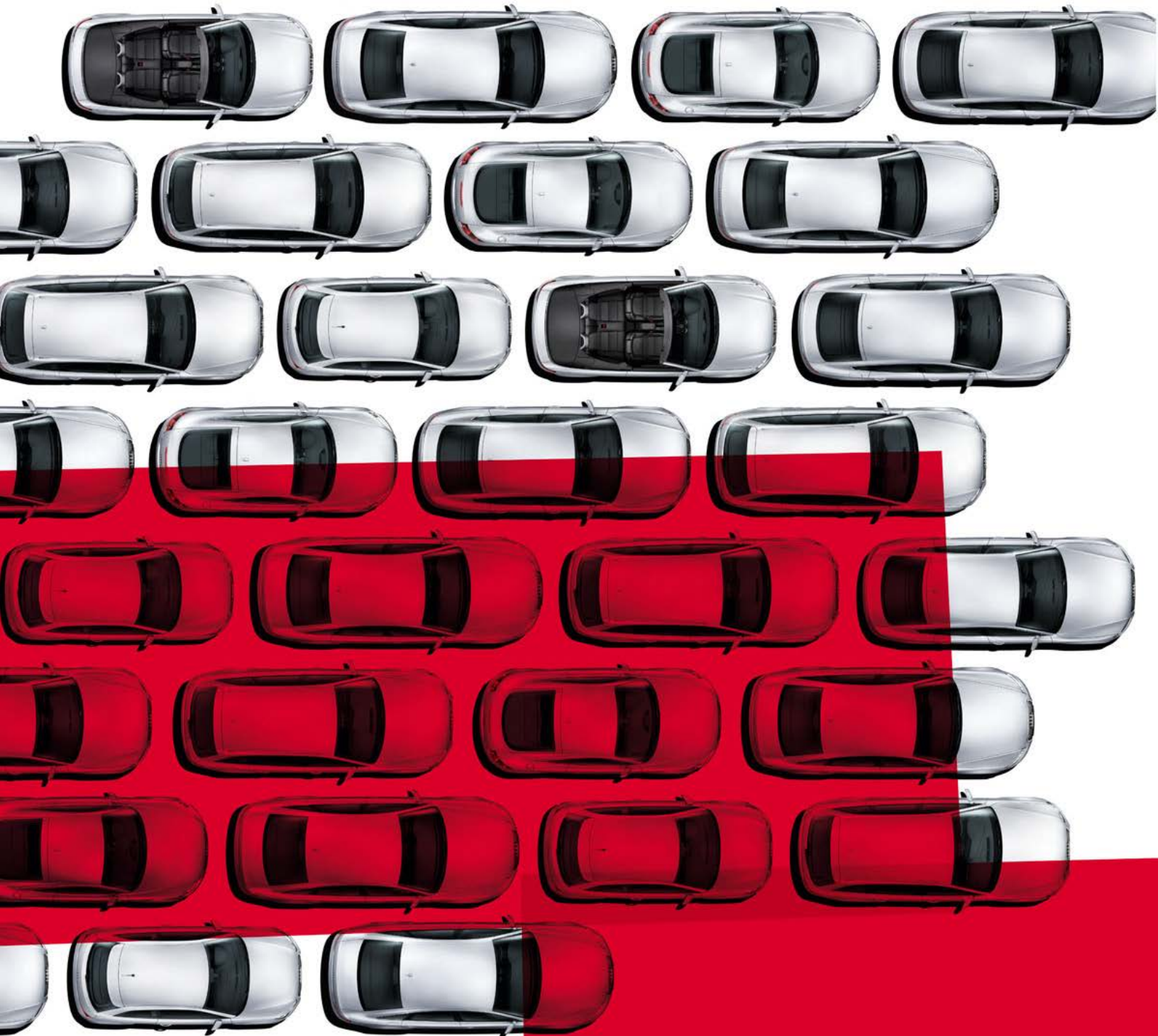




Audi Canada Corporate Sales Handbook



2017

Updated: March 1st, 2017



Introduction

For 2017, we have updated the Audi Corporate Sales programs to further assist dealers in promoting Audi products to fleet customers and executives.

This document outlines detailed program bulletins, claims processes, several frequently asked questions and other information that can help you and your dealership capitalize on these important sales channels.

Updates will periodically be made to this overview guide as necessary, however you can always send questions or requests for an upcoming issue to CorporateSales@audi.ca.

If you would like training on Corporate Sales programs for your sales staff or business office managers, we would be happy to arrange an in-dealer visit or web conference.

Best regards,

A handwritten signature in black ink, which appears to read 'Jamie Pawluk', is displayed within a light gray rectangular box.

Jamie Pawluk
National Manager, Corporate Sales



Programs

Audi Canada operates 4 Corporate Sales programs and 3 specialty programs:

Corporate Sales:

- Business Fleet Program (BFP)
- Executive Allowance Program (EAP)
- Professional Association Program (PAP) – TBA Q1 2017
- Daily Rental Program (DRP)

Specialty:

- Corporate Partner Program (CPP)
- VIP Program (VIP)
- Diplomat Purchase Program (DPP)

Each of these programs serves a different purpose:

- The **BFP** and **EAP** programs are Fleet Sales programs designed to accommodate organizations with a need for vehicles for their employees or employees who receive a car allowance as part of their employment compensation. In order to utilize these two programs, a company or individual must qualify for an Audi Fleet Account Number.
- The **PAP** program is new for 2017 and is offered to members of professional associations that Audi has an agreement with. This program will be launched in Q1 2017.
- The **DRP** program allows dealers to use published fleet incentives for direct sales to Tier 1 Rental Companies
- The **CPP** program is a program designed to provide special additional support to direct key suppliers of Audi Canada.
- The **VIP** program is meant to promote the Audi brand through celebrities, professional sports organizations and top business executives in Canada.
- The **DPP** program is an offer to foreign diplomatic officials residing in Canada.

Some programs offer allowances which apply on top of any rebates provided by an Audi dealership, and can be used in conjunction with other retail programs and incentives. Detailed bulletins on each program can be found at the end of this document, including the amount of allowances offered, plus any rules or requirements that apply to each.



Corporate Sales Q&A

Q: How can a customer (company or organization) qualify for an Audi Fleet Account Number (FAN)?

- A. A company or organization can provide evidence of at least **3** vehicles that are owned and/or operated under the company name.
- This is typically provided as copies of current vehicle registrations, although alternative documents may be accepted by Audi Canada upon approval.
 - These vehicles may be owned by a Fleet Management or Leasing company, but must be registered to the end user.
 - Sales to organizations qualifying in this method would utilize the Business Fleet Program (BFP).

****NOTE: The end user and vehicle usage must always qualify for any Corporate Sales program. For example, a fleet management or leasing company who purchases a vehicle does not qualify for incentives. It is the client or company (end user) who must meet the criteria of program requirements.***

Q: How can an individual qualify for an Audi Fleet Account Number (FAN)?

- A. Individuals who receive a regular car allowance as part of their regular pay and compensation. Reimbursement for gasoline usage and kilometres traveled do not meet these criteria.
- Documentation that is provided to Audi Canada would be a copy of a pay stub identifying the car allowance. A T2200 Form indicating a fixed car allowance is no longer accepted.
 - Because these are privately-owned vehicles in fleet usage, they may be registered to the individual.
 - Sales to individuals qualifying in this method would utilize the Executive Allowance Program (EAP).

****NOTE: The end user and vehicle usage must always qualify for any Corporate Sales program. For example, a fleet management or leasing company who purchases a vehicle does not qualify for incentives. It is the client or company (end user) who must meet the criteria of program requirements.***

Q: Can I combine Corporate Sales programs with retail programs?

A: Yes, retail programs can be combined with the appropriate Lease, Finance, or Purchase Corporate Sales program allowances. However, Corporate Sales programs are not stackable with other Corporate Sales Programs. For example, a qualifying client who would receive a Fleet program allowance cannot also take advantage of the Corporate Partner Program if applicable.

Q: If I have a customer that privately owns at least 3 vehicles, does he/she qualify for Audi Fleet programs?

A: No, these programs are designed for companies and other organizations that have company vehicle needs and meet minimum fleet size requirements.

Q: When do I have to submit and report my Corporate Sales claims request?

A: There is a **30-day** window from the date the vehicle is reported in which to submit and report your requests. Audi Canada reserves the right to deny payment on any transactions submitted after this 30 day



period. A good practice is to submit these Corporate Sales regularly, such as at month-end when New Vehicle Sales have been entered.

Q: I have a company that I think should be on the Corporate Partner Purchase Program list of eligible companies. How can they be added?

A: Only direct key suppliers and business partners of Audi Canada are added to our Corporate Program list of eligible companies. In order to keep the exclusivity of this offer and control the scope of the program, these requirements are quite strict. Therefore, Audi Canada determines the list of Corporate Partners on this program.

Q: I have a VIP customer. Are there special discounts available for them?

A: There is an official Corporate Sales program for VIP clients. Any requests for support of VIP sales are handled on a case-by-case basis. Please contact Jamie Pawluk – jamie.pawluk@audi.ca with any VIP sales requests, along with supporting background information. Your request will then be reviewed and a decision provided.



Submitting Corporate Sales Claims

The Corporate Sales website (<http://canada.audicorporatesales.com>) is a great resource where you can find a list of companies that currently have an Audi Fleet Account Number, organizations that are eligible for the Corporate Partner Program, and all current Corporate Sales program bulletins and forms.

Please note: all claims must be submitted within 30 days of the date of sale, and good practice is to enter these at the same time the vehicle is reported sold in AIM. To submit claims, please follow the instructions below.

Business Fleet Program Claim

You will need the following pieces of information to process your request:

- Claim form
- Copy of bill of sale (Include copy of PO if not able to obtain signature on BoS)
- Copy of vehicle registration

Send claim form and required documentation to the Audi Incentives Service Desk: ACIC@audi.ca or AudiCanadaIncentiveClaims@audi.ca

Please see the following specific program pages for complete rules and requirements.

Executive Allowance Program Claim

You will need the following pieces of information to process your request:

- Claim form
- Copy of bill of sale
- Copy of vehicle registration

Send claim form and required documentation to the Audi Incentives Service Desk: ACIC@audi.ca or AudiCanadaIncentiveClaims@audi.ca

Please see the following specific program pages for complete rules and requirements.

Professional Association Program Claim

You will need the following pieces of information to process your request:

- Claim form
- Copy of bill of sale
- Copy of vehicle registration
- Copy of membership credentials or Letter of Good Standing from association

Send claim form and required documentation to the Audi Incentives Service Desk: ACIC@audi.ca or AudiCanadaIncentiveClaims@audi.ca

Please see the following specific program pages for complete rules and requirements.



Business Fleet Program (BFP)

Model Year 2017 / 2018 vehicles

Program Number: A17CABFP

Start Date: January 4th, 2017

End Date: January 2nd, 2018

Program Summary:

- Designed to support dealer sales to local and national fleet customers.
- Program customer (end user) must provide a valid Audi Canada Fleet Account Number (FAN).
- Incentive amount must be deducted from the negotiated selling price of the vehicle.
- Tier 2 discount level for companies who purchased 5 or more Audi's in 2016 (list available on the Corporate Sales Website).
- **NEW for 2017:** Dealer participation amount for Tier 2 is removed.
- Required fleet size is 3 vehicles currently in operation.
- FAN # are valid for 3 years and must be renewed after that period expires.

Eligible Vehicles and Allowances:

Model	Lease / Finance	Purchase	
	Tier 1	Tier 1	Tier 2
A3 / S3 / etron	\$500	\$2,000	\$2,500
A4 / S4 / Allroad	\$500	\$3,500	\$4,000
A5 / S5 Coupe & Sportback	\$500	\$2,000	\$2,500
A6 / S6	\$2,500	\$4,000	\$4,500
A7 / S7	\$2,500	\$4,000	\$4,500
A8 / S8	\$3,000	\$6,000	\$6,500
Q3	\$500	\$1,500	\$2,000
MY17 Q5	\$1,000	\$3,500	\$4,000
MY18 Q5	\$0	\$1,500	\$2,000
Q7	\$500	\$1,000	\$1,500

RS / R8 models excluded



Business Fleet Program (BFP)

Model Year 2017 / 2018 vehicles

Program rules: Business Fleet Program (BFP)

- This program is available to companies who have 3 or more vehicles registered in the company name.
- Proof must be provided in the form of the following:
 - FAN # application Form
 - 3 – Valid vehicle ownerships in the name of the company applying for the FAN #. Provide back-side of ownership showing renewal sticker if applicable or insurance documents showing VIN under a valid policy.
- A FAN # must be applied for and issued prior to the vehicle being delivered. Exceptions for claims will not be made if vehicles are delivered prior to a FAN being issued and the applicant does not qualify.
- The following types of businesses do not qualify for incentives under the Business Fleet Program:
 - Leasing companies (They may purchase on behalf of a customer but customer must meet fleet qualifications)
 - Car dealerships
 - Daily Rental companies (See separate Daily Rental Program)
 - Numbered companies (unless a DBA name is provided for background check)
- The following retail incentive rules apply to all purchase channels:
 - Cannot be combined with any **Loyalty** or **Ambassador program** or **other Corporate Sales programs**
 - Can be combined with all other National, Regional or other retail incentives unless otherwise stated in program bulletin
- In addition, the following specific channel rules apply:
 - **Lease:** Can be combined with special lease rates and residuals through Audi Financial Services
 - **Finance:** Can be combined with APR special rates through Audi Financial Services
 - **Purchase:** Cannot be combined with any special lease rates, residuals or APR rates offered by Audi Financial Services

Dealer Reimbursement:

- Business Fleet Program (BFP) incentives are reimbursed by Audi Canada. **All claims must be submitted within 30 days from the date of sale.**
- To submit a payment request claim, send claim form and required documentation to the Audi Incentives Service Desk: ACIC@audi.ca or AudiCanadaIncentiveClaims@audi.ca
- FAN application forms and payment request claim forms can be found on the Audi Corporate Sales website under the respective programs.



2017 Audi Business Fleet Program Tier 2 Incentive Qualifier List

Company Name	FAN
Air Canada	BF3700
Bank of Nova Scotia	BF3716
Banque National du Canada (National Bank)	BF3714
Bombardier Inc	BF3718
George Weston / Loblaw / Shoppers Drug Mart	BF3755
Glaxo Smith Kline Inc	BF3706
Intact Financial Corporation	BF3764
Lotus International Inc.	BF1369
L'Oreal Canada Inc	BF3704
McKesson Canada Corp	BF3708
Medtronic of Canada	BF3812
Merck Frosst Canada	BF3705
Novartis Pharma Canada Inc	BF3701
Pfizer Canada Inc	BF3697
SSQ, Societe D'assurances Generales Inc. (SSQ Groupe Financier)	BF3829
Tag Reperage Inc.	BF3751
Toronto-Dominion Bank	BF3709
Wurth Canada Inc.	BF1289

Updated: 4-January-2017



Executive Allowance Program (EAP)

Model Year 2017 / 2018 vehicles

Bulletin Number: A17CAEAP

Start Date: January 4th, 2017

End Date: January 2nd, 2018

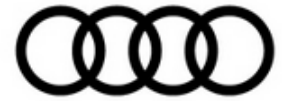
Program Summary:

- Designed to support dealer sales to customers who receive a vehicle allowance and register the vehicle in the driver's name.
- Program customer (end user) must provide a valid Audi Canada Fleet Account Number (FAN).
- Incentive amount must be deducted from the negotiated selling price of the vehicle.
- The program is open to any customer who receives a vehicle allowance as part of employment compensation.
- This discount may be applied to one (1) vehicle purchase per program year per client.
- **NEW for 2017:** Employees of Audi dealers who receive a fixed car allowance qualify for the EAP. (Employees of all other automotive brands DO NOT qualify)
- **NEW as of MARCH 1st:** The only forms of proof that will be accepted are: a pay stub indicating a FIXED vehicle allowance is part of employment income OR a signed employment contract stating a car allowance is part of compensation (only accepted if the employee is new and has not received their 1st pay stub). T2200 forms and letters from human resources are no longer accepted.

Eligible Vehicles and Allowances:

Model	Lease / Finance	Purchase
A3 / S3 / etron	\$1,000	\$2,000
A4 / S4 / Allroad	\$1,500	\$3,500
A5 / S5 Coupe & Sportback	\$1,000	\$2,000
A6 / S6	\$2,500	\$5,000
A7 / S7	\$2,500	\$5,000
A8 / S8	\$3,000	\$6,000
Q3	\$1,000	\$1,500
MY17 Q5 / SQ5	\$1,750	\$3,500
MY18 Q5 / SQ5	\$750	\$1,500
Q7	\$750	\$1,000

RS / R8 models excluded



Executive Allowance Program (EAP)

Model Year 2017 / 2018 vehicles

Program rules: Executive Allowance Program (EAP)

- This program is available to Audi customers who receive a vehicle allowance as part of employment compensation.
- The allowance must be a FIXED amount for the cost of a leasing, financing or purchasing a vehicle, not to cover expenses such as mileage, fuel or maintenance.
- Proof of a car allowance must be provided in the form of the following:
 - A copy of a pay stub with the allowance appropriately identified as a line item along with the applicant's name. All other financial information may be blacked out.
 - A signed employment contract stating a car allowance is part of compensation (only accepted if the employee is new and has not received their 1st pay stub).
- A FAN # must be applied for and issued prior to the vehicle being delivered. Exceptions for claims will not be made if vehicles are delivered prior to a FAN being issued and the applicant does not qualify.
- The following retail incentive rules apply to all purchase channels:
 - Cannot be combined with Ambassador program or other Corporate Sales programs
 - Can be combined with all other National, Regional or other retail incentives unless otherwise stated in program bulletin
- In addition, the following specific channel rules apply:
 - **Lease:** Can be combined with special lease rates and residuals through Audi Financial Services. Can be combined with Loyalty.
 - **Finance:** Can be combined with APR special rates through Audi Financial Services. Can be combined with Loyalty.
 - **Purchase:** Cannot be combined with any special lease rates, residuals or APR rates offered by Audi Financial Services. Cannot be combined with Loyalty.

Dealer Reimbursement:

- Executive Allowance Program (EAP) incentives are reimbursed by Audi Canada. **All claims must be submitted within 30 days from the date of sale.**
- To submit a payment request claim, send claim form and required documentation to the Audi Incentives Service Desk: ACIC@audi.ca or AudiCanadaIncentiveClaims@audi.ca
- FAN application forms and payment request claim forms can be found on the Audi Corporate Sales website under the respective programs.



Corporate Partner Program (CPP)

Model Year 2017 / 2018 vehicles

Bulletin Number: A17CACPP

Start Date: January 4th, 2017

End Date: January 2nd, 2018

Program Summary:

- Designed to support dealer sales to Corporate Partners of Audi Canada.
- Customer must provide a Corporate Partner Certificate and proof of employment/membership.
- Incentive amount must be deducted from the negotiated selling price of the vehicle.

Eligible Vehicles and Allowances:

Model	Lease / Finance	Purchase
A3 / S3 / etron	\$250	\$250
A4 / S4 / Allroad	\$250	\$250
A5 / S5 Coupe & Sportback	\$250	\$250
A6 / S6	\$500	\$500
A7 / S7	\$500	\$500
A8 / S8	\$1,000	\$1,000
Q3	\$250	\$250
MY17 Q5	\$250	\$250
MY18 Q5	\$0	\$0
Q7	\$500	\$500

RS / R8 models excluded



Program rules: Corporate Partner Program (CPP)

- This program is offered to direct key suppliers and business partners of Audi Canada and is intended to be an exclusive offer to those key companies.
- Audi Canada determines and manages the list.
- Eligible customers are current full time employees or members of an approved company or organization.
- Company name on employee identification must match the name on file and on the Corporate Partner Certificate. (Examples of ID that are accepted are: Pay stub, Employee ID badge, Business card, Membership card, Letter of Good Standing)
- The following retail incentive rules apply to all purchase channels:
 - Cannot be combined with Ambassador program or other Corporate Sales programs
 - Can be combined with all other National, Regional or other retail incentives unless otherwise stated in program bulletin
- In addition, the following specific channel rules apply:
 - **Lease:** Can be combined with special lease rates and residuals through Audi Financial Services. Can be combined with Loyalty.
 - **Finance:** Can be combined with APR special rates through Audi Financial Services. Can be combined with Loyalty.
 - **Purchase:** Cannot be combined with any special lease rates, residuals or APR rates offered by Audi Financial Services. Cannot be combined with Loyalty.

Dealer Reimbursement:

- Corporate Partner Program (CPP) incentives are reimbursed by Audi Canada. **All claims must be submitted within 30 days from the date of sale.**
- To submit a payment request claim, send claim form and required documentation to the Audi Incentives Service Desk: ACIC@audi.ca or AudiCanadaIncentiveClaims@audi.ca
- FAN application forms and payment request claim forms can be found on the Audi Corporate Sales website under the respective programs.



Daily Rental Program (DRP)

Model Year 2017 / 2018 vehicles

Program Number: A17CADRP

Start Date: January 4th, 2017

End Date: January 2nd, 2018

Program Summary:

- Designed to support dealer sales to select Daily Rental Companies.
- Program customer (end user) must provide a valid Audi Canada Fleet Account Number (FAN).
- Incentive amount must be deducted from the negotiated selling price of the vehicle.
- FAN # are valid for 3 years and must be renewed after that period expires.

Eligible Vehicles and Allowances:

Model	Purchase
A3 Sedan / A3 etron	\$2,000
A4 Sedan / Allroad	\$3,500
A5 Coupe & Sportback	\$0
A6	\$5,000
A7	\$5,000
A8	\$6,000
Q3	\$1,500
MY17 Q5	\$3,500
MY18 Q5	\$0
Q7	\$0

S / RS / R8 models excluded



Daily Rental Program (DRP)

Model Year 2017 / 2018 vehicles

Program rules: Daily Rental Program (DRP)

- This program is intended to support dealer sales to Tier 1 rental car companies
- Proof must be provided in the form of the following:
 - FAN # application Form
 - 3 – Valid vehicle ownerships in the name of the rental company applying for the FAN #.
Provide back-side of ownership showing renewal sticker if applicable.
- A FAN # must be applied for and issued prior to the vehicle being delivered. Exceptions for claims will not be made if vehicles are delivered prior to a FAN being issued and the applicant does not qualify.
- The following Rental companies currently qualify for incentives under the Daily Rental Program:
 - Enterprise Rental Car
 - National Rental Car (*owned by Enterprise*)
 - Enterprise Carshare
 - Avis-Budget Rental Car
 - Zipcar (*owned by Avis-Budget*)
 - Discount Rental Car
- The following retail incentive rules apply to all purchase channels:
 - Cannot be combined with any Loyalty or Ambassador program
 - Can be combined with all other National, Regional or other retail incentives unless otherwise stated in program bulletin
- In addition, the following specific channel rules apply:
 - **Purchase:** Cannot be combined with any special lease rates, residuals or APR rates offered by Audi Financial Services

Dealer Reimbursement:

- Daily Rental Program (DRP) incentives are reimbursed by Audi Canada. **All claims must be submitted within 30 days from the date of sale.**
- To submit a payment request claim, send claim form and required documentation to the Audi Incentives Service Desk: ACIC@audi.ca or AudiCanadaIncentiveClaims@audi.ca
- FAN application forms and payment request claim forms can be found on the Audi Corporate Sales website under the respective programs.



VIP Program (VIP)

Model Year 2017 and 2018 Vehicles

Bulletin Number: A17CAVIP

Start Date: January 4th, 2017

End Date: January 2nd, 2018

Program Summary:

- Designed to enhance the Audi brand image through the exposure of celebrities, professional athletes and high level executives driving Audi vehicles.
- Dealer must submit VIP request form along with details on the VIP's credentials.
- VIP request is reviewed and approved by the Corporate Sales department and eligible discount % is communicated back to the requesting dealer
- Incentive amount must be deducted from the negotiated selling price of the vehicle and clearly marked on the bill of sale.
- Discount not applied to freight/PDI charges, dealer fees, accessories or taxes.

Eligible Allowances:

Regional VIP:

- 10% discount off vehicle MSRP + Factory options
- Contribution: 4% from Audi Canada / 6% from Dealer

National VIP:

- 15% discount off vehicle MSRP + Factory options
- Contribution: 8% from Audi Canada / 7% from Dealer



Program Rules: VIP Program (VIP)

- **Lease:**
 - o Can be combined with all other National, Regional or other retail incentives, including Stackable Cash.^{1,2}
 - o Can be combined with special lease rates and residuals through Audi Finance.
 - o Cannot be combined with Loyalty.
- **Finance:**
 - o Can be combined with all other National, Regional or other retail incentives, including Stackable cash.^{1,2}
 - o Can be combined with APR special rates through Audi Finance.
 - o Cannot be combined with Loyalty.
- **Purchase:**
 - o Cannot be combined with all other National, Regional or other retail incentives.¹
 - o Cannot be combined with special lease rates and residuals through Audi Finance.
 - o Cannot be combined with APR special rates through Audi Finance.
 - o Can be combined with Stackable Cash.²
 - o Cannot be combined with Loyalty.

¹ Unless otherwise stated in a future program announcement.

² Dealer participation is not required on Stackable Cash program when combined with VIP program.

Dealer Reimbursement:

VIP program (VIP) incentives are reimbursed by Audi Canada. **All claims must be submitted within 30 days from the date of sale.** To receive reimbursement, submit approved VIP request form, Bill of Sale showing VIP discount itemized and a copy of the factory invoice to:

Jamie Pawluk – National Manager, Corporate Sales
jamie.pawluk@audi.ca

Audits:

All claims submitted by a dealer or its staff must be proven upon request. Audi Canada retains the right to audit dealer records and to disqualify a transaction if it is not eligible under the terms of this program.



Diplomat Purchase Program (DPP)
Model Year 2017 and 2018 Vehicles

Bulletin Number: A17CADPP

Start Date: January 4th, 2017

End Date: January 2nd, 2018

Program Summary:

- Designed to promote the Audi brand to local representative Diplomats and Consular Officials at Embassies of countries recognized by the Canadian Government as well as international organizations.
- Qualified individuals must be listed on the Global Affairs Canada list of Diplomatic, Consular and other Representatives.
- Vehicles are sold with the intention of being used in Canada and must be registered and insured.
- Incentive amount must be deducted from the negotiated selling price of the vehicle and clearly marked on the bill of sale.
- Discount not applied to freight/PDI charges, dealer fees, accessories or taxes.
- Audi Canada does not submit claims to the government on behalf of the purchaser for reimbursement of import duties.

Eligible Allowances:

A3 / A4 / A5 / Q3 / Q5:

- 10% discount off vehicle MSRP + Factory options

A6 / A7 / A8 / Q7:

- 15% discount off vehicle MSRP + Factory options

RS / R8 models are excluded.



Program Rules: Diplomat Purchase Program (DPP)

- **Lease:**
 - o Leasing is not offered through the Diplomat Program discount
- **Finance:**
 - o Financing is not offered through the Diplomat Program discount
- **Purchase:**
 - o Cannot be combined with other National, Regional or other retail incentives.¹
 - o Cannot be combined with Stackable Cash.
 - o Cannot be combined with Loyalty.

¹ *Unless otherwise stated in a future program announcement.*

Dealer Reimbursement:

Diplomat Purchase Program (DPP) incentives are reimbursed by Audi Canada. **All claims must be submitted within 30 days from the date of sale.** To receive reimbursement, submit Government issued diplomatic credentials, Signed and stamped Schedule II, Vehicle registration, Bill of Sale showing Diplomat discount itemized and a copy of the factory invoice to:

Jamie Pawluk - National Manager, Corporate Sales
Jamie.Pawluk@audi.ca

Audits:

All claims submitted by a dealer or its staff must be proven upon request. Audi Canada retains the right to audit dealer records and to disqualify a transaction if it is not eligible under the terms of this program.