



REGIONAL DEALER ADVERTISING (RDA) PROGRAM GUIDELINES

Mitsubishi Motors North America, Inc.

CY 2025
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INTRODUCTION

The Mitsubishi Regional Dealer Advertising (RDA) Program was designed to help build your business and to enhance Mitsubishi brand recognition. With the shift in media consumption weight to digital, Mitsubishi has undergone several new changes in conjunction with the MiDIGITALSOLUTIONS program. These changes continue to provide dealers with more than just the financial support to offset eligible advertising costs, providing allowances for additional tools shown to support your traffic generation efforts. Dealers will now be able to drive business through MMNA's allowance of RDA funds for facility investments, training, and improved customer experiences. Dealers are also encouraged to take advantage of the efficiencies in digital marketing created under the MiDIGITALSOLUTIONS program.

Dealers will earn funds each month based on wholesale volume as is described in the Funding Process section of this document. Earned funds must be claimed on or before the last business day within the six-month period from when the funds became available for reimbursement. For instance, January 2025 funds must be claimed and spent by the last business day of July 2025 or they will be forfeited. The online RDA tracker will automatically deduct unused funds from the dealer's RDA account the first business day after the expiration period.

Claims received after the deadline or incomplete for the six (6) month program period will not be eligible for reimbursement during the outlined program period.

FUNDING PROCESS

- Funds are based on eligible vehicles purchased for wholesale and shipped to dealers during the program period. Funds are two percent (2%) of the dealer wholesale invoice on all new Mirage and Mirage G4 vehicles and three percent (3%) of all new Outlander, Outlander Sport, Outlander PHEV, and Eclipse Cross vehicles.
- Dealers have an option to voluntarily contribute a specified percentage in addition to monthly funds by completing an 'Additional RDA Fund' form. Please visit the submenu Forms located under the menu 'Resources.'

PROGRAM ADMINISTRATION

All activity must be submitted within the RDA eClaim portal to be eligible for reimbursement. Enter claim information online at <https://www.mitsubishidealerlink.com> (click on Sales > Marketing > MMNA Co-op/RDA eClaim System) and upload your proof of performance documentation. Your claim will be delivered in real time to the RDA program headquarters. If preferred, dealers may print a claim form and mail the documentation. To complete a claim form, please visit the menu 'Quick Links/Submit a Claim'.

Any claims submitted and completed under the RDA program are not eligible to be claimed under any other Mitsubishi Program.

The MiDIGITALSOLUTIONS Program expenses will be submitted on each dealers' behalf post-tax (where eligible) as a courtesy. These expenses will be charged in whole against Co-op accounts first, and if sufficient funds are not available to cover the entire line item, against RDA second. If neither account contains sufficient funds, a dealership can resubmit manually any time prior to fund expiration for the remaining funds up to 100% of the eligible expenses previously submitted through MiDIGITALSOLUTIONS.

REIMBURSEMENT

To the extent of funds available, eligible media and approved claims will be reimbursed at 100% of costs, off program digital media costs will be reimbursed at 50% as outlined in the eligible expenses section. Any expenses not explicitly listed in either the eligible or ineligible expenses sections must be pre-approved by the Regional Director prior to submission, or it will be declined. Submit requests through your respective District Sales Manager. Payments are issued to dealers utilizing ACH every other week. Payment to dealers not utilizing ACH is paid by check monthly. Refer to the Eligibility Chart and Claim Requirements within this document.

MMNA reserves the right to offer special reimbursement levels for company-backed initiatives and to adjust future programs as it deems necessary.

Effective July 1, 2024, the ClickShop digital retailing platform with AutoFi will be the only digital retailing platform eligible for reimbursement.

MITSUBISHI BRAND & PRODUCT INTEGRITY

- Dealer new car advertising must utilize proper vehicle photography. The vehicle photo must represent the proper model year (e.g., cannot feature the photo of a 2020 Outlander when advertising the 2025 Outlander).
- Approved vehicle photography, for all models, is available on Mitsubishi's Ad Planner.
- Vehicle information in dealer advertising must be accurate and financial

terms must be clearly defined and include all necessary and relevant qualification criteria, legal disclosure and expirations dates.

- For all vehicle listing images, vehicles must be clean (free of debris, dirt and snow etc.) and within a clean environment, where the vehicle is the hero of the image.
- 100% of the ad space or running time must be allocated to support Mitsubishi vehicle advertising; no combined ads with any other manufacturer will qualify.
- At least 60% of the ad space or running time must be dedicated to NEW Mitsubishi vehicle advertising. Up to 40% of the ad space or running time can be dedicated to CPOV vehicle advertising. Standalone CPOV ads are ineligible for reimbursement.

LOGO & BRAND ELEMENT GUIDELINES

- Mitsubishi Motors has a unified font that must be used in all internal and external communication materials moving forward. This is a requirement for all employees and dealers, as well as all partners, vendors and suppliers that communicate on behalf of the brand. Email ecommerce@mmsa.com to obtain font.
- Corporate Logo - The official Mitsubishi Motors North America corporate logo must appear on the dealer website and when used in advertising. Logo usage must follow current Mitsubishi's Branding Guidelines, which can be accessed through the eClaim system under Resources.
 - The **Vertical Corporate Mark** (VCM) must be on plain, solid color background without any graphics or pattern behind or in front. In the header, the aforementioned solid color must match the color of the banner.
 - Diamonds must be displayed with the stacked words "Mitsubishi Motors" and "Drive your Ambition" directly below.
 - Isolation space of 40% (0.4) of the triple-diamond height must be maintained around ALL sides of the VCM.
 - The Corporate logo must not be used as an overlay on inventory images.
 - The primary logo allowed for advertising is the stacked logo.
 - Non-Mitsubishi OEM brand logos are prohibited on the home page.
- Dealer Logo
 - Dealer may display one unique logo. However, the dealer logo may not contain the word Mitsubishi or the VCM.

- Dealer logo must also appear after or below the VCM and DBA.
- The dealership name must not incorporate the Mitsubishi Motors triple diamonds by themselves. Dealer must inform MMNA with any changes to logo.
- Dealer URL
 - The dealership website URL must link to a home page that is exclusively Mitsubishi, featuring no other manufacturers. Dealers with multiple points must have a unique URL for each location.
 - Primary dealer URL must contain only the DBA name and have Mitsubishi spelled out (e.g., WXYZmitsubishi.com). No abbreviations of Mitsubishi will be accepted in the dealer's primary URL. Dealers may, however, utilize ancillary or vanity URLs which point back to the primary URL. (e.g., WXYZmitsu.com is acceptable to own, but it must point to WXYZmitsubishi.com.)
 - The dealership website URL cannot include any non-Mitsubishi brands. (e.g., ABCmitsubishi-kia.com is not allowed.)
 - Use of domain names that may cause confusion regarding the identity or status of a Mitsubishi dealer (e.g., officialmitsubishiparts.com)
- Dealer Doing Business As (DBA) Name
 - The dealer's DBA name/trade name must appear on the dealer website and match the DBA name that's on file with MMNA.

LOGO & BRAND ELEMENT GUIDELINES (continued)

- The DBA/trade name must be listed in "series" (i.e., single font style, single solid color, single point size, single case, and without any special effects such as 3-D or shading.)
- The required font for the DBA name is MMC OFFICE font. Email ecommerce@mmsa.com to obtain font.
- DBA must be either black or white in color and centered between the Mitsubishi logo and dealer logo.
- It is permissible for the DBA/trade name to be displayed on one or two lines (side-by-side or stacked)
- The word Mitsubishi may only be represented in a horizontal format and not integrated as part of unique logo of dealers' DBA name.

- Only the DBA/trade name approved in the Dealer Sales and Service Agreement may be used, including any required punctuation.
- There must be a hyphen to separate the dealer's DBA name from the location (i.e., "Columbus Mitsubishi North" must be displayed as "Columbus Mitsubishi – North.") if applicable. Once approved, this cannot be changed without MMNA approval. The use of "DBA of location" will be allowed on a case-by-case basis.
- The primary logo allowed for advertising is the stacked logo. The horizontal logo is allowable in certain applications. The range of application is as noted on the following page:

LOGO & BRAND ELEMENT GUIDELINES (continued)

Mark	 MITSUBISHI MOTORS Drive your Ambition	 MITSUBISHI MOTORS  MITSUBISHI MOTORS
Purpose	Communication	Corporate
Application	• TV Commercials • Newspaper ads • Magazine ads • Website/social media • POP materials • Product brochures/flyers • Direct mail • Sponsorships/dealer PR • Digital ads • OOH (billboards, outdoor) • Auto show materials	• Corporate signboards (front desk, stand-alone) • Clothing for employees • Horizontal logo use needs pre-approved by MMNA

DISTRESSED LANGUAGE & PREFERENTIAL STANDING GUIDELINES

Messaging in all Dealer advertising (except Direct Mail/Email) should promote the features and value of our products and your dealership. Dealers must avoid advertising that is misleading to the consumer or undermines the values of Mitsubishi. Dealer advertising must not contain words or phrases that imply distress to sell a vehicle. Examples of these include:

- Guaranteed lowest pricing
- Blowout or bailout
- Liquidate or liquidation
- Supplier pricing or fleet pricing
- Closeout
- Sell off
- Finance anyone
- Bad credit, no problem
- Won't be undersold or nobody undersells
- Everything has to go or everything is a bargain
- We'll pay off your trade-in no matter how much you owe
- Clearance
- Markdown
- Everything is on sale
- Wholesale pricing
- \$0 down (cannot be used if the customer still needs to pay tax, title and license)
- Other misleading words or phrases as reasonably determined by MMNA

Dealer advertising must not state or imply that any dealer is better positioned (has favored status or preferential standing) to sell a new Mitsubishi vehicle than any other Mitsubishi dealer. As such, the following words and phrases, or any words or phrases with similar meaning, are not allowed.

- Special purchase or special allocation
- Special pricing, special test marketing or member pricing
- Special allowance, special program or special discount
- Warehouse price, warehouse store
- Public notice
- Disparaging or negative comparisons to any Mitsubishi dealer

All advertising and marketing must not deceive the customer and must comply with Federal and State advertising requirements.

Superlatives such as "biggest", "newest", "best", "largest", "#1" and other similar phrases must not be used unless they are true, correct and can be substantiated.

All claims regarding a dealership's size, inventory or sales volume must also be substantiated. Substantiation must include the name of the source along with the source year next to the statement and cannot be any older than the previous calendar year.

ELIGIBLE

Digital/Internet & Customer Experience

On-program through MiDIGITALSOLUTIONS both provider and media up to 100%, all other off-program media only at up to 50%

- Website Maintenance (MiDS certified or endorsed website vendors only)
- Internet Banner Ads
- Search Engine Marketing
- Social Media
- Pre-Roll Video
- OTT/Streaming (Connected TV)
- Email blasts and list acquisition fees
- Mobile Advertising
- New Car Listings (3rd Party Auto Sites)
- Web and Lead Conversion tools (AutoHook, NitroLeads, TrafficView, SalesAlert)
- Reputation Management Tools
- Equity/Data Mining Tools
- Digital Retailing (ClickShop AutoFi only)
- MiDelivery/MiShowroom

Broadcast	Print	Events	Outdoor	Point of Purchase (POP) Materials	Promotional Merchandise
▪ Cable ▪ Radio ▪ Television	▪ Direct Mail ▪ Magazines ▪ Newspaper	▪ Dealership Sales Events ▪ Off-Site Vehicle Displays ▪ Sponsorships ▪ Auto Shows	▪ Billboards ▪ Vehicle Wraps	▪ Showroom posters ▪ Window clings ▪ Hang tags ▪ Trapeze banners ▪ Stand up banners ▪ Sweepstakes banners	▪ Dealership t-shirts, hats, bags ▪ Items ordered through MiGEAR

ELIGIBLE (continued)

Visual Identity

Eligible	Not Eligible
▪ Building exterior fascia panels with illuminated corporate mark and dealer name letters ▪ The Dynamic Slope architectural element incorporating the corporate mark ▪ The exterior entrance gate or interior hanging sign ▪ Monolith sign/pole sign/monument sign ▪ Interior Reception area black panel wall with corporate mark ▪ <i>See the Dealer Visual Identity Guide for full list of approved vendors</i>	▪ Freight and installation are not eligible for reimbursement
Claim Reimbursement:	
▪ Dealer submits email request and invoice to National Dealer Network for review and approval prior to submission to the RDA program headquarters. Requests should be emailed to Dealer.Network@na.mitsubishi-motors.com ▪ National Dealer Network will provide approval/denial back to the dealer via email. If approved, signed authorized approval form will be provided. ▪ Dealer submits approved form and invoice to the RDA program headquarters through normal submission process. Only invoices from AGI or Blair for the required elements will be accepted.	

INELIGIBLE

- Agency Fees or Commission outside of MiDIGITALSOLUTIONS
- Barter or Trade
- Vehicle giveaways or leases
- Dealer Group Portal/Multiple Franchise Websites
- Production Charges for Print and Broadcast
- Statements, Memo Bills, Third Party or Trade Invoices
- Third Party e-Leads outside of MiDIGITALSOLUTIONS
- Visual identity costs outside of the preferred vendors list
- Customer Experience Consulting Services
- Digital Retailing tools outside of ClickShop AutoFi program

PRIOR APPROVAL

All dealerships are encouraged to obtain prior approval of proposed media from the RDA program headquarters. Prior approval validates the ad content meets Guidelines and will help expedite reimbursement. Prior approval does not guarantee claim payment if the submitted claim does not meet requirements or if there are insufficient funds. If your ad is pre-approved, please include the pre-approval number with your claim.

Please allow two business days to process your prior approval request. To request prior approval, please log into the **MMNA Co-op/RDA eClaim System** from the Mitsubishi Dealer Link (MDL) and select Pre-Approval > Submit.

DEADLINES

All claims with required documentation must be submitted and completed by the end of the subsequent six (6) months. Claims received after the deadline or incomplete for the six (6) month program period will not be eligible for reimbursement during the outlined program period.

Dealers will be notified by email if additional documentation is required to complete the processing of their program claim. The email will be the business address on file with MMNA. Any additional documentation must be submitted no later than 30 days from the date on the notifications. Dealers may also check the claim site for updates.

REQUIREMENTS BY MEDIA

The Corporate stacked logo must display in all advertising except radio.

Eligible Media	Reimbursable Costs	Requirements for Reimbursement	Claim Requirements
Auto Shows	- Net costs of space - Sales consultant payments for auto show shifts limited to \$200 per shift - Auto show operations	Regional Manager pre-approval	- Itemized invoice or contract detailing costs for space commitment - Sales consultant payments – A sign-in sheet counter signed by both DSM and ASM - Multi-dealer participation – An auto show cost sharing agreement featuring allocation of space costs for each dealer, signed by Regional Manager and all participating dealers (Dealer Principal or General Manager) - A signed and completed Regional Manager pre-approval form or email approval
Web and Lead Conversion Tools	- Service Fees - Card Reimbursements	Must be in support of new Mitsubishi vehicles	Itemized invoice detailing costs
Data Mining/Equity Mining Tools	Monthly Service Fees (set-up costs excluded)	Must be in support of new Mitsubishi vehicles or service business	Itemized invoice or contract detailing costs
Dealership Sales Events and Off-Site Vehicle Displays	Costs associated with event or display space	- Must be in support of new Mitsubishi vehicle - Regional Manager pre-approval	- Itemized invoice detailing costs - Photos of all claimed costs - A signed and completed Regional Manager pre-approval form or email approval
- Dealer Website Maintenance - Hosting and Digital Services	- Costs associated with monthly maintenance and hosting of Mitsubishi dealership websites including SEM, SEO, and Digital Advertising - Costs associated with Certified website providers are reimbursed at 100%. These are: Dealer.com, Dealer eProcess, Dealer Inspire, Team Velocity and DealerOn. Costs associated with other website providers are reimbursed at 50% for website hosting and service fees only. - Monthly website package charges have the following RDA caps: Good at \$899, Better at \$1,499 and Best at \$2,999. Any amount over these thresholds is not RDA eligible. This applies to both certified and other website providers	- Dealership website URL must link to a home page exclusively Mitsubishi - All new vehicle product and text content must be Mitsubishi specific on the Mitsubishi dealership home page - Mitsubishi used and non-brand used vehicle inventory may not be featured on the homepage - URL cannot drive consumers to sites featuring to other manufacturers - Must be in support of new Mitsubishi vehicles	- Itemized invoice detailing monthly maintenance or hosting costs and URL - Invoice must specifically line item website maintenance fees and other services must be itemized - Website maintenance and other services must be billed under same provider to be eligible for reimbursement - Invoice must indicate costs are for the Mitsubishi dealership website only - All MiDIGITALSOLUTIONS programs will be submitted post-tax (if applicable) on the dealership's behalf by Unite Digital to RDA program
Direct Mail	- Production expenses - Postage - Mailing list acquisitions	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing costs and mailing list acquisition invoice - Itemized postage receipt detailing date mailed, quantity mailed and cost - Full copy of mail piece, circular or insert
Email	- Costs associated with deployment of email including mailing list acquisition fees - All MiDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing costs and mailing list acquisition fees - Copy of email
Internet Banner Ads	All MiDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	100% of the ad must feature new Mitsubishi vehicle and/or Mitsubishi dealership name	- Itemized invoice detailing costs for off-program - Layout of ad for off-program

REQUIREMENTS BY MEDIA (continued)

Eligible Media	Reimbursable Costs	Requirements for Reimbursement	Claim Requirements
Mobile Ads (advertise on media delivered to phone or PDA device)	All MIDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing size, ad cost and dates for off-program - Copy or screenshot of ad for off-program
New Car Listings – 3rd Party Automotive Sites	- Costs associated with approved 3rd party websites. These are AutoTrader.com, Cars.com, EbayMotors.com, Edmunds.com, KBB.com, YahooAutos.com, CarGurus.com, & Lotlinx.com - All MIDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	- Must feature new Mitsubishi vehicles and details for Mitsubishi dealership (no multi-franchise mentions) - Used cars or other manufacturer listings not eligible - If a logo is featured with listing, it must feature Mitsubishi's corporate logo only	- Itemized invoice detailing costs - Invoice or memo bill must indicate costs are for Mitsubishi vehicle listings only
Outdoor Billboards	- Net cost of space - Production expenses	100% of the ad must be new Mitsubishi vehicle and must feature Mitsubishi dealership name	- Itemized invoice from outdoor company detailing costs - Photos from each location - Signed copy of contract with clause "this contract is non-cancelable from (date) to (date)"
OTT/Streaming (Connected TV)	All MIDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing costs for off-program - Sample of video for off-program
Pre-roll Video	All MIDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing costs for off-program - Sample of video for off-program
Print (Newspaper, Magazine, Pennysavers, Shoppers)	Net cost of space	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing size, ad costs and insertion date(s) - Full page tear sheet bearing publication name and date
Promotional Merchandise e.g., banners, hats, t-shirts	Production expenses	- Must feature new Mitsubishi vehicle and/or Mitsubishi dealership name - MMNA Regional Manager pre-approval	- Itemized invoice detailing costs - Photo of all promotional merchandise - A signed and completed MMNA Corporate pre-approval form
Radio	Net cost of airtime	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing date if each spot, ad cost and length of each spot - Script bearing ANA/RAB (radio)
Search Engine Marketing (SEM)	All MIDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	May not purchase geographical locations of another dealer's PMA	- Itemized invoice detailing costs for off-program - Keyword Level report with cost per keyword for off-program
Social Media	All MIDIGITALSOLUTIONS cost at 100%, off-program media cost at 50%	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing URLs to all posts for off-program - For Facebook Text ads – Invoice must detail credit card transaction, invoice/report from Facebook or agency indicating ad start/end dates, campaign names, impressions, and click throughs or CPM for off-program - Screenshot of ad(s) for off-program
Sponsorships	Sponsorship or event related expenses (e.g., logos, click thru URLs linked from event/sponsorship website, invitations, catering, signage, lease of off-site venue, promotional items)	100% of the messaging must be new Mitsubishi vehicle and must feature Mitsubishi dealership name - Regional Manager pre-approval	- Itemized invoice detailing participation costs, dates and payment terms - Proposal of sponsorship or event - Photo (if applicable) of signage, uniform or sample ad - A signed and completed Regional Manager pre-approval form or email approval

REQUIREMENTS BY MEDIA (continued)

Eligible Media	Reimbursable Costs	Requirements for Reimbursement	Claim Requirements
Television	Net cost of airtime	60% of the ad space must be dedicated to new vehicles - Remaining 40% can be used for CPO (certified pre-owned) and parts and service only - Mitsubishi brand only	- Itemized invoice detailing date of each spot, ad cost and length of each spot - Script bearing ANA/TVB (TV) or ANA/CAB for cable - Script must bear signature of station official - Link or copy of actual video or ad
Vehicle Wraps	Production expenses	- Must be new Mitsubishi vehicle - Regional Manager pre-approval	- Itemized invoice detailing costs - Photo of vehicle - A signed and completed Regional Manager pre-approval form or email
Yellow Pages	No line listings	100% of ad must be new Mitsubishi vehicle	- Itemized invoice detailing size, ad cost and insertion date(s) - Full page tear sheet bearing publication name and date
Point of Purchase (POP) Materials	Cost of POP billed to Parts Statement	POP materials as delivered by MMNA	Parts Statement receipt of POP materials
Other Advertising Efforts	To be determined by MMNA Corporate	Written approval from MMNA Corporate is required	To be determined by MMNA Corporate
Consumer Marketing Platform (CMP)	- CMP base program of \$495 is RDA eligible up to 100%. Dealers participating in ShopperSuite qualify for half the program cost of \$247.50. Dealers participating in Activ8 qualify for Aftersales co-op on the other half of the program cost of \$247.50. - Note: dealers participating in Activ8 will receive an incremental \$247.50 per month in additional aftersales co-op funds to support the cost.	Must be in support of new Mitsubishi vehicles and aftersales communications	- Invoice must indicate costs are for the Mitsubishi dealership website only - All MiDIGITALSOLUTIONS programs will be submitted post-tax (if applicable) on the dealership's behalf by Unite Digital to RDA program headquarters
Digital Retailing (ClickShop AutoFi)	- ClickShop AutoFi that includes Digital Retail and In-store capabilities along with the pre-qualification button for the dealer website and a Performance Advisor for remote performance review and coaching is \$850/month and is the only digital retailing tool that is 100% RDA eligible. - Any additional AutoFi upgrade packages are not RDA eligible.	To sign up visit autofi.com/mitsubishi, click on "Sign up for ClickShop 2.0" and complete the sign-up form. AutoFi will send an order form for the dealer to review and sign.	MMNA will submit a turnkey file to RDA program headquarters on the dealers' behalf for reimbursement.

CONTACT US

For information on the Mitsubishi Regional Dealer Advertising (RDA) program or for information on claims, please contact the RDA Program support team.

Phone: 877-321-3229

Email: Mitsubishi@acbcoop.com

Hours: Monday - Friday
7:00 am - 3:00 pm AZ time

TERMS & CONDITIONS

GENERAL

All funding belongs to and is under the control of MMNA and is not payable to the dealer upon termination.

At any time during the Program Period, MMNA reserves the right to require that a specific event, incentive, program, vehicle or vehicles be referenced and portrayed in the advertisement in order to qualify as Eligible Advertising under this program.

All documentation must be retained for five (5) years.

DEALER TERMINATIONS / NEW DEALERS

At termination, the terminating dealer has no right or interest in the dealer wholesale invoice advertising funds. If the termination results in a Buy/Sell, the new Dealer will not have access to any remaining program funds from the terminated Dealer.

In the event of a Dealership “buy sell”, the Buying Dealership shall not be entitled to any remaining RDA earnings accrued, but unclaimed by the Selling Dealership.

RDA earnings will remain available to the Selling Dealership for a period of forty-five (45) days after change of ownership to allow any remaining claims of the Selling Dealership to be processed. If any such claims are not submitted and paid on or before the close of this program, any remaining co-op earnings will be forfeited.

VEHICLE DIVERSIONS/NON-TERMINATION BUYBACKS

All program funds belong to and are under the control of MMNA. Any diversions or non-termination buy backs will result in an advertising funding charge back to the Dealer. Such debits will be factored into the next month’s accounting. Example: any diversions or buy backs that take place in January will be debited against February earnings.

REVIEW/AUDIT PROCEDURES

MMNA reserves the right to inspect Dealership records during normal business hours to question and/or disqualify any advertising that is not in accordance with these program rules. It may be necessary for a representative of the MMNA Regional Office or MMNA Corporate Audit to review Dealership advertising for accuracy and validity. Such a review is not an audit and does not preclude an audit at a later date. Failure to submit Dealership records to an MMNA audit may result in disqualification from this program and of payments due to Dealership for this program, as well as subsequent charge backs of any amounts previously paid by MMNA under this program. Should any portion of a claim that is part of the audit process be found in violation of the above eligible advertising requirements that part of the claim will be charged back to the dealership after council with Regional management. MMNA reserves the right to audit Dealer’s submitted claims under this program at any time.

TAX LIABILITY FOR FEDERAL, STATE, OR OTHER TAXES

Any tax liability imposed on the value of this program will be the sole responsibility of the Dealership and not of MMNA.

FINAL DECISION

In all matters relating to the interpretation and application of any rule or phase of this program, the decision of MMNA shall be final. MMNA also reserves the right to cancel, amend or revoke this program at any time. Without limiting the foregoing, MMNA reserves the right, in its sole discretion, to disqualify any participants who it feels to be acting in violation of these program rules and to charge back any participants so disqualified for any amounts previously paid or allocated to them by MMNA under this program. Advertising that is found by MMNA to be in conflict with these program rules may result in a chargeback of amounts previously paid to the Dealership.

LEGAL COMPLIANCE:

Dealer advertising must comply with all federal, state and local legal requirements. This pertains to any and all disclosure requirements for price point advertising and lease advertising. Dealerships are solely responsible for all legal requirements related to any advertising created and/or placed by the dealership. It is strongly recommended that all dealerships consult with their own legal counsel prior to creating or placing any advertisements.

Dealer shall defend and indemnify MMNA and any manufacturer of MMNA vehicles and hold each of them harmless from any and all liabilities that may be asserted or arise by reason or out of any dealership advertisement under the MMNA Co-op Program or Regional Dealer Advertising Program. This indemnification shall include all attorney’s fees, court costs, and expenses incurred by MMNA and/or any manufacturer of MMNA vehicles in defending any claim or suit asserted relative to a dealership advertisement hereunder.