

2016 Maserati Co-op Program/Forms-Please Read ENTIRE Email

From: emazzarino@maseratiusa.com
 Sent: Wed, Feb 3, 2016 at 2:58 pm
 To:
 Cc: esheiffer@maseratiusa.com

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image002.png (10.5 KB) image001.png (4.2 KB) 2016 US Co-op Program.pdf (996.6 KB) 2016 Co-op Pre-approval Form.pdf (49.6 KB) 2016 Co-op Reimbursement Form.pdf (62.6 KB)
 2016 MNA Dealer Brand Guidelines.pdf (1.2 MB) — [Download all](#) Add Sender to Contacts...

ATTN: Mid-Atlantic Region 7 Dealers
SUBJ: 2016 Maserati Co-op Program/Forms-Please Read ENTIRE Email

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The 2016 Maserati Co-op program is now live and available to utilize from MNA. Please take a moment to read the attached 2016 Co-op marketing program announcement, approval and reimbursement forms which have been updated versus the previous program from last year. Below is a summary of key changes, reimbursement process and program eligibility.

Key Changes/Highlights to the Co-op program (details in the attached program announcement):

- The program is based off of **RETAIL** units, with and allocation reimbursement of \$200 per vehicle.
- All advertising mediums are eligible at 50% reimbursement: TV, digital, print, direct mail, radio and out of home
- **Pricing Standard**
 - Lease offers: monthly payment rate may not be lower than 10% of the monthly MNA sales bulletins posted on Modis
 - Pricing may not be lower than MSRP
- **Assigned Marketing Area/ RMA:**
 - Only a dealer's assigned marketing territory is eligible for coop.

Reimbursement Process:

- Dealers are required to submit (3) components for reimbursement ([send via email to: coopmarketing@maseratiusa.com](mailto:coopmarketing@maseratiusa.com) cc: Emily Mazzarino)
 - Reimbursement form
 - All media plans and tactics to included media impressions
 - Dollar amount(s) invested
 - Artwork/copy relevant to the campaign(s)
 - Accompanying media invoices
- Payments are processed at the end of each month (reflected on the dealer's Parts Statement)

Non-Eligible Activities:

- Events
- External dealer website and SEO
- Classified advertising (new and pre-owned), auctions (i.e. eBay), charitable donations, fund raising, raffles, etc.

Attached are the following documents pertaining to the 2016 Co-op Program to utilize:

- 2016 Program overview
- New Pre-approval form
- New Reimbursement form
- Dealer brand guidelines

I will be sending your individual dealership's 1st half Co-op funds and updated zip codes for your relevant market area as well later today. Please don't hesitate to call me if you have any questions.



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