

Bulletin #: M-30-0118-0034☒ **Take Note**☒ **Take Action**☒ Retail Operator☒ Sales Pre-Owned☒ Business Manager☐ Parts & Accessories☒ General Manager☒ Sales New Car☐ Service☐ Administration

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Source: MINI Marketing

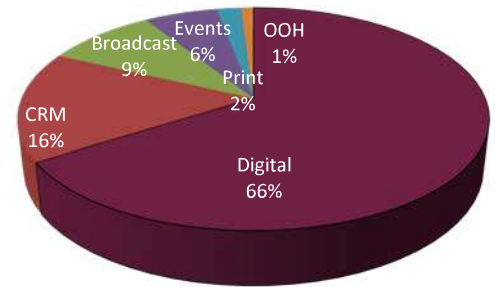
**Date: 1/04/2018****Supersedes:**

2018 RETAIL & CPO CO-OP GUIDELINES.

2018 is here and we are starting the New Year right! The updated co-op guidelines include enhancements based on your feedback...please keep it coming.

Before we get to 2018 Retail Co-op updates, how did 2017 go?

Many dealers have already used their entire budget already. In total to-date, **96% of the New Car Retail Co-op budget has been spent!** MINI NEXT has **73%** spent to-date. As you can see in the chart to the right, **digital** has the biggest increase and spend overall.



Reminder: The deadline for submitting Retail and CPO Co-op 2017 invoices is the end of February.

DEALER MARKETING ENHANCEMENTS FOR 2018!

- TIER 2 MARKETING is now managed by each region to allow for more dealer input and localization.** Each Region will follow up to discuss 2018 planning.
- SIGNATURE LINE LOCAL MARKETING SUPPORT CONTINUES:**
 - December Signature Line wholesales will be available in your budget soon under 2017 Signature Line budget (loaded at \$200 per car)
 - Signature Line Marketing support will continue through Q1 2018** at \$200 per car and reflected as "Signature Line Marketing fund" on the Co-op portal. The Signature Line wholesale collections for 2017 and 2018 will be reflected into one budget.
 - Deadline to submit Signature Line claims is May 30, 2018
 - automotiveMastermind can be funded by this budget. If your Retail co-op budget was depleted for 2017, we will automatically apply 2017 aM claims from Signature Line budget.
- RETAIL CO-OP SUMMARY AND CHANGES FOR 2018:**
 - The 2018 Retail Co-op budget will be available by the third week of January. It will continue to fund on projected wholesales at \$100 per car (national sales and fleet not included) and may adjust June and Sept. This will place the money where the vehicles are, and will align funding with incoming inventory. **Important note: the team is still pursuing more budget support for Retail Co-op. More details will follow in the first half of 2018.**
 - New, easier to use co-op website coming early February.** Stay tuned for a bulletin outlining the training schedule.
 - NEW! Shift Digital** advertising and social programs are eligible for 65% co-op ALL YEAR!
 - Continue **redistribution end of August** and reallocate budget from those who do not use their budget. Important note, do not spend your full budget by end of August since additional budget has not been available in recent years.

- Reminder: Dealers can elect out of co-op auto-submission for partners including Shift website, Shift ad programs, & aM
- **Video creation/production with ALP** only remains eligible at **50%** with opportunity to create new dealer, consumer profile and offer videos with monthly updates for social, online video, and TV.

Tier 3 Marketing planning will be reviewed during your Regional calls this month.

If you have any questions or feedback about the updated guidelines, please contact Jennifer at 201-307-4367 or Jennifer.Layton@MINIUSA.com.

LET'S HAVE A GREAT 2018!

MINI RETAIL CO-OP PROGRAM 2018

MARKETING COMMUNICATIONS GUIDELINES & PROCEDURES

2018 highlights include:

- Continue **redistribution end of August** and reallocate budget from those who do not use their budget. Important note, it is not recommended to spend your full budget by end of August since additional budget hasn't been available in recent years.
- **NEW! Shift Digital** advertising and social programs are eligible for **65% co-op ALL YEAR!**
- **Video creation/production with ALP** only remains eligible at **50%** with opportunity to create new dealer, consumer profile and offer videos with monthly updates for social, online video, and TV.
- New, more easy to use co-op website launching in February.

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OBJECTIVE

MINI has been an icon since its original launch in the UK in 1959. Its design, energy and have always been unique. Since MINI USA re-launched in the US in 2002, this same brand spirit has continued. The MINI brand's success is the result of consistent and clear communications worldwide – from the Oxford plant, central marketing in Germany, to the independently-owned dealerships in the US. Together, we must all convey one single voice to the customer through consistent and brand-appropriate communications to support brand awareness and continued business growth.

In order to maintain and support this amazing brand, advertisements must follow the MINI Marketing Communications Guidelines and Procedures listed below to be eligible for MINI Retail Co-op reimbursement. **MINI CPO retail co-op-specific details are noted in green on this document. However, the requirements and required documentation noted in other sections also apply to MINI CPO.**

I. GENERAL REQUIREMENTS

- **Budget:** New Car Retail Co-op funds will be determined and posted on the Retail Co-op website in January and based on \$100 per estimated wholesale for each MINI passenger car per dealership (minus fleet/corp. sales). For new dealerships opening during the middle of a calendar year, the budget will be based on the wholesale projection for the remainder of the calendar year.
- **Redistribution:** Depending on the dealer's current spend, a determined amount will be forfeited and reallocated at MINI USA's sole discretion for use in the September through December time period. The amount(s) available for redistribution will depend on the overall degree of co-op utilization by the dealer network and based on MINI USA's sole discretion. A snapshot of the spending percentages will be taken on August 31, and will reflect claims that have been processed. The amount to be redistributed to dealers will be communicated mid-September. Any dealer that does not meet the August 31 spending percentages may submit a detailed spending plan for the remainder of the year, including where and how the budget will be spent, for approval to their Market Area Manager no later than August 31, 2018. Exceptions will be reviewed and discussed with your Region and MINI Marketing on a case-by-case basis.

Important note, it is not recommended to spend your full budget by end of August since additional budget hasn't been available in recent years.

Below is a detailed overview along with examples:

- Dealers who spend less than 20% will forfeit their entire remaining budget.
- Dealers who spend between 21% and 49% will forfeit 50% of their original budget.
- Dealers who spend 50% or greater will maintain their remaining budget with possible increase depending on budget availability.
- Dealers who spend between 90-100% of their budget may receive an additional increase depending on redistribution amount available
- Examples for \$100,000 retail co-op budget:
 - If the dealer spends \$10,000, they will forfeit \$90,000 which is the remaining 90% of their budget.
 - If the dealer spends \$40,000, they will keep \$10,000 and forfeit \$50,000 which is 50% of their budget.
 - If the dealer spends between \$50,000-\$89,999, they will keep their unspent budget and MAY BE eligible for a budget increase. The budget increase and redistribution is based on the number of dealers who don't spend 50% of their budget and MINI's sole discretion.
 - If the dealer spends \$90,000, they will keep \$10,000 and may be eligible for a budget increase with an extra bonus. The budget increase and redistribution is based on the number of dealers who don't spend their budget and MINI's sole discretion.
- **Corporate Identity Guidelines:** The use of MINI USA supplied creative on Marketing Workshop is required to help expedite co-op reimbursement. Size modifications can be done through Marketing Workshop by following this process: build ad using closest available size, save in archive folder, and contact Marketing Workshop with dimensions and delivery instructions. Minor modifications will be considered on a case-by-case basis (i.e., headline changes, etc.). Any modifications to the creative not approved by MINI USA or cleared in the

Prior Review process by ACB cannot be guaranteed reimbursement; **dealer group logos and dealer group URLs cannot be added.** Corporate ID Guidelines are posted on the Marketing Workshop under the Resources section. As noted in these Guidelines, it is the sole responsibility of the dealership to ensure that advertisements conform to all federal, state and local legal requirements.

- All advertisements and communications (including CRM and website) that are eligible for co-op reimbursement must follow MINI Corporate Identity Standards. For detailed guidelines, visit the Resources Section on the Marketing Workshop.
- Advertising location: Dealers must geo-target, no national buys. Dealers may advertise in the dealer's PMA as assigned by the MINI Dealer Development team as well as unassigned zip codes. Dealers may not purchase or advertise in other dealer PMAs.
- Only one MINI logo is permitted per ad, email, direct mail, or web page. The MINI logo may not be used as a design element, nor may it be part of your dealer name.
- No other franchise or make is permitted unless used in a comparison manner.

Sample usage: "The MINI Hardtop 4 Door offers a premium fully-connected cockpit with more legroom than the Mercedes CLA."

- Dealer Group names in addition to the DBA MINI dealer name are permitted but may only be used ONCE in an ad. **No dealer logos or fonts are permitted.**

Sample usage: "Anytown MINI, part of the Franchise name Auto group."

Below are specific examples by media. Prior review is required.

- Print ad, email template or other printed piece: "Anytown MINI, part of the Franchise name Auto group."
- Radio or TV: "Come in today to Anytown MINI, part of the Franchise name Auto group."
- Digital banner, social media (only if space permits): "Anytown MINI, part of the Franchise name Auto group."
- The dealership name may not include any other brand of automobile in the dealer signature.
- The dealership's official URL must be used in all advertising and communications and formatted following the Corporate ID Guidelines with MINI font, no "www.", and bold MINI in it. i.e. ANYTOWN**MINI**.COM or anytown**mini**.com
- In order to be eligible for co-op reimbursement, the advertising, email, direct mail, and website message may not use distressed messaging or language such as "clearance," "blow-out," "closeout," or similar language that is not premium.
- **The following terms concern eligibility for co-op reimbursement for price advertising other than lease ads:** Advertising that uses MINI USA creative and a reference to MSRP as well as internet specials shown on the website are eligible for co-op reimbursement. Advertising with

a dealer specific price point is not eligible for reimbursement (except for MINI CPO vehicles). Advertising price exceptions below national offers can be submitted to your Regional Business Manager for approval along with a copy to the MINI Retail Communications Manager. An email or prior written approval from the Regional Business Manager for any deviations from the national offers must be submitted with each claim.

Consistent with the premium nature of the MINI brand, unless otherwise communicated by MINI USA, in no event, can price advertising be eligible for co-op reimbursement where (1) the advertised price is, or is described as, below invoice; (2) the advertising communicates a percentage off message; (3) the advertising references a price that is 10% or more off the vehicle's MSRP; or (4) advertised lease pricing is below \$179 per month.¹

II. MINI CERTIFIED PRE-OWNED REQUIREMENTS (CPO)

- **Budget:** MINI CPO Retail Co-op funds will be based on **\$150** per unit based on your 2018 annual objective. For new dealerships opening during the middle of a calendar year, objective will be based on the months for which the store will be open. Budgets will be loaded at 80% in January and adjusted late June.
- **Redistribution:** Same as New Car Retail Co-op
- *(see page 2 Section I. General Requirements for reference).*
- **MINI CPO On-Vehicle Point of Sale Merchandising:** To provide a consistent appearance on your lot, and help establish the MINI CPO brand presence, a minimum of **three** pieces of MINI Certified Pre-Owned merchandising materials provided free of charge by MINI USA must be used on all applicable MINI CPO inventory. The eligible pieces include: window clings, hangtags, license plate inserts, marketing window stickers, and antenna flags.
- MINI CPO advertising is required to be structured using one of the following tactical components in order to be eligible for co-op reimbursement. Three options are available:
 1. Feature a specific Certified Pre-Owned sales support monthly payment:
Lease, retail finance, Select or Owner's Choice.
 2. Feature a specific lease, retail finance, Select or Owner's Choice rate that is being offered by MINI Financial Services.
 3. Feature a generic sales support message, e.g., "Special retail finance options are available from MINI Financial Services."
- When advertising vehicles as MINI CPO, the vehicles listed must be properly enrolled and inspected per the MINI CPO guidelines.
- All eligible ads featuring pre-owned vehicles are required to contain at least 70% MINI CPO vehicles. The remaining 30% can include non-CPO MINIs, including MINI demos.
- When promoting MINI CPO vehicles, all advertising is required to show the MINI Certified Pre-Owned logo. The logo cannot be modified.

¹ These Guidelines concern only advertising practices and eligibility for co-op funds. They do not concern the pricing for vehicle sales, which are matters to be determined between dealers and individual consumers.

- If MINI CPO vehicles are advertised with new vehicles, they are required to be clearly separated from the new vehicle section so the budget can be properly pro-rated.
- All ads are required to include either the dealer's website address (URL) or MINI USA's website (MINIUSA.com/MINICPO or MINIUSA.com). The dealer's URL must link only to the MINI authorized exclusive dealer website that is part of the MINI Authorized Dealer Website Program.
- If a specific MINI CPO vehicle is advertised with a specific price or payment quote, the last seven digits of the VIN are required to be included in the ad.

III. PROGRAM DATES

- January 1 through December 31 (see budget details in Section VI). In order to qualify for reimbursement, your advertisement must take place during the calendar year; you must also have a signed dealer agreement and be approved by MINI USA to be open for business.

IV. DEALER LEGAL AND COMPLIANCE OBLIGATIONS

1. **Legal Compliance:** As set forth in the MINI Dealer agreement, it is the sole responsibility of the Dealer to ensure that its advertisements (whether or not they are submitted for co-op reimbursement) comply with all Federal, state and local law. As state and local requirements may differ, dealers cannot rely on the templates provided on the Marketing Workshop or other MINI provided advertising templates or materials (or advertising materials provided by third parties), but must independently ensure that the dealer's advertisements comply with all legal requirements before sending or releasing an advertisement. Disclaimers for all offers or call out messages on features must be displayed on the same page. For digital media, a URL or click through link directly to the disclaimer is required. It's required that the dealer representative expressly certify that advertisements contained in the reimbursement claim "meet all federal, state and local legal requirements." MINI recommends that dealers retain and consult their own advertising counsel to provide advice on legal compliance matters.
2. **Candor and Clarity:** As set forth in the MINI Dealer Agreement, advertisements for MINI dealerships must be straightforward, direct and clear concerning MINI vehicles, pricing and offers. This requires, among other things, that the featured vehicles are available at the dealerships, images shown in advertising match offer advertised, that pricing and trade-in representations are accurate and available, and that any disclosures (whether in print or otherwise) are clear and conspicuous. Dealers are responsible for ensuring candor and clarity in their advertisements and fulfilling obligations under the MINI Dealer Agreement. Advertisements that do not meet a reasonable standard of candor and clarity will not be eligible for co-op reimbursement.
3. **Dealer Responsibility for Advertisement Content and Compliance:** ACB, on MINI's behalf, reviews co-op advertisements solely for compliance with MINI's Corporate Identity Guidelines. ACB does not review advertisements for legal compliance or compliance with any other MINI co-op advertisement requirements. Comments by MINI personnel on advertisements are not a substitute for the dealer's obligation to independently ensure that advertisements are legally compliant and meet other MINI co-op advertisement requirements.

4. MINI Copyright information is required to be included in all advertising with the exception of mobile and digital banners. “© 2018 MINI USA, a division of BMW North America, LLC. The MINI name, model names and logo are registered trademarks.”

V. PRIOR REVIEW

1. All advertising should be submitted on the ACB website for prior review for compliance with Corporate Identity Guidelines. If ACB provides clearance for compliance with Corporate Identity Guidelines, co-op reimbursement is guaranteed if funds are available, provided that all other elements required for co-op reimbursement are satisfied. Completed Prior Review online submissions sent to ACB will be evaluated within two (2) working days. When submitting for prior review, the dealer must include the entire advertisement, inclusive of all disclosures, including disclosures in non-print format.
2. **Prior Review Submissions:** Prior review by ACB is not required for Marketing Workshop ads. **Prior review is required** for Marketing Workshop ads that are altered, or if you are creating your own ad as it does not ensure compliance. Note: any created ads must follow CI guidelines, which are posted on the Marketing Workshop and should not be submitted to ACB until the Dealer has ensured compliance with, among other things, CI Guidelines.
 - a. **Prior review submission process:** The process is simple: On the Retail Co-op website, under the “Quick Links” menu, select “Submit Prior Review,” enter the ad details and upload the creative for review. Once submitted, you will receive an email response within two (2) business days that will include the image of the creative and will explain whether the ad was approved or declined. Note that prior review does not constitute legal approval.

VI. DOCUMENTATION, BUDGET AND REIMBURSEMENT

1. **Ad Claim Submission:** Request for reimbursement must be submitted to ACB within **60 days** following the ad date (online submissions are only accepted). Any claim received after that period will not be reimbursed. Please upload claim documentation and enter claim details via the Retail Co-op website found through DealerNet.
 - a. Enter a claim on the Retail Co-op website, under the “Quick Links” menu, select “Submit Claims”, enter the ad details and upload the supporting documentation. Based on the media selected, the site will display the required documentation. Once submitted, you will receive an email response within two (2) business days that will explain whether the ad was approved or declined.
 - b. If a claim is found to be missing documents, you must submit the required documentation within 30 days or the claim will be rejected.
2. **Proper Documentation Required for Reimbursement:** Complete the online form, submit with the required information discussed herein. Also note which campaign it supports, i.e. No Cost Maintenance, car launch, and note if it’s a multicultural effort. Please refer to the “Eligible Media” section for additional media details.
3. **Fund Reimbursement:** Advertising that meets MINI Retail Co-op Guidelines will qualify for the reimbursement levels set out in Section VII based on the media costs. After the required documentation has been received by ACB and the submission has been determined to meet

the Retail Co-op Guidelines for reimbursement, claims payments are entered into the system via misc. billing.

4. **New Dealers** opening during the calendar year: Retail Co-op budgets begin the month the dealership opens for business and will be prorated for the remainder of the year.
5. Unspent funds will be forfeited.
6. Funding is non-transferable between dealers.
7. Dealers are responsible for media costs that exceed the funds in their retail co-op budget.

VII. ELIGIBLE MEDIA/ACTIVITY AND FUND REIMBURSEMENT DOCUMENTATION

- A. Below is a snapshot of eligible communications, reimbursement levels and required documentation.
- B. MINI supplied creative with current usage rights available through the Marketing Workshop does not require prior review for Co-op reimbursement (provided there are no changes to creative). **Dealer produced creative must be submitted in advance for the prior review process, providing at least two business days lead time. Corporate ID Guidelines must be followed and it is strongly recommended to use templates from the MINI Marketing Workshop. Custom creative pieces must follow Corporate Brand Guidelines and be submitted for prior review.** Co-op approved running footage is available and can be used with your dealer tag. Note: check the Broadcast usage sheet on the Marketing Workshop to ensure you're using current available spots.

Qualifying Media	Eligibility	Required Documentation	Provider	Claim Submitted By	% Reimbursement
Auto Shows	MINI	<ul style="list-style-type: none"> o Detailed invoices and receipt o Photo of event o Signed Event Form 		Dealer	50%
Billboards	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with ad location, billing period and cost o Image of creative or photo 		Dealer	50%
Cinema	MINI	<ul style="list-style-type: none"> o Detailed invoice with billing period and cost o Electronic file of spot 		Dealer	50%
Dealer Events	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoices and receipts o Photo of event or giveaway o Signed Event Form 		Dealer	50%
Dealer Websites	MINI	<ul style="list-style-type: none"> o Shift Digital submits claims on behalf of dealers. Dealers may not use any other provider for websites. 	Exclusive Provider: Shift Digital	Shift Digital will auto submit	50%
Direct Mail / List purchases / CRM	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with rate and date; invoice needs to clearly identify printing and list of mailing ZIP codes o Direct mail recipients and lists must be in the dealer's designated PMA or exist in the dealer's records as a prior customer. o Sample of direct mail piece o Postage, printing and list costs are eligible for co-op 	Preferred Providers: Automotive MasterMind (set up and monthly fees also eligible), List Giant, FocusUSA, Take 5, IHS, Experian	Discuss with each provider on preferred submission method.	50%

Qualifying Media	Eligibility	Required Documentation	Provider	Claim Submitted By	% Reimbursement
Email campaigns	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with date of deployment, cost and quantity of emails deployed o Recipients must be in the dealer's designated PMA or exist in the dealer's records as a prior customer. o Sample of email 	Preferred Providers: Automotive MasterMind, ListGIANT, FocusUSA, Take 5, IHS, Experian	Dealer to discuss with each provider.	50%
eNewsletter	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with rate and date o Screen shot of newsletter 	Preferred Provider: IMN	IMN. Dealer if not using IMN	50%
Guerilla	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with dates and costs o Signed Event Form 		Dealer	50%
Internet Vehicle Listing Site Packages	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice for specific ad packages listed in the Co-op Guidelines 	Covered Provider: AutoTrader.com Shift Digital programs coming 2018	AutoTrader	50%
Magazine	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with rate, date and size of ad o Tearsheet bearing publication name and date 		Dealer	50%
Motoring Hearts Charity Event	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with dates and costs o An event recap including a summary of the event (lead capture and sales results) o Signed Event Form 		Dealer	75%
Multicultural Marketing-Event or Advertising	MINI	<ul style="list-style-type: none"> o Detailed invoices and receipts o Photo of event or advertising samples o Signed Event Form 		Dealer	75%
Newspaper	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with rate, date and size of ad o Tearsheet bearing publication name and date 		Dealer	50%
Online Banners	MINI and MINI CPO	<ul style="list-style-type: none"> o Shift Digital programs are billed via misc. billing. For other vendors, submit invoice with campaign dates, impressions for each site and costs o Screen shot bearing URL address of each web banner 	Preferred Provider: Shift Digital	Shift Digital will auto submit. Dealer to submit if outside Shift.	50%; Shift ad programs 65% for retail co-op
Online Chat	MINI and MINI CPO	<ul style="list-style-type: none"> o Shift Digital invoice 	Preferred Provider: Shift Digital	Shift Digital will auto submit.	50%
Online Video advertising	MINI and MINI CPO	<ul style="list-style-type: none"> o Detailed invoice with rate, date, time and length of each spot o Electronic file of spot 	Preferred Media Partner is Shift Digital.	Shift Digital will auto submit. Dealer to submit if outside Shift.	50%; Shift ad programs 65% for retail co-op
Online Inventory Listing Enhancement	MINI CPO	<ul style="list-style-type: none"> o Max Systems submits claims on behalf of dealers. Dealers may not use any other provider for this media. 	Exclusive Provider: Max Systems	Max Systems	50%

Qualifying Media	Eligibility	Required Documentation	Provider	Claim Submitted By	% Reimbursement
POS select items only: Design and History wall printing	MINI	o Detailed invoice	Preferred Provider: The Look	Dealer	50%
Radio	MINI and MINI CPO	o Detailed invoice with rate, date and time of each spot o Script must bear ANA/RAB certification		Dealer	50%
Radio: Online Streaming Radio	MINI and MINI CPO	o Detailed invoice with dates, impressions for each site and costs o Screen shot bearing URL of each web banner creative and radio unit		Dealer	50%
Search Engine Marketing (SEM)	MINI and MINI CPO	o Shift Digital invoice or other vendor invoice with campaign dates, impressions for each site and costs o Full Keyword and Billing report o List of search terms o List of zip codes and map showing activity within PMA	Preferred Provider: Shift Digital	Shift Digital will auto submit. Dealer to submit if outside Shift.	50%; Shift ad programs 65% for new
Search Engine Optimization (SEO)	MINI	o Shift Digital invoice or other vendor invoice with detailed costs (purchasing SEO Shift Digital services capped at \$2,000 per month)	Preferred Provider: Shift Digital	Shift Digital will auto submit. Dealer to submit if outside Shift.	50%
SmartLeads	MINI and MINI CPO	o Trilogy submits claims on behalf of dealers. Dealers may not use any other provider for this media.	Exclusive Provider: Trilogy	Trilogy	50%
Social Media Advertising	MINI and MINI CPO	o Detailed invoice with dates, impressions for each site and costs o Screen shot bearing URL of each ad	Preferred Provider: Shift Digital. Other providers eligible for paid social media only, content management is not eligible.	Shift Digital will auto submit. Dealer to submit if outside Shift.	50%; Shift ad programs 65% for retail co-op
Sponsorships	MINI	o Detailed invoices and receipts o Photo of event o Signed Event Form		Dealer	50%
MINI Takes the States (when applicable)	MINI	o Detailed invoice with dates and costs o Signed Event Form		Dealer	75%
Television media	MINI and MINI CPO	o Detailed invoice with rate, date, time and spot name o Script with ANA/TVB (TV) or ANA/CAB (cable) certification o Electronic file of spot			50%
Vehicle Display	MINI	o Detailed invoice with dates and costs o Photo of display o Signed Event Form		Dealer	50%
Vehicle Decals	MINI	o The purpose of the decals along with the vehicle usage must be submitted for approval. Service Loaner vehicles are not eligible for vehicle wrap reimbursement. Use MINI-provided creative or secure prior review for custom creative. o Detailed invoice with dates and costs o Color photo of vehicle		Dealer	50%
Video production	MINI	o Detailed invoice with dates and costs o Final video	Exclusive Production Provider: ALP Communications.	ALP Comm. will submit on dealer's behalf.	50%

Details about digital programs and some preferred providers:

- Dealer video creation with ALP Communications: Video is the new “digital showroom”— one of the key tools for online shopping. Take your dealership to the prospect with video ads that feature your customers' recommendations, the latest MINI models, and your facility.
 - Create 20 video ads ranging from 5 to 30 seconds, [View examples here](#)
 - \$5,990 or \$2,995 after 50% retail co-op reimbursement
 - Great for online, mobile, social, pre-roll, local TV, and special offers
 - ALP handles co-op prior reviews for you
 - Contact: ALP Communications, Adrian Powell, Executive Producer
 - Cell: (949) 500-4105 Office: (905) 987-5000
 - www.yourdealershipexperience.com
- Trilogy SmartLeads (including Black Book leads): Also covers MINI CPO. Third party leads are a crucial component to a dealership's overall lead portfolio. Trilogy SmartLeads program is eligible for 50% retail co-op reimbursement.

Trilogy is a 3rd Party Lead aggregator that buys leads from various lead vendors, validates and scores the leads, and accepts only valid leads that pass the scoring model. Black Book Trade-In and Black Book Credit Score Estimator leads funneled through MINIUSA.COM are also passed through the Trilogy program.

Trilogy also offers ‘inventory leads’ for new and MINI CPO and will post your pictures and pricing on the 3rd party sites. This provides you with exclusive, VIN-specific requests for quote. There is no extra cost or set up fees, same price per lead.

Dealers that sign up for the Trilogy SmartLeads program will receive both Trilogy SmartLeads and Black Book leads.

- Cost before co-op reimbursement: \$22 per Trilogy SmartLead; \$8 per Black Book Lead (that's \$11 and \$4 after Co-op)
- Enroll by contacting Trilogy directly by emailing MINIsmartleads@trilogy.com or by calling 1-855-550-0085

✓ Documentation: Trilogy will invoice the 1st of the month for leads received the prior month. The net amount due (after credits and 50% co-op) will be billed directly to your parts statement the following month.

Trilogy Elite Concierge Service: This is an optional service available to all dealers on a per-lead charge and is available for Trilogy SmartLeads, MINIUSA leads, and MINI Dealer leads. Shoppers are contacted within 2 minutes of submitting lead (often while still online). The agent schedules appointments and test drives at your store, sends appointment reminders 24 hours in advance to both dealer and shopper and then follows up 48 hours after appointment to insure satisfaction.

- Trilogy agent makes up to 6 attempts to contact shopper (email and phone).
 - Cost before co-op reimbursement: \$4.70 per lead (that's \$2.35 after co-op)
 - Enroll online via an easy dealer online enrollment form www.trilogysmartleads.com/concierge
 - For more information contact Trilogy directly at info@trilogysmartleads.com

- **MINI Authorized Dealer Digital Program through Shift Digital:** MINI Dealers are required to enroll in the Shift Digital website provider program. Dealers may also enroll in the Shift Digital social media, chat and advertising programs if they so choose. The service(s) are billed on a monthly basis through dealers' Misc. Parts Account and is eligible for co-op reimbursement.
 - ✓ Documentation/reimbursement details: Website hosting fees will automatically be submitted on your behalf for retail co-op reimbursement, however, reimbursement may be denied if any items noted in the "Corporate ID Guideline" or "Dealer Legal and Compliance Obligations" sections of this document are violated and not corrected following notification to the dealer.
- **Internet Vehicle Listing Site Packages/Upgrades with AutoTrader (being updated Feb. 2017):**
 - New Car Retail Co-op packages eligible for reimbursement for MINI new car listings only:
 - AutoTrader.com: Featured Package – 50% reimbursement
 - AutoTrader.com: Premium Package – 50% reimbursement
 - AutoTrader.com: Max Package – 50% reimbursement
 - MINI CPO Co-Op funds can be used for Certified Pre-Owned and Pre-Owned MINI Internet vehicle listing sites that partner with MINI USA. The currently authorized partners are AutoTrader.com and Cars.com. In order to support Pre-Owned vehicle inventory awareness, Cars.com is also eligible for reimbursement.
 - AutoTrader.com: CPO Featured Max – 50% reimbursement.
 - AutoTrader.com: CPO Premium Max – 50% reimbursement.
 - AutoTrader.com: All other CPO and Pre-Owned AutoTrader.com programs are eligible for 30% reimbursement.
 - Cars.com: 50% reimbursement.
 - Pop-up ads are not eligible for co-op reimbursement.
 - ✓ Documentation and fund reimbursement:
 - ✓ AutoTrader will automatically submit the eligible 50% packages for reimbursement on behalf of the dealer unless the dealer opts out of their auto submissions or uses their own custom creative. If a dealer uses their own custom creative, the dealer is responsible for obtaining prior review and submitting the claims online.
 - ✓ Internet Vehicle Listing Site Upgrades – MINI CPO only: eligible 50% packages are automatically submitted for reimbursement. All other packages require the co-op claim submitted to include a copy of the original invoice issued from an authorized Internet vehicle listing site partner of MINI USA. The billing invoice is required to include an itemized detail of the content referencing the advertising purchased, and the name must match the dealers DBA name under which the MINI CPO vehicles are being listed. Umbrella or blanket contracts for multi-franchise dealers are eligible for co-op reimbursement only if the MINI CPO vehicles are listed under a valid MINI dealer DBA name.
 - ✓ Online inventory listing enhancer - MINI CPO only: No claim submission is necessary. Max Systems will submit on behalf of the dealer. 50% of monthly software fee plus 50% of third party feeds. This includes MAX AD, MAX for Website, MAX Digital Showroom as well as FirstLook.

- **Search Engine Marketing (SEM):** Authorized search programs approved by MINI are eligible, including programs through Shift Digital. This is to ensure national, co-op and local search purchases don't compete against each other. If you would like to use a provider outside the recommended program, submit a detailed outline of the plan for prior review so it can be evaluated and approved to ensure the search efforts don't compete with each other.
- Dealers may not purchase keywords (correctly spelled or misspelled) of town names, locations or zip codes in another MINI dealer primary market area (PMA). Dealers must geo-target, no national buys.
 - Dealers may only purchase town names, locations or zip codes contained in the PMA and unassigned zip codes and PMAs that are a reasonable distance from and reflective of the dealer's PMA as assigned by the MINI Dealer Development team. Dealers may not purchase or advertise in other dealer PMAs.
 - Multiple dealers may purchase a city as a keyword search only when several dealers serve a major city like New York City or Los Angeles as part of their respective PMA. This direction is in line with general advertising guidelines. And when purchasing a keyword of a shared city in this instance, dealers may not refer to their store as "exclusive," "the best," "the authority," or the like in that city.
 - Dealers may not purchase other dealers' DBA names (correctly spelled or misspelled) as keyword search terms.
 - MINI Dealers are encouraged to purchase their DBA name and location as a keyword search term.
 - Dealers may only drive SEM traffic to their authorized MINI Dealer website.
 - Dealers can only drive SEM traffic to their official MINI website. Running simultaneous SEM campaigns to multiple URLs or landing pages is prohibited.
 - Dealers may purchase search terms or keywords of competitors (i.e., Auto Brand A, etc.) however the text in the paid placement cannot mention Auto Brand A in the copy. Suggested copy when buying competitor keywords might be something like "Compare to MINI Cooper Hardtop."
- ✓ Documentation for SEM: Two proof of performance reports are required to be eligible. These reports can be easily downloaded from Google or Bing ad management tools. For Google: a billing and keyword report must be downloaded from Google AdWords. For Bing: an "accounts and billing" and keyword report must be downloaded from Microsoft Advertising adCenter. Reports from other providers are not accepted. List of zip codes and map showing staying within the dealer's PMA as well as the list of search terms are also required. List of search terms. Invoice with campaign dates, impressions for each site and costs. **For dealers participating in a Shift Digital SEM program, it will be billed the same way as your website.**
- **Search Engine Optimization (SEO):** The MINI Certified website program through Shift Digital provides SEO optimization for your dealer website homepage only. SEO is an ongoing, organic, and gradual process in order for it to be effective. If you would like to purchase additional SEO services through Shift Digital or another provider, they are eligible for retail co-op reimbursement. Below are the details.
 - Eligible for no more than \$2,000 per month reimbursement. The website service amount charge will be reimbursed through Retail Co-op.
 - SEO includes services such as keyword research, tagging, and content optimization. To optimize your website for search, it is recommended to establish target keywords for

each of your web pages, measure keyword performance, and frequently update content on your site.

- Dealers are required to purchase terms within their PMA. Multiple dealers may purchase a city as a term only when several dealers serve a major city like New York City or Los Angeles as part of their respective PMA.
- Dealers should adhere to Google's published Webmaster Quality Guidelines at all times. (source <https://support.google.com/webmasters/answer/35769?hl=en>)
- ✓ Documentation for SEO: Submit invoice for reimbursement. If through the Shift Digital program, it will automatically be submitted.

C. EVENT GUIDELINES AND VEHICLE DISPLAYS

- Eligible for marketing management (i.e. Affinitiv) co-op reimbursement up to 4 events per year, including national events – i.e. Spring Sales, CPO, and Year End Sales Event. Other event ideas could focus around Motoring Hearts Charity, Winter Driving, MTTs, Auto Shows, etc.
- All Events and materials at the event must follow MINI CI standards for all of the following: signage, disclaimers for radio scripts, direct mail, internet ads, giveaways, etc.
- The following items are covered as part of your events: food, supplies for events (linens, plates, cups etc.), sponsorship costs, MINI produced (and/or designed) items for consumer giveaways.
- Photographer and videographer costs are also covered for events, including the finishing, music, and editing costs for the videos. Please secure the appropriate usage rights and share them with MINI USA to be used in Social Media and other areas (i.e., post a filming notice, etc.).
- Additional items ordered to support a MINI USA campaign (T-Shirts, Banners, Goody bags etc.). Items ordered from the Motoring Gear website or ordered through Ansira are eligible. Any custom designed orders require Prior Review. **Cash or cash equivalent gift cards are not eligible.**
- There will not be a limit for the amount of Co-op funds to be used for dealer auto shows, sponsorships, and guerilla marketing.
- A list of resources is available on the Marketing Workshop under Resources.
 - ✓ Documentation: Provide an approved Event Form. This form is available on the Marketing Workshop and on the MINI Retail Co-op website (on DealerNet). This form must be approved by the Regional Business Manager or Market Area Manager. Provide detailed invoice and receipts. Provide photo of event or giveaway. For an off-site vehicle advertising display, car display sponsorship or other supporting partnership, please provide an approved Event Form, a detailed invoice with dates, costs and photos of the display.
 - ✓ Reimbursement: New and MINI CPO, 50%.

VIII. INELIGIBLE MEDIA/ACTIVITY

- Production charges are not eligible for co-op reimbursement. Should currently available creative on the Marketing Workshop not meet the specific needs of the dealer, MINI can assist with custom creative. These costs must be solely absorbed by the dealer and will be directly billed to the dealer's parts account. Costs associated with any agency work will be determined on a case-by-case basis.²
 - Sales tax charges or shipping charges for catering, giveaways, etc. are not eligible for co-op reimbursement. Note that postage for mailings is eligible for co-op reimbursement.
 - Agency commissions or fees are not eligible for reimbursement.
- Third party/vendor fees are not eligible with the exception of supporting National or Regional Sales Events.
- MINI USA will not co-op any items that have been bartered/traded for media in exchange for MINI vehicles or merchandise. For instance, MINI will not co-op a radio flight whereby the radio station is provided a vehicle instead of making monetary payment.
- **The value of the vehicle for a lease, giveaway and raffle purposes is not eligible for co-op reimbursement**, however the cost associated with displaying a vehicle for promotional purposes, such as a raffle and/or sponsorship is eligible for co-op reimbursement.
- POS materials created for the inside or outside your dealer showroom are not eligible for retail co-op reimbursement.

IX. QUESTIONS

- If you have any questions about the MINI Retail Co-op Program, please start by contacting your Regional Marketing Manager or MINI Regional Business Manager.
- If you have questions about claim status, available funds, or documentation requirements, contact ACB at 844-617-5501 or MINIcoop@ACBcoop.com. Claim and budget information are also available on the MINI Retail Co-op website (on DealerNet) – a great resource to access at your convenience.

Please note: MINI USA reserves the right to amend, modify or cancel this program at any time. Violation of the policy herein may result in audits and/or cancellation of this program.

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² Please note that dealers remain responsible for legal compliance under the Dealer Agreement and as set forth in Section V hereof even when they utilize the services of third parties, including third parties that have been identified or suggested by MINI or MINI personnel.