



MASERATI

2016 US DEALER CO-OP SUPPORT

PROGRAM OVERVIEW

2016 US CO-OP PROGRAM INTRODUCTION

The Maserati Co-op Program is aimed to strengthen local retail advertising and to help dealers grow their business while continuing to support the Maserati brand. The co-op initiative is designed to provide maximum value and benefit to Authorized US Maserati Dealers. Funding calculations are based off of **retail sales**, with a 2016 allocation of \$200 per retail vehicle.



Throughout 2016, MNA will make available a variety of dealer tools to ensure consistent branding and sales messaging between local and national marketing.

QUALIFY FOR FUNDING

- ✓ **Pre-approval form and artwork** submitted
- ✓ Abide by the brand compliance guidelines (*Including staying within your assigned RMA*)
- ✓ **All advertising mediums are eligible at 50% reimbursement:** TV, digital, print, direct mail, radio and out of home

NON-ELIGIBLE ACTIVITIES INCLUDE:

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

ACCRUALS & AVAILABILITY

Estimated 2016 MNA funds are calculated based on each dealer's actual 2015 retail sales. Dealers must utilize funds prior to the end of the 2016 calendar year. No carryover of annual funds.

Funds may be tracked by contacting the co-op program manager or your Regional Sales Vice President (RVP). However, MNA kindly urges dealers to track spending on their own as well. Actual funds depend on each dealer's final retail volume. Funds will be accrued and made available on a semi-annual basis.

- To kick-start Q1/Q2 of 2016, MNA is pre-funding each dealer's co-op account at 50% based on 2015 actual 1Q/2Q retail sales
- Q3/Q4 funds will be released at the beginning of Q3 after an assessment of Q1/Q2 retail sales results is conducted and agreed upon with respective dealer RVPs.
- There is **no maximum limit** on co-op funds (*funding depends on annual retail sales*)

ELIGIBILITY

Advertising compliance must be met on all points below to receive co-op funds and/or reimbursement of submissions:

PRICING STANDARDS:

- **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 TERRITORY:

- **Only a dealer's assigned marketing territory is eligible for coop, please consult your RVP or the coop manager for your assigned zip code list and territory**

CREATIVE STANDARDS:

- **Maserati Corporate logo must not** be modified in any way
- Advertising must be consistent with Maserati's quality image and meet all of our MNA's identity guidelines. The corporate Identity Standards can be located on MODIS under the section: "Dealer Marketing Manual"
- **Ads may only include Maserati vehicles** (*Ads that are not MNA CI-complaint, or ads that include non-MNA products, are **not** eligible for reimbursement. If a Maserati is featured along with other non-Maserati products, the ad is not eligible for co-op, including partial reimbursement*)
- **Advertising must not undermine the value of the brand**, including, without limitation advertising with political, racial, religious, and/or sexual overtones, etc. Messaging that implies "distress" or is in any way detrimental to the Maserati brand is strictly prohibited.

Copy must not describe "discounted pricing" and must not include these terms:

"Discount, Sales Event, On-Sale, Off MSRP, Rebate, Clearance, Blow out, Bailout, Liquidation, Wholesale, Distress, Factory Outlet, Factory Authorized, Manufacturer/Factory Challenged, Below/Under invoice, Black Friday, Cyber Monday, Seasonal Savings other words at brand's discretion, etc."

Approved substitutes include:

"Limited-time offer or Special offer"
"Included Pre-Paid Maintenance"
"X monthly payments off"

ELIGIBILITY CONT.

- Brand advertising **must** abide by all brand-positioning compliance guidelines at all times
- Advertising of new or pre-owned vehicles on eBay or any other “auction” web sites is strictly prohibited
- Advertising must not include language that implies a “distinction among” or “ranking above” other dealerships, or competitive brands
- Dealer name, logo, URL, etc. **may not** include another manufacturer’s brand name. **Only use MNA-approved DBA designations** (e.g., use “Maserati of Smith” **not** Smith Maserati-Ferrari)
- Targeting or conquering other Maserati Authorized Dealers is **strictly prohibited**
- All ads featuring web URLs, or any dealer-specific online activity, must feature only the www.maseratidealer.com website. **No** other web URLs are permissible.
- National media (or media outside of the dealer’s designated market area) campaigns are **not** allowed and **do not qualify** for co-op funds
- TV and radio broadcast production scripts must be approved by MNA prior to airing (unless creative is provided by MNA)
- Only new vehicles are eligible
- CPO or pre-owned are **not** eligible
- Lease offers with “1 vehicle at \$x price” are **not** eligible

REIMBURSEMENTS

- **Dealers are required to submit (3) components for reimbursement**
(send via email to: coopmarketing@maseratiusa.com cc: the dealer's RVP)

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)
- MNA pays 50% for approved submissions *(unless otherwise noted in writing)*
- No administrative fees, taxes, production costs or agency fees will be reimbursed
- Funds will not be paid out unless advertising runs exactly as approved

Please do not hesitate to contact your designated Regional Sales Vice President or Dealer Marketing coopmarketing@maseratiusa.com if you require additional clarifications

DEDICATED DEALER CREATIVE SERVICES

Maserati-approved print, digital & broadcast creative (templates) may be customized upon request (at no cost to the dealer). For more info, contact Ross/Madrid Group at: rolandmadrid@rossmadrid.com or call 818.932.0499.

Ross Madrid can supply a download link of Maserati creative assets.

Materials must be requested at 2 weeks prior insertion deadline. Ross/Madrid may submit approved creative materials directly to the media outlet. Ross/Madrid creative materials are considered automatically compliant with MNA CI.

Maserati reserves the right to change the US co-op program at any time and without advance notice.