



Mercedes-Benz

Mercedes-Benz USA, LLC
A Mercedes-Benz AG Company

MBUSA, LLC Drive Employee Appreciation and Loyalty (MB DEAL)

Program Guidelines

You and/or your loved ones can purchase or lease New Mercedes-Benz or Commercial Van from participating Mercedes-Benz Dealers in the U.S. and enjoy a special price along with the opportunity to experience the luxury of the Mercedes-Benz brand.

PARTICIPATING COMPANIES

Mercedes-Benz USA, LLC	Active Employees and Qualified Retirees
Mercedes-Benz Financial Services	Active Employees and Qualified Retirees
Mercedes-Benz Manhattan	Qualified retirees only

Note: Active MB Manhattan employees are eligible to participate in the Dealership Employee Purchase Program.

PARTICIPATING DEALERS

For new vehicles, any authorized Mercedes-Benz passenger car, light truck, or commercial vehicle (Sprinter/Metris) dealer may elect to, but are not required to, participate in this program. Participating dealers must comply with all program rules. All communication regarding the MB DEAL Program will be directed to the Dealership management.

ELIGIBLE EMPLOYEES

Active Employees:

Regular U.S.A. based employees of the aforementioned participating Companies who are in good standing and have at least 90 days of service. A valid driver's license is also required.

Qualified Retirees:

All qualified retirees (former employees who left the company through normal, early or disability retirement) who receive a regular pension from MBUSA, MBFS and MBM.

**Excludes interns, temporary talent and third-party contractors.*

ELIGIBLE TRANSACTION APPLICATION and CONTROL NUMBER ALLOCATION

Please refer to the following for eligible participants:

- Actively employed Corporate Employees, him, her or their self, blood or legal relatives and/or close, personal friends. Two (2) MB DEAL Control numbers per year based on calendar/sales year.
- Qualified Retirees One (1) MB DEAL control number per year for him/her/their self only.

Please note that for all MB DEAL Program sales transactions, the sales must be in an individual's name and cannot be in the name of a company, business organization or trust.



ELIGIBLE INCENTIVES

Note: Dealer Participation in this program is voluntary. While the majority of our dealers gladly supports this program and offers the MBUSA-recommended incentive, a dealer may choose not to participate and/or may offer an incentive under another current program that will result in similar and/or, in some cases, a better deal for the purchaser.

Recommended Discount:

- Discount of 10% for ICE Vehicles and 15% for Electric Vehicles
- Discount is off MSRP plus Options before Destination and Delivery charge. Purchasers may ask to see the vehicle invoice.
- Discount is applicable for vehicles in dealer stock only

Acquisition Fee:

Reduced to \$495 on New Car transactions.

ELIGIBLE MODELS

Model Eligibility:

Vehicles For the complete list of eligible & ineligible models and model years, please refer to the current month's Eligible Models Communication on MBUSA Connection>Sales>Employee Vehicle Programs>MB DEAL Intranet site.

New Vehicles are subject to delayed eligibility. If a model is **completely new** or has major generation/redesign changes with a new model year, the vehicle is **NOT** eligible for the MB DEAL program within the first 90 days following launch. However, if changes to a new model year are considered minor or cosmetic (a.k.a. "facelift"), the vehicle is eligible for the MB DEAL program discount as of the launch date.

HOW TO REQUEST A CONTROL NUMBER

Eligible Active Employees who have been granted access to request a control number themselves – log into eHR (PeopleSoft) > Employee Self Service > Vehicle Plans > MB DEAL

*****Only one control number per day may be requested by an employee.*****

The Corporate employee selects either New Vehicle Sale and enters:

- His/her/their six digit Employee ID number (from PeopleSoft)
- Relationship to Employee/Retiree – Self (SLF) or Family (REL) or Friend (FRD) Buyer First Name
- Buyer Middle Initial (if any)
- Buyer Last Name
- Buyer Address – Street, City, State, Zip Code
- Buyer Telephone Number
- Email address (for Retirees only)
- Confirmation (check the box) of having read and accepted the terms and conditions of the program

**If requesting a control number for a married couple and you are unsure whose name will be on the contract, enter both first names in the first name field if they fit.*

Upon completion of the above information, the system will verify employment/eligibility and, if valid, an MB DEAL Control Number will be generated and an email of the MB DEAL Control Number form will be sent immediately to the Employee/Retiree's email address. This MB DEAL Control Number form should be printed and presented to the dealership –*please present the control number at the **beginning** of the transaction.* Once a sale is complete, the form should be signed by all parties and placed in the deal file (jacket).



Eligible Retirees– to obtain a Control Number, please visit the MB Deal website at www.aboutmbdeal.com.

The qualified Retiree selects either New Vehicle Sale and enters:

- The Affiliate Company from which he/she/they retired – selected from the drop down menu provided
- His/her/their six digit Employee ID number (from PeopleSoft)
- Relationship to Employee/Retiree = Self (SLF) - the only option for New Vehicle Sales
- Buyer First Name
- Buyer Middle Initial (if any)
- Buyer Last Name
- Buyer Address – Street, City, State, Zip Code
- Buyer Telephone Number
- Email address (for Retirees only)
- Confirmation (check the box) of having read and accepted the terms and conditions of the program

*PLEASE NOTE: If a control number is issued and not used in a retail sale within 60 days of issuance, the control number will expire. **A control number cannot be replaced so if one is issued and expires unused, it will still count toward the maximum number of control numbers allowed per employee/retiree.***

Only in the rare and unlikely event that an employee/retiree/VIP customer is unable to request a control number through the system on their own can a designated MBUSA administrator generate a control number on an employee/retiree/VIP customer's behalf. Examples include:

- **A technical/system related issue that cannot be resolved within 72 hours and the customer is scheduled to take delivery**
- **The employee/retiree is temporarily unavailable to log into the system for an extended period of time (reasons include but are not limited to: travel, illness, computer or Wi-Fi related issues)**
- **MBUSA management approved VIP Customer requests**
- **MBUSA management determines a specific need to generate a control number for a specific purpose Sr. Management approval for such is documented in the designated site used for market support program approval. Examples include but are not limited to: Charitable Organization donations, Logistic Vendor Employee Offers.**

MB DEAL Program eligibility and maximum number of control numbers per employee/retiree are reset at the start of each new sale year

VEHICLE TITLE, REGISTRATION, AND RETENTION

Vehicle must be titled in the corporate employee, retiree, VIP customer or the purchaser/lessee's name upon dealership approval. MB DEAL sales cannot be for a trust, business or organization. Title must remain in the employee/retiree or the purchaser's name for a minimum of one year from date of sale.

Employees. Retirees or Purchasers who violate this rule will be subject to a chargeback of the difference between MSRP and the employee price, including applicable taxes, and removal from future participation in the program.

FINANCE, INSURANCE AND PAYMENT

Finance and leasing for a sale through the MB DEAL program may be handled by the participating Mercedes-Benz dealer. Corporate Employee/Retiree/Purchaser arranges for financing, if any, and insurance. Corporate employee/retiree/purchaser is responsible for all-applicable state and local taxes and license and title fees.

The dealer must review program rules with each participating employee/retiree/purchaser and, obtain his/her/their signature on the completed Mercedes-Benz Drive Employee Appreciation And Loyalty (MB DEAL) Program Control Number Claim Form and provide a signed copy of the completed applicable paperwork to the Purchaser



Each understands that failure to comply with the Rules could result in recovery from the dealership and/or the dealership employee any sales fees paid to a dealer or otherwise incurred by Mercedes-Benz USA, LLC under the Program and/or termination or suspension from participation in the Program.

Mercedes-Benz USA, LLC reserves the right to exclude and include certain models from this program from time to time and in its discretion. Mercedes-Benz USA, LLC may, upon written notice, cancel, amend or modify these program and model selections available under the program. For program and/or eligibility related issues, please contact the MB DEAL Plan Administration team at email address: MBDeal@mbusa.com

MB DEAL Terms and Conditions

Eligible employees, family members, personal friends, retirees, and VIP customers who are purchasing or leasing vehicles under the MB DEAL Program have a responsibility to read and understand the Program guidelines, Terms and Conditions.

The control number assigned under the Program is valid from time of issue through the expiration date printed on the Control Number Form/email and may only be used by the eligible employee or retiree. Use of a control number by any other person is a violation of the Terms and Conditions of this Program. All information provided by an employee or retiree in connection with the purchase or lease of a new vehicle must be accurate. Purchased vehicles must be licensed and titled only in the name of the employee or retiree and not in the name of a business. Eligible persons purchasing or leasing a vehicle must, (i) take delivery of the vehicle, (ii) possess the vehicle for a minimum of 1 year and (iii) maintain the title of the vehicle in their name for at least 1 year from the date of purchase or lease.

- Purchaser/Lessee is to provide selling dealer with a paper copy of the control number claim form, at the time of sale, which dealer is required to maintain in the sales jacket.
- Purchaser/Lessee and dealer are required to sign the control number Claim Form) acknowledging and agreeing to MB DEAL terms and conditions, which is also to be kept in the sales jacket.
- Copy of Purchaser's/Lessee's driver's license to be kept in the sales jacket.

The Employee or Retiree or Purchaser agrees that he/she/they has not and will not attempt to buy, sell or trade a control number issued through this program nor receive any money, value or other form of compensation from the potential customer, dealer and/or any other party for use of this control number. He/she/they also agrees not request control numbers for other Mercedes-Benz, Daimler, or Mercedes-Benz dealership personnel, 3rd party Vendors/Suppliers who are eligible to participate in MBUSA's Fleet and/or Vendor Vehicle Incentive Programs and/or external parties involved in the brokering sales and/or exporting of MB Vehicles.

Noncompliance

Please note: Employees and Retirees will be required to accept and be held responsible for the terms and conditions of this program at the time of requesting/issuance of a Control Number. Sales found not in compliance with the MB DEAL Program guidelines or the Terms and Conditions will result in the following penalties for both employee or retiree and selling dealer:

First Violation:

Chargeback to the employee/retiree/purchaser of the difference between MSRP and the employee price, including applicable taxes, along with employee/retiree/purchaser's removal from future participation in the program.

Chargeback to the dealer of the commission, plus any special MB DEAL lease or finance support, vehicle allocation adjustment and suspension from program participation for 90 days.

Second Violation:

Employee disciplinary action up to and including termination, plus all chargebacks, as stated above.



Permanent dealership exclusion from the MB DEAL program, plus all chargebacks, as stated above.

Mercedes-Benz USA, LLC reserves the right to cancel, amend, or revoke the Mercedes-Benz Drive Employee Appreciation and Loyalty (MB DEAL) program or any of its rules or requirements at any time without notice or prior consent of any Mercedes-Benz or Mercedes-Benz Vans dealers or their employees.

MBUSA reserves the right to audit the dealership and/or employee or retiree in regards to information, processes and documentation involved in any sale related to this program.

Alternate Sales Team Contact Information

Telephone: 1-877-210-6262

Select "1" from the menu prompt

Email: mbdeal@mbusa.com

