



FORDDIRECT

Dealer Participation Agreement

SLM for Quick Lane

Dealership Name: _____ Sales Code: _____

Address: _____ Parts Code: _____

City: _____ Phone Number: _____

State: _____ Zip Code: _____ Fax Number: _____

This Dealer Participation Agreement ("Agreement") is made between FordDirect and the dealership set forth below ("you" or "Dealer") as of the date first accepted by you. The Agreement incorporates by reference the following documents: (a) The Dealer Participation Agreement Terms and Conditions, available at <https://www.forddirect.com/dealercenter/dpa-terms>; and (b) the Service Specific Terms and Conditions, available at <https://dealercenter.dealerconnection.com/Eforms/ServiceSpecTerms/ServiceLeadMarketingforQuickLane>. Hardcopies of the foregoing documents are available upon request.* All fees, plus any sales taxes, if applicable, under this Agreement will be charged to your Ford Motor Company Parts and Accessories Account. You acknowledge that FordDirect may modify fees for the Services at any time with 30 day advance notice. You agree not to charge any fees related to the Services to your customers.

Quick Lane Service Lead Marketing

FordDirect Quick Lane Service Lead Marketing program is a geo-targeted paid search service and website for your Quick Lane.

Quick Lane Service Lead Marketing is \$371 per month (plus state and local taxes), with \$185.50 being funded by Quick Lane and the remaining \$185.50 funded by the Dealer but also co-op eligible.

Quick Lane Service Lead Marketing includes:

- Managed and shared paid search bidding strategy targeting in market customers for services such as Brakes, Battery, Tires and Oil Changes.
- Integration with Quick Lane Creative and Offers to make service "turn key".
- Coordinated alignment between Ad Copy and Website landing page to match experiences to searches (E.g. Brakes searches see brake coupons).
- Conversion focused website that prompts customer to take high intent actions such as Send to Mobile offers and Phone Calls.
- Individual landing page development and maintenance providing hours of operation, current offers, and a dedicated call tracking number, local when available.

By executing the agreement below, you agree that Ford Motor Company may invoice your open account for \$185.50 per month (plus state and local taxes). You may cancel this Agreement after 30 days have passed from the first day of the month following its execution date by providing FordDirect with 30 days notice.



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*To obtain hard copies of the Dealer Participation Agreement Terms and Conditions and the Service Specific Terms and Conditions, please email your request (and include the name of the applicable FordDirect service) to inquiry@forddirect.com (mailto:inquiry@forddirect.com) or fax your request (and include the name of the applicable FordDirect service) to (866) 259-8667. Please retain a copy of this Agreement for your files.

The signatory below represents and warrants that he or she has the authority to enter into the Agreement on behalf of the Dealer.

_____	_____	_____
Signature of Dealer	Phone	Email
_____	_____	_____
Primary Point of Contact	Primary Point of Contact Title	Phone

Email		
_____	_____	_____
Internet Manager	Phone	Email

Date		