



2016 COLLEGE STUDENT PURCHASE PROGRAM

Program Highlights

- The College Student Purchase Program (CSPP) offers a \$500 Bonus Cash Incentive on all eligible new Ford purchases or leases to full-time and part-time (4-year and 2-year) undergraduate and trade school students, recent college graduates and graduate students.

College Student Purchase Program Best Practices

- Become a College Student Purchase Program "ambassador" – leverage available marketing activities, coordinate on-campus events in your area and maximize prospecting follow-up opportunities.
- Reference complete CSPP Best Practices via FMCDealer under Sales → C&I → C&I Resources.
- Support your dealership by executing an on-campus event to promote Ford vehicles and the College Student Purchase Program.
- Encourage your dealership to create flyers and distribute at the local college or university to promote Ford vehicles and the College Student Purchase Program.

Consumer Websites

Students can learn more about the program, find a Ford vehicle to fit their style and sign up for their \$500 Bonus Cash Incentive at www.forddrivesu.com.

Frequently Asked Questions

- **Is this program compatible with other offers?**
Please utilize Smart VINCENT vehicle eligibility to determine program compatibility.
- **Do used vehicles qualify?**
No.



2016 FORD ESCAPE

Program Rules

Program Period

Customers must purchase or lease an eligible new vehicle, and take retail delivery from Dealer stock, between January 5, 2016 and January 3, 2017. Vehicles delivered after January 3, 2017 are not eligible for the **\$500 Bonus Cash Incentive**.

Eligibility

Customers are eligible to take advantage of this offer if they:

- Are an undergraduate student currently enrolled full-time or part-time at an accredited Four-Year College/University, Junior College, Community College or Trade School in a minimum of 2 classes or an equivalent of 6 credit hours, **OR**
- Graduated from an accredited Four-Year College/University, Junior College, Community College or Trade School between May 1, 2014 and January 3, 2017*, **OR**
- Are currently enrolled in an accredited Graduate School program.

*NOTE: One-course completion certificates, on-the-job training courses (i.e. sales training, teaching certificates, professional designations and adult education courses) do not qualify.

Proof of Eligibility

Eligible customers are required to provide one of the following items to validate eligibility:

- Proof of full-time or part-time enrollment status (e.g. copy of current class schedule, copy of term grade report, letter from the college/university/trade school registrar's office stating student is currently enrolled and in good academic standing, etc.), **OR**
- For those students in between terms (i.e. summer semester/vacation) or recent high school seniors entering their first term in college in the fall of 2016, proof of prior or future term enrollment (see examples above). Letters of Intent will be accepted for incoming college freshmen, **OR**
- Copy of diploma, **OR**
- Letter from the college/university/trade school registrar's office stating graduation date and type of degree earned, **OR**
- Copy of final transcript confirming graduation date and type of degree earned.

Eligible Vehicles

- Any eligible new 2015, 2016 or 2017 Ford car, truck or SUV purchased or leased and delivered during the Program Period.
- Dealer-owned demonstrator and Driver Education loaner units.

Ineligible Vehicles

- Vehicles sold to Commercial Driving Schools
- Rental service units
- All vehicles originally ordered by or shipped to Ford of Canada Dealers or those produced for export
- Fleet units
- Units acquired at an auction
- Vehicles sold/leased for Driver Education purposes
- Program vehicles
- Final paid vehicles

Program Offer

There is a limit of FIVE College Student Purchase Program incentive offers per customer. The vehicle must be purchased or leased in the name of the eligible college student in order to be eligible for the **\$500 Bonus Cash Incentive**. The College Student Purchase Program offer may not be used with any private offers such as certificates or coupons. This offer is not transferable, only the college student is eligible for the incentive.[†]

[†] Please contact Program Headquarters at 1-800-321-1536 prior to vehicle sale to verify customer eligibility.



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