitted by way of the limited trademark license provided in the retailer agreement.



Advertising Guidelines

1. Land Rover Logo & Name



LAND ROVER LOGO USAGE AND PLACEMENT

1a. The Land Rover logo consists of three trademarked variations — the Brand Space logo, the three-dimensional badge and the two-dimensional badge — which must not be separated, distorted, manipulated or altered in any way. Go to [LR US Retailer Marketing > Corporate ID-MMP > Guidelines](#) for details regarding specific use of logos.



Brand Space logo



Three-dimensional badge



Two-dimensional badge

1b. All marketing materials featuring Land Rover, or its family of brands, must include a Land Rover Brand Space logo only once.

1c. All marketing materials featuring Land Rover or its family of brands, must include the Land Rover Brand Space logo which must be positioned from the right side of the ad. The unique retailer specific Land Rover logo must not be larger than the Land Rover Brand Space logo located within the ad. Refer to the LR US Retailer Marketing > Corporate ID-MMP > Guidelines regarding specific positioning of the logo.

1d. "Land Rover" must be spelled out in all appearances in the ad (i.e., in both headlines and body copy) rather than inserted as logotype.

1e. "Land Rover" must appear in all body copy as two words.

1f. Short forms of "Land Rover" (i.e., "Rover") must not appear in advertising.

1g. No variants (e.g., possessive or plural forms) of "Land Rover" are permitted.

1h. At least the most prominent appearance of each model name — except Range Rover models — must be directly preceded by the Land Rover name. Retailers are encouraged to link all model names — except Range Rover models — to the Land Rover brand.

1i. "Land Rover" must not appear as part of a retailer tagline.

SIZE REQUIREMENTS

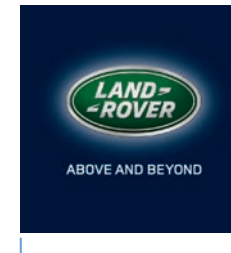
1j. The horizontal width of the Land Rover logo must be maintained according to each of the following applications and logo versions:

Print

Brand Space = 30mm (1.18")

3-Dimensional = 18mm (.71")

2-Dimensional = 12mm (.47")



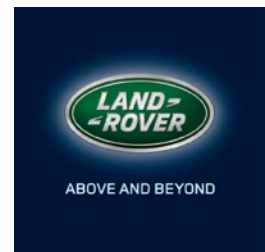
30mm (1.18")
(minimum print size)



18mm (.71")
(minimum print size of
3-dimensional badge)



12mm (.47")
(minimum print size of
2-dimensional badge)



Advertising Guidelines

1. Land Rover Logo & Name (continued)



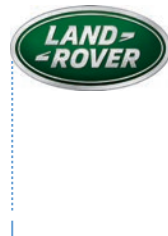
Digital

Brand Space = 120pixels

3-Dimensional = 60pixels



120 pixels
(minimum digital size)

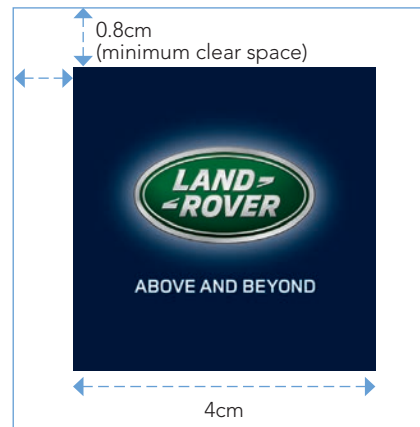


60x32 pixels
(minimum digital size)

Example:

If logo width = 4cm

Clearance all sides = 0.8cm



SALES EVENTS AND CAMPAIGNS

- 1l. All sales events and campaigns guidelines — as set forth prior to the event by Land Rover North America — must be followed during the period of the sales event or campaign specified by Land Rover North America.

- 1k. The Land Rover logo must be surrounded by an area of clear space, devoid of any other elements (e.g. type, imagery, retailer name or logo) as per the following logo versions and calculations:

Brand Space

If logo width = X

Clearance all sides = .2 multiplied by X (or $\frac{1}{5}$ the width of logo)

3-Dimensional Badge

If logo width = 3X (3 multiplied by X)

Clearance above and below = .46X (.46 multiplied by X)

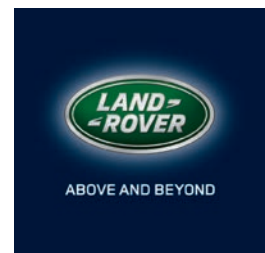
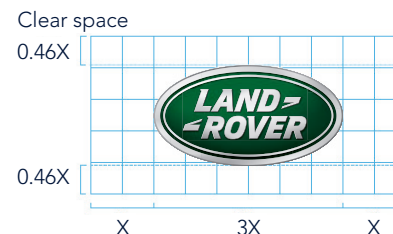
Clearance to the sides = X (or $\frac{1}{3}$ the width of logo)

Example:

If logo width = 3cm

Clearance above and below = .46cm

Clearance to the sides = 1cm



Advertising Guidelines Examples



Incorrect

Correct

OFF-ROAD SALES EVENT!
COME VISIT US
TODAY!

1a

1c

1b

THESE SPECIAL OFFERS ABSOLUTELY END MONDAY!

2013 Land Rover LR3	2013 Land Rover LR3	2013 Land Rover LR4	*Specifications
			<p>Integer ut purus ac augue commodo conenat. Nunc nec mi eu justo tempor conenat. Ac, aloreu iaculis vestibulum. Maecenas facilis elit sed justo. Maesuada velit.</p> <p>Integer ut purus ac augue commodo conenat. Nunc nec mi eu justo tempor conenat. Ac, aloreu iaculis vestibulum. Maecenas facilis elit sed justo. Maesuada velit.</p>
\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	
2013 Land Rover LR4	2013 Range Rover Sport	2013 Land Rover Evoque	
\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	

Dealer Logo

Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

OFF-ROAD SALES EVENT!
COME VISIT US
TODAY!

These special offers absolutely end Monday!

2013 Land Rover LR3	2013 Land Rover LR3	2013 Land Rover LR4	*Specifications
			<p>Integer ut purus ac augue commodo conenat. Nunc nec mi eu justo tempor conenat. Ac, aloreu iaculis vestibulum. Maecenas facilis elit sed justo. Maesuada velit.</p> <p>Integer ut purus ac augue commodo conenat. Nunc nec mi eu justo tempor conenat. Ac, aloreu iaculis vestibulum. Maecenas facilis elit sed justo. Maesuada velit.</p>
\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	
2013 Land Rover LR4	2013 Range Rover Sport	2013 Land Rover Evoque	
\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	\$XXX/mo* XX months \$X,XXX down	

Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

Common Infractions Made:

- 1a. Must have correct, unaltered logo.
- 1b. The Land Rover logo must appear only once.
- 1c. The Land Rover logo must be from the right side of the ad.
- 1d. "Land Rover" must be spelled out ("Rover" is unacceptable).
- 1e. "Land Rover" appears as two words.



Advertising Guidelines

2. Graphics, Photography & Typography



- 2a. No text or graphic treatments may cover any part of the Land Rover logo or vehicle photography in the ad.
- 2b. No starbursts or similar graphic treatments (e.g., bubbles, clouds, triangles, circles, ovals, balloons, price tags) may appear in the ad.
- 2c. A retailer name, logo, or both may appear so long as neither the font height nor logo size are disproportionately larger than the height of Land Rover logo.
- 2d. Only current Land Rover tagline may appear in retailer advertising.
- 2e. Land Rover and Avenir fonts are the corporate fonts to be used in all marketing materials. The only approved font colors are black, white, and Land Rover Indigo. (Refer to Section 6; guideline (6c), for digital advertising font requirements.)
- 2f. The Land Rover color palette, which consists of primary colors that are premium and prestigious reflect the Land Rover spirit of adventure, must be adhered to in all applications. The color palette and its use are referenced on the LR US Retailer Marketing > Corporate ID-MMP > Guidelines.



Land Rover Brand Space logo on Land Rover Indigo (Pantone 296) plinth.

Land Rover Indigo

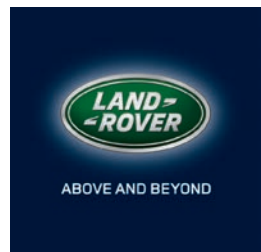
Pantone 296C
CMYK: 100, 58, 10, 80
RGB: 3, 27, 52
HEX: 00173A

Black

White

Black
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231f20

White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255b
HEX: ffffff



Advertising Guidelines Examples



Incorrect

LAND ROVER OF ANYTOWN
GREAT SAVINGS!

2b

Don't Miss It!

2e

2a

2013 Land Rover LR4

\$XXX/mo*
XX months
\$X,XXX down

Come in for a test drive today!
Lorem ipsum dolor sit amet. Con minim venami quis nostrud laboris nisi ut aliquip ex ea con dolor in reprehenderit in voluptate nonum.

Don't miss it!

2013 Land Rover LR3

\$XXX/mo*
XX months
\$X,XXX down

2013 Land Rover LR3

\$XXX/mo*
XX months
\$X,XXX down

2013 Land Rover LR4

\$XXX/mo*
XX months
\$X,XXX down

Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

***Specifications**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ribh. Nunc varius facilis eros. Sed erat. In in velit quis anu omare looreet. Curabitur adipiscing luctus massa.

2013 Land Rover LR4
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Correct

LAND ROVER OF ANYTOWN
GREAT SAVINGS!

2013 Land Rover LR4

\$XXX/mo*
XX months
\$X,XXX down

Come in for a test drive today!
Lorem ipsum dolor sit amet. Con minim venami quis nostrud laboris nisi ut aliquip ex ea con dolor in reprehenderit in voluptate nonum.

Don't miss it!

2013 Land Rover LR3

\$XXX/mo*
XX months
\$X,XXX down

2013 Land Rover LR3

\$XXX/mo*
XX months
\$X,XXX down

2013 Land Rover LR4

\$XXX/mo*
XX months
\$X,XXX down

Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

***Specifications**
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2013 Land Rover LR4
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Common Infractions Made:

- 2a. No portion of the Land Rover vehicle may be covered by other graphics.
- 2b. No starbursts or similar graphic treatments.
- 2e. "Land Rover" font must be used in all advertising.



ABOVE AND BEYOND

Advertising Guidelines

3. Claims & Recognition Awards



- 3a.** Advertising must not contain fraudulent, misleading or disputable claims that cannot be substantiated. Superlatives such as "biggest," "newest," "best," "largest," "#1" and other similar words must not be used unless they are true and there is proper substantiation of their validity.
- 3b.** Advertising must not state or imply that any retailer has any favored or preferential status (improper advantage) over another Land Rover retailer to sell a Land Rover vehicle.
- 3c.** Only the most recent recipient of the Pinnacle award or any other award may use the recognition award logo without additional source information. The most recent award recipient may refer to awards won in prior years as well.
- 3d.** The Land Rover Pinnacle Club award logo must be downloaded from Land Rover HUB and used without alteration or distortion.

Advertising Guidelines Examples



Incorrect

**LAND ROVER OF ANYTOWN
COME IN FOR A
TEST DRIVE!**




New 2013 Range Rover Evoque

3a

- Land Rover of Anytown is named #1 in customer satisfaction.
- Largest inventory with more choices.
- Land Rover of Anytown is authorized to sell vehicles for less than other Anytown retailers!

3b

2013 Range Rover Evoque
\$XXX/mo*
XX months
\$X,XXX down

2012 Range Rover Evoque
\$XXX/mo*
XX months
\$X,XXX down

2013 Range Rover Evoque
\$XXX/mo*
XX months
\$X,XXX down

2012 Range Rover Evoque
\$XXX/mo*
XX months
\$X,XXX down

Specifications
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Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

Correct

**LAND ROVER OF ANYTOWN
COME IN FOR A
TEST DRIVE!**




New 2013 Range Rover Evoque

Specifications
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ribh. Nunc varius facilis eros. Sed erat. In in velit quis ante ornare laoreet. Curabitur adipiscing luctus massa.

- Land Rover of Anytown is named #1 in customer satisfaction.*
- Large selection of vehicles.
- Land Rover of Anytown is committed to bringing you luxury at great prices.

2013 Range Rover Evoque
\$XXX/mo**
XX months
\$X,XXX down

2012 Range Rover Evoque
\$XXX/mo**
XX months
\$X,XXX down

2013 Range Rover Evoque
\$XXX/mo**
XX months
\$X,XXX down

2012 Range Rover Evoque
\$XXX/mo**
XX months
\$X,XXX down

Specifications
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Based on J.D. Power and Associates 2010 survey of XXXX customers.

Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

Common Infractions Made:

- 3a. Superlatives (i.e. "biggest", "best", "#1") may not be used unless sourced ("According to JD Power and Associates").
- 3b. Dealer cannot imply that they have status over another Land Rover dealership ("We're better than Bob's Land Rover").

Advertising Guidelines

4. Separation Of Brands And New/Used Vehicles



- 4a.** Advertisements mixing new Land Rover vehicles and Land Rover Select Certified Pre-Owned vehicles without a solid line of separation between the two vehicle categories must group the vehicles separately, have at least 50% of the ad space devoted to new vehicles and not more than 50% of the ad space devoted to Select Certified Pre-Owned vehicles. Non-certified (pre-owned/used) vehicles must not appear in advertising.
- 4b.** Non-Land Rover vehicles (including Jaguar) must be separated from Land Rover vehicles by a solid, uninterrupted box or line (minimum 1-pt rule), and each brand must align with its appropriate corporate identity.
- 4c.** Auto mall/group print advertising may use a common border, but must use a solid, uninterrupted box or line (minimum 1-pt rule) to separate competitive-make information from Land Rover information. The common border may contain administrative information for the auto mall (e.g., auto mall name, location, phone number, hours) but must not contain competitive sales information (e.g., inventory, offers, specific vehicle information).
- 4d.** Land Rover TV and radio broadcast advertising must be exclusive for Land Rover unless a specific product comparison is made between a Land Rover model and a competitive brand.

Advertising Guidelines Examples



Incorrect

**FALL SALES EVENT
HURRY IN!**

Come visit Jaguar Land Rover of Anytown today!

<p>2013 Land Rover LR4</p> <p>\$XXX/mo* XX months \$X,XXX down</p>	<p>2013 Jaguar XF</p> <p>\$XXX/mo* XX months \$X,XXX down</p>
---	--

4a

<p>2011 Range Rover Sport†</p> <p>\$XXX/mo† XX months \$X,XXX down Certified Pre-Owned</p>	<p>2010 Land Rover Evoque†</p> <p>\$XXX/mo† XX months \$X,XXX down Certified Pre-Owned</p>	<p>2010 Jaguar XJ†</p> <p>\$XXX/mo† XX months \$X,XXX down Certified Pre-Owned</p>
---	---	---

4b

Dealer Name
1234 Anytown Lane, Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

***Specifications**
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Correct

**FALL SALES EVENT
HURRY IN!**

Come visit Land Rover of Anytown today!

<p>2013 Land Rover LR4</p> <p>\$XXX/mo* XX months \$X,XXX down</p> <p>Dealer Name 1234 Anytown Lane, Anytown, USA ZIP 000-123-4567 www.landroverofanytown.com</p>	<p>2011 Range Rover Sport†</p> <p>\$XXX/mo† XX months \$X,XXX down Certified Pre-Owned</p> <p>Dealer Logo</p>
---	---

Come visit Jaguar of Anytown today!

<p>2013 Jaguar XF</p> <p>\$XXX/mo* XX months \$X,XXX down</p> <p>Dealer Name 1234 Anytown Lane, Anytown, USA ZIP 000-123-4567 www.jaguarofanytown.com</p>	<p>2010 Jaguar XJ†</p> <p>\$XXX/mo† XX months \$X,XXX down Certified Pre-Owned</p> <p>Dealer Logo</p>
---	---

***Specifications**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nibb. Nunc varius facilis eros. Sed erat. In in velit quis arcu ornare laoreet. Curabitur adipiscing luctus massa.

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Common Infractions Made:

- 4a. New and Select Certified Pre-owned vehicles must be separated by a line. 50% of ad space must be devoted to new vehicles.
- 4b. Land Rover vehicles must be separated from other brands by a solid line.

Advertising Guidelines

5. Advertising Messages



GENERAL

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

- 5a. Land Rover retailers must use their legal DBA in all advertising and marketing materials.
- 5b. Disclosure requirements must be clear, conspicuous and legible.

PRICING

- 5c. 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. Vehicle photography must match the year, make, and model of the vehicle being advertised.
- 5d. 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.

- 5e. If an LRNA special market assistance program (e.g., lease, APR, special value) for one or more featured vehicles is ongoing in a retailer's market, advertising for vehicles other than those featured in the LRNA special market assistance program is permissible so long as the featured vehicles are clearly labeled in the ad. Multiple programs may be advertised if the deal is clearly associated with each featured vehicle in the ad.

MSRP & LEASE ADVERTISING

- 5f. During the first six (6) months of a new-model-year vehicle launch, the advertised price must remain at MSRP, or until otherwise communicated by LRNA, whichever comes first.
- 5g. The original MSRP, lease amount, or APR must not have a strike-through or any other graphic element to indicate a reduction in price.
- 5h. LRNA encourages retailers to advertise the MSRP whenever possible. If MSRP pricing is not advertised, the sale price of the vehicle — not the discount amount — must appear in the ad.

GUIDELINE

- 5i. If the MSRP and a discounted price both appear in the ad, the discounted price must not appear in a type size that is larger than that of the MSRP or be the focal point of the ad.
- 5j. If MSRP pricing is not advertised, the sale price of the vehicle must appear in a font size that is equal to, or smaller than, the Land Rover logo height.
- 5k. Advertised leases must identify the lease term (not to exceed 48 months in length), the initial down payment (not to exceed 10% of the vehicle's MSRP), the monthly payment amount, and any required security deposits within the advertisement.

Advertising Guidelines

5. Advertising Messages (continued)



PROHIBITED WORDS & PHRASES

Advertising and marketing materials must not state or imply messages that are detrimental to the Land Rover brand. Specifically, the following words or phrases or any words or phrases with similar meanings must not be used:

- 5l. "special allocation," "special acquisition," "special purchase," "special price"
- 5m. "blowout," "bail out"
- 5n. "sell off," "sell down"
- 5o. "closeout," "clearance"
- 5p. "won't be undersold," "nobody undersells"
- 5q. "invoice," "our cost," "so low they can't be advertised," "price too low to advertise"
- 5r. "inventory reduction," "inventory sell-a-thon"
- 5s. "finance anyone," "bad credit, no problem"
- 5t. "thousands off MSRP," "half off MSRP," "\$XXX savings," "\$XXX discount," "\$XXX off," "% off invoice," "save \$XXX"
- 5u. "dealer cost," "guaranteed lowest price," "meet, beat, match"

CODE OF CONDUCT

Land Rover retailers are expected to advertise responsibly and to adhere to the published brand standards and Mutual Marketing Program Guidelines. Land Rover North America reserves the right to audit advertising in question, and holds the right to terminate, suspend, or hold responsible any/all retailer(s) responsible for questionable content. Any retailer whose agency or vendor is facilitating advertising materials (on the retailer's behalf) and whose advertising contains any of the below violations will be held responsible and liable for all conduct and/or any damages incurred as a result of inappropriate advertising.

- 5v. Any marketing communications that contain images or content deemed to be inappropriate or inconsistent with the Land Rover brand, its image or marks will be in violation.
- 5w. Any retailer advertisement that contains images or content that is considered offensive, derogatory, inappropriate, irresponsible, or in any way disparaging to the Land Rover parent company, retailers, affiliates, products or programs will be in violation. Likewise, any content that contains political, sexual, racial, religious or is derogatory to any group, organization, race or party will also be in violation.



Advertising Guidelines Examples



Incorrect

Correct

5t **INVENTORY REDUCTION!!**
SAVE \$X,XXX!

2013 Land Rover LR4
Special Price
\$XX,XXX*
MSRP \$XX,XXX

5g **5i** **4 models to choose from.**
*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nibh. Nunc velus facilis eros. Sed erat. In in velit quis accu ornare lacseet. Curabitur adipiscing luctus massa.

New 2013 Land Rover LR4

5k ***Specifications**
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2013 Land Rover LR3

2012 Range Rover Evoque

5g **5i** **Offered at \$XX,XXX***
MSRP \$XX,XXX
\$X,XXX down

Save BIG \$XXX per month

Dealer Name
1234 Anytown Lane. Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

SALES EVENT!

New 2013 Land Rover LR4

2013 Land Rover LR4
MSRP \$XX,XXX
Offered at \$XX,XXX**
\$X,XXX down**
Security deposit required**

4 models to choose from.
*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nibh. Nunc velus facilis eros. Sed erat. In in velit quis accu ornare lacseet. Curabitur adipiscing luctus massa.

***Specifications**
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2013 Land Rover LR3

2012 Range Rover Evoque

MSRP \$XX,XXX
Offered at \$XX,XXX
\$X,XXX down

\$XXX per month*
36 months, \$X,XXX down
Offered at \$XX,XXX
\$XXX security deposit

Dealer Name
1234 Anytown Lane. Anytown, USA ZIP
000-123-4567 www.landroverofanytown.com

Dealer Logo

****Lease Terms for 2013 LR4**
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Common Infractions Made:

- 5g. Cannot represent discount using strikethrough treatment on a lease amount.
- 5i. MSRP must use a larger font than the discounted price.
- 5k. All lease terms must be clearly stated including length, down payment, monthly payment amount and security deposit.
- 5t. Distress words prohibited — “\$XXX Savings” or “XX% off.”



ABOVE AND BEYOND

Advertising Guidelines

6. Digital, Search Engine Marketing & Website Guidelines



GENERAL

Land Rover strongly encourages retailers to host and advertise a Land Rover exclusive desktop and mobile website. These sites should serve as the primary websites used in all Land Rover communications.

6a. Land Rover logos must appear without separation, distortion, manipulation or alteration on all digital advertisement pages.

6b. Brand logos should be used to identify the brands or the retailer — logos should not be used as a creative element, such as functioning as a button, used for bullet points, etc.

6c. Arial is the required font for online text.

WEBSITES

All Land Rover advertising, in any media type, should direct consumers to the Land Rover-specific website which is connected to LandRoverUSA.com. The website of any URLs contained within print or digital media are subject to MMP guidelines and will be monitored to ensure an approved website is featured.

6d. The Land Rover Brand Space logo must appear in the website header, and on all pages of the website, in the upper left corner. Refer to the LR US Retailer Marketing > Corporate ID-MMP > Guidelines for details on web application.

6e. Land Rover strongly encourages retailers to host an exclusive Land Rover desktop and mobile site. The only brand permitted with Land Rover is Jaguar. In this instance, Land Rover and Jaguar must be given equal 'weight' all areas of the website.

6f. URLs must meet Land Rover URL policy (document available on InfoTrail under "Retailer Tools & Information/Retailer Website Policy").

6g. Retailers will receive strike notices for non-compliant website advertising via regular mail and by e-mail. Noncompliant digital marketing efforts must be corrected within two (2) business days after the strike notice or the retailer will be subject to additional strikes until compliant.

6h. Retailers must have an approved desktop and mobile website that links from LandRoverUSA.com.

6i. Google Analytics and container tags must be present for Land Rover monthly metrics reporting to measure Tier 1 and Tier 2 ad spending, along with website traffic and forms. Tags must be included on:

- Home page
- New vehicle inventory
- Pre-owned inventory

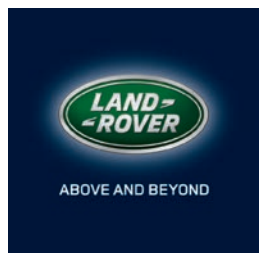
- Special offers
- Finance
- Retailer information
- Parts
- Service
- Lead submission forms (request a quote, test drive, etc)

6j. Land Rover retailer websites must contain a link back to www.LandRoverUSA.com.

6k. Inclusion of a text link at bottom left corner of retailer Tier 3 websites that lead to multi-franchise website is allowed only as a text/copy link, without logos or images, and stated as "See our website" or "See our other brands."

SEARCH ENGINE MARKETING

6l. Use of other Land Rover retailer names in resulting paid search copy or in keyword purchases is prohibited.



Advertising Guidelines Examples



6d

Incorrect

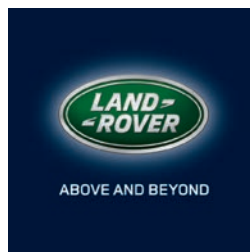


Correct



Common Infractions Made:
(Website/Web Banners only)

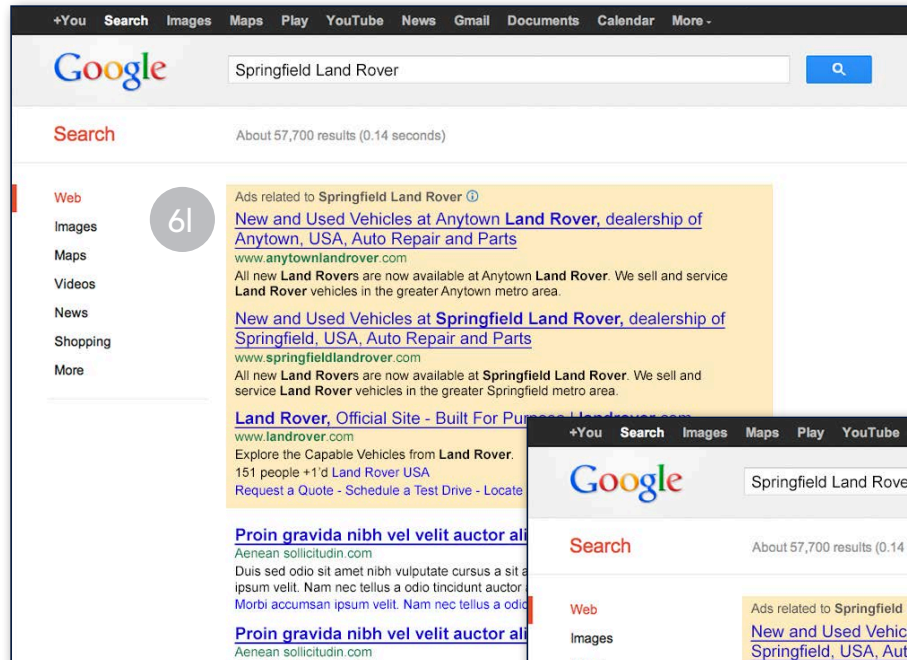
6d. Land Rover Brand Space logo must be used in website header on every page, in upper left corner.



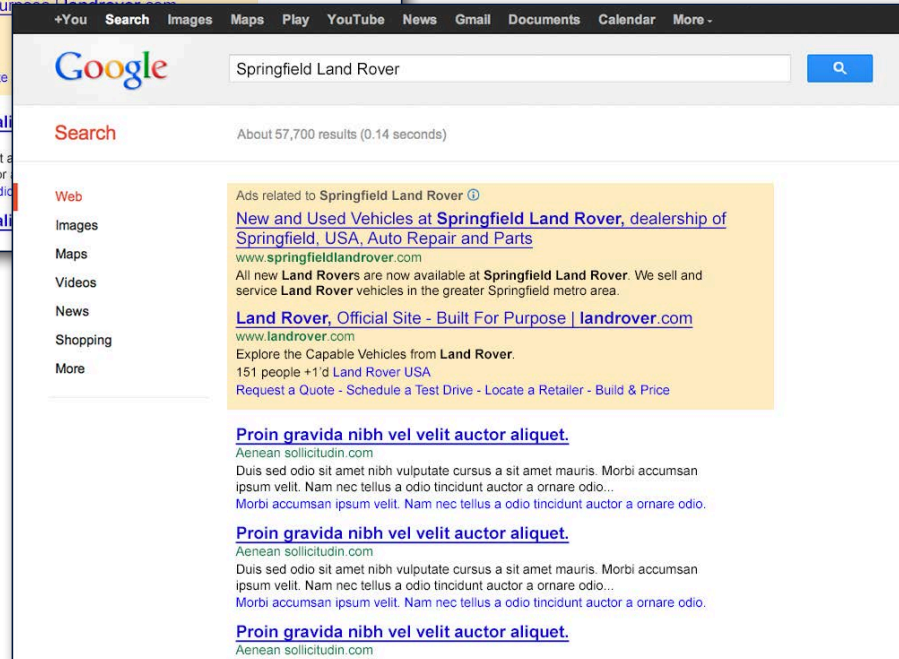
Advertising Guidelines Examples



Incorrect



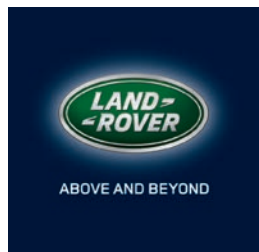
Correct



Common Infractions Made:
(Website/Web Banners only)

61. Use of other Land Rover retailer names in resulting paid search copy or in keyword purchases is prohibited.

*Anytown Land Rover would receive the strike for this non-compliant advertisement.



Advertising Guidelines

Website User Guide



As a retailer, you can access real-time information on your program activity, electronically, 24/7. Copies of your monitored ads and pre-approval letters issued by the Land Rover Advertising Support Center and reports summarizing your monitored advertising are available on the program website. The site also provides easy access to the Land Rover Advertising Guidelines. The screen grabs on pages 3.2 – 3.5 offer views of some of the useful information that you can access to stay current on your program activity.

To access this program information, click on “Advertising Guidelines for MMP” on the navigation bar of the Land Rover home page (accessible via www.lradvertising.com or InfoTrail). Retailers’ advertising agency partners can apply for access by visiting www.lradvertising.com and clicking on the link to request agency access. Once registered, they will receive an e-mail notification with their access information to the Land Rover site. Their access will be limited to viewing and printing a PDF of the Land Rover Advertising Guidelines.

For help using the program website, contact:
Land Rover MMP Support Center
Support Line: 800.790.0918
Fax: 866.739.1562
E-mail: LRAdguidelines@ansira.com
Hours: Monday – Friday, 8:30 a.m. – 5:30 p.m. CT



Advertising Guidelines Website User Guide



LAND ROVER HOME PAGE

Links on the home page provide access to the following information about the program and your program activity:

Advertising Guidelines — Land Rover MMP Advertising Guidelines in PDF format.

Program Reports — An executive summary of your weekly Retailer Activity Report and the Status-At-A-Glance Report.

Pre-Approval Reports — Reports on advertising you or your ad agency have submitted for pre-approval and related communications.

Monitoring Reports — Reports on your monitored advertising and related communications.

The screenshot shows the Land Rover Certified Pre-Owned website. The top navigation bar includes links for HOME, EDIT PROFILE, CONTACT US, and JAGUARCREATIVEPARTNERS. Below this, a secondary navigation bar has links for Certified Pre-Owned, Advertising Guidelines for MMP (highlighted with a red circle), and Admin. The main content area is titled 'Certified Pre-Owned' and contains text about the program. A callout box is overlaid on the right side of the page, pointing to the 'Advertising Guidelines for MMP' link. This callout box contains the following text:

Land Rover Advertising Guidelines for MMP is designed to promote a positive, powerful, consistent marketing presence for the Land Rover brand. If all consumer advertising, whether produced at the corporate level or by local retailers, reflects Land Rover's brand values, we will be more assured of achieving our mutual goals of expanding our base of satisfied, loyal customers and driving sales growth and profitability.

If you require assistance using this program Web site, please contact us by phone at 800-790-0918 or via e-mail at LRadGuidelines@ansira.com.

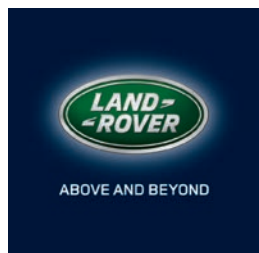
Advertising Guidelines
Adhering to the Land Rover Advertising Guidelines is required for retailers to receive an uninterrupted flow of MMP funds. A PDF of the guidelines is available here for viewing and printing.

Program Reports
An executive summary of the weekly Retailer Activity Report and the Status-At-A-Glance Report can be viewed and printed.

Pre-Approval Reports
Pre-Approval Reports can be generated and related communications on advertising submitted for pre-approval can be viewed from this link.

Monitoring Reports
Reports on monitored advertising can be generated and annotated ads and related communications can be viewed and printed from this link.

Regional Preview
Retailer activity can be reviewed and previews of pending retailer communications accessed through this link.



Advertising Guidelines Website User Guide



STATUS-AT-A-GLANCE REPORT

This report provides an overview of a retailer's compliance status for all monitored advertising to date. Data can be refined by selecting a date range and/or a medium type.

To access the Status-At-A-Glance Report page from the home page, click on the "Program Reports" link and then on "Status-At-A-Glance."

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- Executive Summary Report
- Status at a Glance Report

REGIONS	NOTIFICATIONS		
	1	2	3
Central	32	6	-
North	22	1	-
South			
West			

DISTRICT	NOTIFICATIONS		
	1	2	3
Market 20	7	1	-
Market 21	5	1	-
Market 22	4	1	-
Market 23	6	1	-
Market 24	6	2	-
Market 25	4	-	-
TOTALS	32	6	0

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Created: 10/11/2012 [Print Version](#) | [Download](#)

Date Range: 01/01/2006 to 10/11/2012

Medium Type: From Date: 2008 2012

RETAILER #	REGION	DISTRICT	RETAILER NAME	NOTIFICATIONS			Reset Date
				1	2	3	
LRNC0001	Central	Market 20	Anytown Land Rover	-	12/23/2010	-	03/23/2011
LRNC0002	Central	Market 20	Anytown Land Rover	03/21/2011	-	-	06/21/2011
LRNC0003	Central	Market 20	Northern Othertown Land Rover	06/29/2012	-	-	09/29/2012
LRNC0004	Central	Market 20	Othertown Land Rover	09/30/2012	-	-	12/30/2012
LRNC0005	Central	Market 20	Anytown South Land Rover	06/28/2012	-	-	09/28/2012
LRNC0006	Central	Market 20	Anytown North Land Rover	06/29/2012	-	-	09/29/2012
LRNC0007	Central	Market 20	Anytown East Land Rover	09/30/2012	-	-	12/30/2012
LRNC0008	Central	Market 20	Anytown West Land Rover	06/27/2012	-	-	09/27/2012





This report shows information on the advertising that you or your advertising partner have submitted for pre-approval. Data can be refined by selecting a date range, medium type and/or letter type. You also can view annotated versions (PDF format) of your submitted advertising (marked with the noncompliant elements) and the response letters (Microsoft Word format) that the Land Rover Advertising Pre-Approval Service has issued.

To access the Pre-Approval Reports page from the home page, click on the "Pre-Approval Reports" link and then on "Retailer Activity."

[illegible]

Land Rover Advertising Guidelines MMP | 2012 — 2.0

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MONITORING REPORT

This report provides information on monitored advertising to date. Data can be refined by selecting a date range, medium type and/or letter type. You also can view and print your monitored advertising (PDF format), along with letters from MMP Support Center regarding compliance or noncompliance with the guidelines (Microsoft Word format).

To access the Monitoring Reports page from the home page, click on the "Monitoring Reports" link and then on "Retailer Activity."

MEDIUM	VIEW	REGION	MARKET	RETAILER CODE	RETAILER NAME	PUBLICATION	AD DATE	LETTER DATE	LETTER TYPE	STATUS
Internet		Central	Market 24	LRNC0001	Anytown Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		Central	Market 25	LRNC0002	Anytown Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		North	Market 11	LRNC0003	N. Othertown Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		South	Market 31	LRNC0004	Othertown Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		South	Market 32	LRNC0005	Anytown South Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		South	Market 33	LRNC0006	Anytown North Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		West	Market 40	LRNC0007	Anytown East Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		West	Market 43	LRNC0008	Anytown West Land Rover	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		West	Market 43	LRNC0009	Land Rover of North Anytown	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process
Internet		West	Market 45	LRNC0010	Land Rover of Southern Anytown	Search Engines	10/08/2012	10/08/2012	Compliant Advertising	Process

