

## PRE-APPROVAL GUIDELINES

Guidelines to follow when creating digital, print, or broadcast advertising. Dealers are subject to brand regulations that are created by the manufacturer when dealer is advertising their Brand.

These rules are either:

- Compulsory, in that dealers **must** meet brand requirements for the brand. (Compliance)
- Suggestive, dealers may meet brand requirements in order to receive monetary reimbursement for their advertising. (Co-Op)

## PURPOSE

Each Brand Manufacturer is different in their practices, so it is important to know the distinctions among them. This guidebook is a reference tool for Graphic Artists and Copywriters to help obtain preapprovals on ads and make the proofing process more efficient.

*Note: This is a working document to be updated when guidelines change or when more information is obtained.*

## DEFINITIONS

*Preapproval:* Approval given by Brand to either

- Ensure document meets compliance
- Ensure document is co-opable (able to be reimbursed)

*Compliance:* a set of guidelines, standards and an associated reward system that is designed to help protect and enhance the Brands by promoting full disclosure and high ethical standards in dealership marketing.

*Co-Op:* Where GWL send ads for reimbursement from the Brand. Some brands will give ad-dollars or reimbursement to dealer b/c they are essentially promoting their brand by dealer selling it.

*Claim:* Submission Accounts Department makes in order to receive reimbursement (money).

*Reimbursement:* Money Brands give dealers for advertising their brand whilst meeting brand regulations.

## BRAND REIMBURSEMENT

DO NOT	SMALL AMOUNT	THE MOST
Toyota Nissan	Chevy Ford	Subaru CDJR

## SUBMISSIONS

### ***Submitting Documents for Coop or Compliance:***

In order to receive preapproval for ads, one must submit documents to the brand's review department or the 3rd-party entity who reviews for preapprovals. These submissions can be sent via web or email, depending on the brand. All ads are usually reviewed within 24 hours. The Accounts department is responsible for turning in the claim for reimbursement if the ads are Co-opable.

*See the [Ad-planner](#) for more details and specific submission mediums. Submission format is specific to the brand and is noted below.*

### ***General Submission and Resubmit Notes:***

All brand have specific mediums and suggested ways to send ads. *See the [Coop/Compliance Submission Reference Tool](#) to help learn how to submit.* Please note general requirements:

- When submitting for coop/compliance, all brands require an activity date, that is, a time period for when the will run. It is especially important to distinguish dates that coincide with national events.
- No dealer gives pre-approvals (reviews for coop/compliance) on PREOWNED unless certified preowned. Kia offers reimbursement on 2016 models. **Toyota doesn't review PREOWNED AT ALL.** *See Brand Guidelines below for more details.*

*Dates:*

- \*\*CDJR: you can resubmit at any point but include run dates
- Nissan: you can resubmit at any point but include dates for when ad is going to run
- Subaru: can get approval for the new month 10 days before that month starts (be descriptive in email)
- Toyota: WEBSITE (you can not account retroactively)
- Ford: WEBSITE (can apply retroactively)

### **Car/Brand Terminology:**

Many of the brands have language that is only family jargon specific to the car industry. These terms may help one become more familiar with coop/compliance as...

## **GUIDELINES PER BRAND**

Below are all the brands GWL currently works with. Each Brand is outlined with Broadcast and Graphic notes. Not all the brand rules are mentioned, but each have a brief description of necessary information. *For more information, refer to each guidebook for each respective brand.*

Regulations are listed in the order of medium and categorized generally with what the ad *Must have*

*OR*

APR Offer

Price Offer

Financing Offer

---

### **ACURA**

RADIO

TV

Graphics

DIGITAL

PRINT

---

### **ALPHA ROMEO**

Broadcast

RADIO

TV

Graphics

Digital & Print

Digital

Print

---

### **BMW**

Broadcast

*Must have:*

RADIO: generic tv disclaimer when no offer: Financing and leasing offers available through BMW Financial Services.

TV: generic tv disclaimer when no offer:

Graphics

DIGITAL & PRINT

Design:

Corporate ID boxes must bleed completely off one edge of the ad, but be placed at least a half box width away from the corner. Applies to all ads

Lease Offer:

**Disclaimer**

- Financing and leasing offers available through BMW FS; Special lease and finance offers available by BMW of Columbus through BMW Financial Services.

Price Offer:

**Disclaimer**

- Financing and leasing offers available through BMW FS.

APR Offer

No Offer

---

**CDJR**

*Coop only, CDJR does not review for compliance.*

**Broadcast**

RADIO & TV

*Must have:*

RADIO

TV

**GRAPHICS**

DIGITAL

Coopable:

- DISPLAYS
- FACEBOOK: CAN SHOW IN POST CAPTION

- GMAIL

Not Coopable:

- Facebook cover photos: National Event does not have to be shown

*Must have:*

*Must have:*

- New or model year somewhere on graphic
  - On action button eg. "See new lineup"
  - Above fleet of cars, "come see our new inventory, New 2017's in now"
- Manufacturer Logo for brand that is being represented (not all 4). If brand features only one brand, use that logo only. Eg. Jeep Wrangler only needs Jeep logo
- Need National Campaign Logo (find logo on media assets)
  - swap out logos, etc. - every time it changes
  - This is #1 --no disclaimer needed

### CDJR Tips to show information

- If Carousel ad: only one slide has to say New or Model year on AT LEAST ONE graphic
- If line up, "Come See New 2017's" "Come See New Inventory"
- One vehicle: New or 2017 Type eg. 2017 Jeep Wrangler
- ON FACEBOOK MUST Have caption that reads 2017 or NEW on it and must send! See Facebook 'how's' in Coop
- National Events always have to be noted

### PRINT

- What is the least amount of information on **Billboards** we need to be coop-able?
  - Manufacturer logo
  - Show a new car OR print wording new or model year
  - Dealer name
  - Manufacturer Brand
  - (Since Billboards are up for a year, National Events **do not** apply)

---

### CHEVROLET

*Chevy does not have a coop or compliance email or website. Guidelines can be retrieved through their corporate office or their guidebook.*

### Broadcast

Radio & TV:

- Must include “Find New Roads”

Radio Only

TV Only

## Graphics

Digital & Print:

Key Elements of New Brandmark Enforcement

- New brandmark Chevy logo
  - Wordmark + Bowtie = Brandmark
  - Core element of Chevy Brand
  - ONLY USE PROVIDED ARTWORK (no recreation)

Two old logos were phased out, don't use them anymore, only use the three approved ones (see Chevy packet)

- Themeline: FIND NEW ROADS
- Font: Louis (modern, versatile & easy to read!)

Digital

Print

- Dealership identification must include the dealership name and URL or phone

## FIAT

**Broadcast**

RADIO

TV

## Graphics

DIGITAL

PRINT

## FORD

Ford does not require events unless *specifically* mandated as a National Event. Any events running in the ad-planner may be used. Examples include:

- Spring Celebration Event
- Memorial Event

There are other ads that are marked differently in Ford's system and appear to come with more review, but they aren't necessarily National mandatory events either (they are reviewed differently b/c \*I think due to reimbursement):

- Truck Month

- SUV Season
- Certified Preowned

## **THAT ALL SAID, A BIG, NATIONAL EVENT IS COMING UP**

Start Date: June 22-July 5

Name: Fourth of July something (she doesn't know yet)

See National Event cheat sheet for help (I am trying to stay on top of this so we're all clued in)!

## **Broadcast**

### **RADIO**

- Must read "off msrp"
- No disclaimer needed unless a claim is being made:
  - Size/Volume Claim: All claims regarding a dealership's size or sales volume must be substantiated. Advertising in which the claim "#1 Ford dealer," "largest Ford dealer," "fastest growing," or a similar claim appears must comply with all of the following requirements: ·The claim must be based on retail sales for the previous calendar year, and supporting documentation from an internal sales report validated by Ford must appear in the body of the ad or in a disclaimer. ·The ad must specify whether the claim is being made for car, truck or total new retail vehicle sales. ·The ad must specify whether the claim is being made for a Metro Market (as defined by an internal sales report validated by Ford), a state, a region or the United States.
  - EXAMPLE DISCLAIMER:
  - ALL OFFERS WAC + TT&L. #1 FORD DEALER BASED ON 2016 TOTAL NEW RETAIL SALES (REPORT FROM FORD). 2017 FOCUS S: F70448, \$3,000 FORD REBATE, \$250 FORD CREDIT CASH, \$525 DEALER DISCOUNT. 2017 ESCAPE S: F69635, \$3900 FORD REBATE, \$1305 DEALER DISCOUNT. MUST FINANCE WITH FORD MOTOR CREDIT. TRADE ASSISTANCE FOR 2017 SUPER DUTY XL AND XLT MODELS. 72-MONTH OFFER ON 2016 MODELS ONLY. (IF DETAILED KNIGHT ADVANTAGE LOGO IS USED): SCHEDULED MAINTENANCE MUST BE PERFORMED AT ANY BILL KNIGHT DEALERSHIP OR THE LIFETIME POWERTRAIN WARRANTY IS VOID. LOW PRICE GUARANTEE IS ON LIKE, IN-STOCK VEHICLES ONLY; MUST PRESENT COMPETITORS AD AT TIME OF PURCHASE.
  - F70363 FCTP LARIAT, \$10,000 DEALER DISCOUNT. F70052 XLT, \$4000 FORD REBATE, \$1250 FORD CREDIT CASH, \$4750 DEALER DISCOUNT.
  - GET \$10,000 OFF MSRP ON 2017 F-150 SUPERCREW 4X4 XLT AND SELECT LARIAT OR KING RANCH MODELS! JUST ANNOUNCED--ZERO % ON MOST 2017 MODELS INCLUDING THE ALL NEW 2017 SUPER DUTY!
    - OVER 60 AVAILABLE

### **TV**

*Must have:*

- (4b) Vehicle Year/Make/Model (When advertising a vehicle price, payment, or offer, the vehicle's year and model must appear in the body of the ad, as well as whether the vehicle is new, used, or Certified Pre-Owned. Vehicle photography and descriptions must be consistent with the Ford and Lincoln Mercury model advertised).

## Graphics

DIGITAL

PRINT

---

## KIA

### Broadcast

Kia does offer reimbursement on 2016's

RADIO

*must have*

- Mention National Event in audio all Print media when running events
- Entry level price:
- Doesn't have to have the 10 year/100,000 mile warranty- BUT if it does use the warranty, it needs to be properly disclaimed on TV and Radio and show the warranty stamp on TV.

02a) Model Names/Trims - Dealers are required to include model names and trim levels in advertising as outlined below:

- Broadcast/Video & Digital: The first mention of a Kia model must include the Kia brand name (e.g. Kia Optima).
- OOH: The first mention of a Kia model must include the Kia brand name (e.g. Kia Optima). If a full line outdoor board is created, it is not necessary to list all models.
- Print: All model names must be preceded by the Kia brand name plus the trim level (e.g. Kia Sorento LX).

If promoting a price, you must follow the pricing guidelines in section 04.

- 

TV

*must have*

- Mention National Event ON SCREEN all Print media when running events (doesn't have to be in audio)
- Entry level price:
- Doesn't have to have the 10 year/100,000 mile warranty- BUT if it does use the warranty, it needs to be properly disclaimed on TV and Radio and show the warranty stamp on TV.



02a) Model Names/Trims - Dealers are required to include model names and trim levels in advertising as outlined below:

- Broadcast/Video & Digital: The first mention of a Kia model must include the Kia brand name (e.g. Kia Optima).
- OOH: The first mention of a Kia model must include the Kia brand name (e.g. Kia Optima). If a full line outdoor board is created, it is not necessary to list all models.
- Print: All model names must be preceded by the Kia brand name plus the trim level (e.g. Kia Sorento LX).

If promoting a price, you must follow the pricing guidelines in section 04.

•

## **Graphics**

### **DIGITAL**

all Print & Digital media when running events except on Billboards and Websliders

### **PRINT**

- “FACTORY” REBATE whenever rebate comes up
- WHITE SPACE AROUND THE LOGO AT LEAST HALF THE SIZE OF THE LOGO ITSELF
- KIA SOUL & SPORTAGE: HAVE TO USE NEW JD Power AWARD LOGO (THEY ARE ON THE AD PLANNER WEBSITE) - and you have to submit ads with those vehicles to [permissions@jdpa.com](mailto:permissions@jdpa.com)
- largest selection in (region) based on 2016 total (new) volume sales report from (kia).
- Doesn't have to have the 10 year/100,000 mile warranty- BUT if it does use the warranty, it needs to be properly disclaimed on TV and Radio and show the warranty stamp on TV.

02a) Model Names/Trims - Dealers are required to include model names and trim levels in advertising as outlined below:

- Broadcast/Video & Digital: The first mention of a Kia model must include the Kia brand name (e.g. Kia Optima).
- OOH: The first mention of a Kia model must include the Kia brand name (e.g. Kia Optima). If a full line outdoor board is created, it is not necessary to list all models.
- Print: All model names must be preceded by the Kia brand name plus the trim level (e.g. Kia Sorento LX).

If promoting a price, you must follow the pricing guidelines in section 04.

•

---

## **LINCOLN**

### **Broadcast**

### **RADIO & TV**

- Must have “Lincoln” before all models of cars
- Conquest Rebate=Competitive Conquest Bonus Cash\*

## Graphics

### DIGITAL

#### Lease Offers

##### *Must have:*

- Make/Model/Year
- Due @ Signing
- Scheduled Payments
- Conquest Rebate=Competitive Conquest Bonus Cash\*
- MSRP must be the same size as the Price (\$#)

#### Price Offers

##### *Must have:*

- Make/Model/Year
- VIN#
- MSRP must be the same size as the Price (\$#)
- Conquest Rebate=Competitive Conquest Bonus Cash\*
  - \*Facebook Carousel Ads
    - Must have DBA name

### PRINT

- Same as Digital, unless Billboard

## MERCEDES-BENZ

### Broadcast

#### RADIO

#### TV

## Graphics

### DIGITAL & PRINT

- Mercedes will not review preowned (still send it but just to get the email back that says “will not review”)
- Mercedes Benz of Hunstville can’t use the “best or nothing” logo b/c it’s not a tier 3 dealership
- Shortened lease offer disclaimer examples (for TV and radio):
  - Full amount due at signing: 2016 CLA250 \$3,300, \$299/month for 36 months; call 1-800-FOR-MERCEDES for complete offer details.

- Full amount due at signing: 2017 E300 \$4,445, \$549/month for 36 months; call 1-800-FOR-MERCEDES for complete offer details.
- For web & print, have to have the **FULL DISCLAIMER**, which looks like this:
  - New 2016 CLA250: \$2,549 capitalized cost reduction, \$795 acquisition fee plus first month's lease payment of \$299. No security deposit required. 10K mi/yr. 36-month lease.
  - New 2017 E300: \$3,699 capitalized cost reduction, \$795 acquisition fee plus first month's lease payment of \$549. No security deposit required. 10K mi/yr. 36-month lease.
  - All offers WAC + TT&L. See dealer for details.
  - \$ due at Signing = Payment + Capitalized Cost Reduction + acquisition fee
  - Capitalized cost reduction + acquisition fee + lease payment = due at signing

## NISSAN

Nissan has strong compliance rules and closely monitors ads. Nissan does not review for compliance on preowned vehicles unless *certified* preowned. Nissan does not offer Co-Op (NO reimbursements).

### Broadcast

#### RADIO

- AMOUNT DOWN OR DUE AT SIGNING HAS TO BE IN COPY
- Trim and model year is suggested to be in script (NO TRIM OR YEAR REQUIRED.)
  - **Disclaimer:**
    - Instead of Stock #'s, write: "2 or more at this price" (must show at least 1 vehicle is available)
    - VIN # not required in Radio

#### TV-2016

- Trim and model year is suggested to be in script
- DON'T HAVE TO VOICE THE WORD "LEASE," JUST HAVE TO SHOW IT ON SCREEN
- disclaimer has to be shown with the offer
  - model code
  - stock #
  - **OR**
    - model code
    - "2 or more available at this price" (must show that at least 1 vehicle is available.)

- **Eg. Lease disclaimer:** Lease the 2016 Leaf S, model #1706, stock #16369 for \$199/month for 36 months, 10k mi/yr. \$1,722 due at signing. Two or more at this price. See dealer for details.
- Disclaimer for “off msrp” incentive: 5 digit model code & “2 or more at this price”

#### TV-2017

- Script: HAVE TO SAY **NISSAN** BONUS CASH, NOT REBATE
- DON'T HAVE TO VOICE THE WORD “LEASE,” JUST HAVE TO SHOW IT ON SCREEN
- Can't say “special price” have to use “exclusive price”
- disclaimer has to be shown with the offer
- Trim and model year is suggested to be in script
  - VIN # must be in disclaimer
- **Lease disclaimer:** Lease the 2016 Leaf S, model #1706, stock #16369 for \$199/month for 36 months, 10k mi/yr. \$1,722 due at signing. Two or more at this price. See dealer for details
- 7) Rebates - Nissan incentive information must be advertised correctly, as provided in the Official Nissan Division C&I Program. The following words and phrases must not be used unless the source of the rebate is clearly identified: “rebate,” “customer cash,” “cash back,” “cash rebate,” “cash,” “bonus cash,” “customer bonus cash,” “cash voucher” or similar phrases.

#### APR OFFER

- For “0% financing for X months” offers, e.g. “0% for 72 months”
  - model codes and VINS are **NOT** required

#### Graphics:

##### *Digital & Print*

##### Price Offers

##### *Must have*

- Nissan Logo: Innovation that Excites
  - has to be over solid background
  - **CAN'T BE MODIFIED**
- Dealer Logo
- Financing Offer
- MUST HAVE VIN#/Trim
- Verbage, “Two or more at this price”
- Must use Nissan font
  - Have to use nissan font - just use it on everything, including disclaimer

- If VIN is present do not need MSRP \$

#### APR Offers (Financing Only)

##### *Must have:*

- Nissan Logo: Innovation that Excites
  - Dealer Logo
  - Financing Offer EG. "0% for 72 months!"
  - Vehicle with model year and name only eg. Nissan Rogue (don't need trim levels)
  - Two or more at this price
  - Must use Nissan fon
- 

## **SUBARU**

### **Broadcast**

#### RADIO

##### Purchase/Price Offers

##### *Must have:*

- full trim
- last 8 of Vin, or model option code
- Starting Price
- Discount off msrp

##### APR/Financing Offers

##### *Must have:*

- full trim
- own disclaimer
- as low as, on select models

#### TV

##### *Must have:*

Trim has to be shown visually

### **MAINTAIN THE LOVE DISCLAIMER:**

\*\*\*Purchase or lease any new (previously untitled) Subaru and receive a complimentary factory scheduled maintenance plan for 2 years or 24,000 miles (whichever comes first). See Subaru

Added Security Maintenance Plan for intervals, coverages and limitations. Customer must take delivery before 12-31-2017 and reside within the promotional area. At participating dealers only. See dealer for program details and eligibility.

- **Lease disclaimer structure:** *Now through April 31 – lease the 2016 Impreza 2.0i (don't need model code if lease) – 36-month lease at 10k miles a year with \$0 due at signing. All offers WAC + TT&L. See dealer for details. \$0 security deposit*

## Graphics:

### DIGITAL & PRINT

- DIGITAL BANNER ADS TO NOT REQUIRE A MAINTAIN THE LOVE MENTION/LOGO/DISCLAIMER
- If you use the logo you have to use the disclaimer but you don't have to use the logo (ONLY APPLIES TO DIGITAL BANNER ADS)
- (1i) Free Space - A free space equal to 50% the height of the star cluster must surround the vertical and horizontal versions of the logo.
- E blasts- do require maintain the love- ALL OTHER DIGITAL DOES NOT
- **Can't alter logos**
- Digital banners - must feature any version of the "National Event" logo, in addition to the subaru brand logo
- E blasts- do require maintain the love- ALL OTHER DIGITAL DOES NOT
- DON'T HAVE TO SHOW VEHICLE IMAGE
- AND ONLY SUBARU LOGO IS REQUIRED- NOT DEALERSHIP LOGO

### Price Offers

- -

### APR Offers (Financing Only)

- - **Lease disclaimer structure:** *Now through April 31 – lease the 2016 Impreza 2.0i (don't need model code if lease) – 36-month lease at 10k miles a year with \$0 due at signing, \$0 security deposit. All offers WAC + TT&L. See dealer for details.*
  - For "Starting At" offers: just need full trim/make/model/year of vehicle and MODEL CODE
  - **DIGITAL BANNER ADS TO NOT REQUIRE A MAINTAIN THE LOVE MENTION/LOGO/DISCLAIMER**

- **If you use the logo you have to use the disclaimer but you don't have to use the logo (ONLY APPLIES TO DIGITAL BANNER ADS)**

### **SHARE THE LOVE (Nov. 17 - Jan. 3)**

- Below is the disclaimer that should be included in all applicable advertising (i.e. everything except radio):
  - \*Subaru will donate \$250 for every new Subaru vehicle sold or leased from November 17, 2016, through January 3, 2017, to four national charities designated by the purchaser or lessee. Preapproved Hometown Charities may be selected for donation depending on retailer participation. Certain participating retailers will make an additional donation to the Hometown Charities selected. Purchasers/lessees must make their charity designations by January 31, 2017. The four national charities will receive a guaranteed minimum donation of \$250,000 each. See your local Subaru retailer for details, or visit [subaru.com/share](http://subaru.com/share). All donations made by Subaru of America, Inc.
- For Radio Spots Only, this revised disclaimer may be used instead:
  - Subaru will donate two hundred and fifty dollars to purchaser- or lessee-selected national and hometown charities. See retailer or [Subaru-dot-com-slash-share](http://Subaru-dot-com-slash-share) for details.
- You don't have to include the VIN in the disclaimer on lease offers
- Subaru always requires a trim level for advertised vehicles
  - Radios: has to be audibly mentioned in the body
  - TV & Digital: just has to be shown visually
  - **BUT - YOU ONLY NEED TO INCLUDE THE TRIM LEVEL IF YOU'RE MAKING AN OFFER (if you just have the vehicle & it's name, that's cool)**
- NEVER cover up a subaru vehicle w/ anything

### **FOR MARCH 1-31:**

- Subaru Love Spring event - have to mention it
- TV - must feature a 4-color, horizontal logo as a header, spanning the entire width of the screen (:05 of spot at minimum), and audio mention of the "Subaru Love Spring Event" and a Subaru brand logo
- Radio - must feature an audio mention of the "subaru love spring event" and the subaru brand name
- Newspaper & print - must contain the "subaru love spring event" horizontal logo as a header, spanning entire width of the ad, and a subaru brand logo contained within the body of the ad

- Digital banners - must feature any version of the “Subaru Love Spring Event” logo, in addition to the subaru brand logo
- E blasts- do require maintain the love- ALL OTHER DIGITAL DOES NOT
- DON’T HAVE TO SHOW VEHICLE IMAGE
- AND ONLY SUBARU LOGO IS REQUIRED- NOT DEALERSHIP LOGO

**Kat/Danielle - make a note somewhere - for Subaru, we only need the model/option code when advertising a price point (e.g. 2017 forester \$17,988), not when we are only advertising a lease.**

## **Radio:**

### Lease Offers

- Full trim
- word “Lease”
- due at signing, security deposit, mileage restrictions

### Purchase/Price Offers

- full trim
- last 8 of Vin, or model option code
- Starting Price
- Discount off msrp

### APR/Financing Offers

- full trim
- own disclaimer
- as low as, on select models

## **TV**

Trim just has to be shown visually

## **Graphics**

### *Digital*

#### Lease Offers

- Trim
- The word, “Lease” in main text area
- Amount of time/term limit & mileage
- Amount Due @ Signing
- Security Deposit
- Scheduled Payments
- Logo MUST be brand logo with star emblem and black font



- **Not Required:** Make/Model-Option Code/Year

#### Purchase/Price Offers

- Make/Model-Option Code/Year (make sure model code matches vehicle)
- Starting Price
- Discount off msrp
- Logo MUST be brand logo with star emblem and black font

#### No Offers:

- Dynamic Retargeting Ads: What's the requirement for an ad that only has an image/no offer?
- Get your NEW WRX at the price you want!
- Any numerical offer requires a disclaimer (with above info)
- IMAGE =required EVENT LOGO if there is a national event going on. NO event for may
- 

---

## TOYOTA

Toyota reviews for compliance on NEW vehicles; they do not review preowned or certified-preowned. It is suggested to keep preowned and new information in scripts and graphics separate (that is, include one or the other in each ad).

#### Radio & TV

##### Radio

##### TV

#### Graphics

##### Digital & Print

##### APR Offers

- Have to spell out "With Approved Credit"
- Cannot use the words 'up to' must use exact customer cash or numerical offer
- Must have APR expiration date noted in disclaimer
- Must have amount of doc fees/dealer fees noted in the disclaimer
- When mentioned #1 mentions, disclaimer must read: disclaimer should read as follows: - based on 2016 total volume new vehicle sales report from Toyota

##### No Offer

- Only need an image

##### Lease Offer

- 1.3C - The advertised price, payment, or offer must include a disclaimer regarding all

charges the customer pays for the vehicle, including dealer/doc fees, except state and local taxes, tags, registration, and title. Doc fees cannot be used to reduce MAAP. The amount of the doc fee must be clearly disclosed.

- 2.4B2 - When offering a Lease, the following must be disclosed:\* Whether or not a security deposit is included
- 2.4B7 - When offering a Lease, the following must be disclosed:\* Expiration date of offer
- 1.3C - The advertised price, payment, or offer must include a disclaimer regarding all charges the customer pays for the vehicle, including dealer/doc fees, except state and local taxes, tags, registration, and title. Doc fees cannot be used to reduce MAAP. The amount of the doc fee must be clearly disclosed.
- 2.3G - All information must be current, accurate, and valid at all times. Offers must display expiration dates and at such date be removed from all advertising material.
- 2.4B2 - When offering a Lease, the following must be disclosed:\* Whether or not a security deposit is included
- 2.4B7 - When offering a Lease, the following must be disclosed:\* Expiration date of offer
- 2.4B7 - When offering a Lease, the following must be disclosed:\* Expiration date of offer
- 2.4B8 - When offering a Lease, the following must be disclosed: “On approved credit” or similar statement

-----

- Guidelines on Minimum Allowable Advertised Price (MAAP)
  - For retail vehicle advertising, all toyota dealers must avoid advertising below the MAAP
    - MAAP must include DPH and TDA and/or Marketing Administration fee
    - MAAP can't be reduced by Holdback, Finance Reserve, DAP, or MCB
    - MAAP can't be reduced by incentives not available to all consumers (e.g. college grad, military rebate, AARP)
    - If dealer installs genuine Toyota parts or accessories, MAAP is increased by listed dealer price for those accessories
    - If dealer installs non-genuine Toyota parts, MAAP is increased by the amount the dealer paid for those parts or accessories (excluding

installation costs) and must be pre-approved by ACB with supporting documentation

- TFS and/or SET Finance cash may be used in establishing MAAP, but the ad must specifically show how the application of finance cash results in a net reduction of the price, using a before and after structure
- MAAP applies to all advertised dealer prices
  - Dealer websites
  - All media (print, digital, TV, radio, direct mail, outdoor, social, etc.) and includes third-party sites (e.g., Autobytel.com, Edmunds.com, KBB.com, TRuecar.com, etc.)
  - Email blasts (dealer owner base or otherwise)
    - ONLY one-on-one communication w/ a customer is excluded from MAAP
    - All other multi-customer/prospect direct email and/or electronic communication is subject to MAAP
  - Advertising on dealership grounds is excluded from MAAP and the TDMC except for POS elements designed to deliver “reach” that extends past the dealer premises/lot, such as premise billboards or similar POS items designed to attract customers to the dealership
- “Value Added” Merchandising and MAAP: When determining the advertised price, the retail and fair market value of any automotive accessories or parts, other products, non-automotive services, prizes and non-cash incentives offered in connection with the purchase or lease of a Toyota vehicle will be included in calculating MAAP as follows:
  - Promotional “value added” offers: the value of any one-time promo item or incentive tied to the specific purchase of the vehicle must be included, and stated in calculating the MAPP. Examples:
    - Paying a consumer’s installment payments on a financed or leased toyota vehicle
    - A \$200 gift card or gas card with purchase must be added to the dealer invoice when establishing MAAP
    - “Complimentary” camper shell (or other) with sale of every Tacoma; tires for life (unless it’s part of an ongoing dealer offer to all customers for all vehicle purchases)
    - If the value of the promotional item (e.g., trip to Hawaii) is not known, the dealer must establish the retail and fair market value of the item and reflect this amount in the MAAP

- This standard does not apply to test drive offers and incentives, which are at the discretion of the dealer as long as they are not conditioned on the purchase/lease of a vehicle
- Dealer Brand “Value Added” Offers
  - Value Added items marketed to all customers and which are focused on building post-sale customer loyalty/retention are not included in a vehicle’s MAAP calculation. Examples:
    - complimentary shuttle service
    - complimentary car washes
    - loaner vehicles for life (must be part of ongoing dealer offer to all customers for all vehicle purchases)
    - complimentary key replacement
    - complimentary oil changes
    - tires for the life of your vehicle
    - complimentary tire rotations
    - paintless dent/windshield repairs
    - lifetime or extended warranties
    - no charge towing
- Advertised discounts/savings claims
  - Dealers may not groundlessly inflate the advertised price of a vehicle in order to advertise an exaggerated discount; dealers must comply with all laws regarding discounts and savings claims
  - If advertising a discount, any inflation of the advertised price
  - Dealers must avoid use of vague descriptions of their dealership’s size or volume sales, and all claims as to size or volume sales must be substantiated. Claims to be the “#1 Toyota Dealer” or “Largest Toyota Dealer” must: Reference car, truck or total new retail vehicle sales.
  - 1.3C - The advertised price, payment, or offer must include a disclaimer regarding all charges the customer pays for the vehicle, including dealer/doc fees, except state and local taxes, tags, registration, and title. Doc fees cannot be used to reduce MAAP. The amount of the doc fee must be clearly disclosed.
  - 2.3G - All information must be current, accurate, and valid at all times. Offers must display expiration dates and at such date be removed from all advertising material.

- 2.5B3 - When offering an APR, the following must be disclosed: Expiration date of offer

---

## **VOLVO**

### **Broadcast**

RADIO

TV

### **Graphics**

DIGITAL & PRINT

DIGITAL

PRINT

---

## **HYUNDAI**

- For TV: only need to have warranty logo
- For Radio: have to have an audio mention of warranty