

2020 Police Interceptor (PI) Utility Customer Appreciation Program

Purpose

To offer a customer appreciation program to agencies that have ordered 2020 PI Utility's through October 31, 2019 and have incurred significant delays in the order to built timing.

Program Summary

- **WHO:** Customers who ordered a 2020 PI Utility through October 31, 2019.
- **WHAT:** Customer Appreciation Program - \$750 credit for each PI Utility order.
- **WHEN:** Customers will be able to select the credit beginning January 20, 2020.
- **WHERE:** Email will be sent from Program Headquarters to each customer with a link to access the website where they can select three different options to apply the credit.
 1. Ford Fleet Care - service and parts
 2. Fordparts.com - parts only
 3. Dealer Credit - service and parts
- **HOW:** Customers will be emailed a link containing their complete list of orders that are eligible for the program.

Process

- During the week of December 9, 2019 dealers were emailed a link containing their complete list of 2020 PI Utility orders received through October 31, 2019 from program headquarters.
- Dealers are required to confirm the correct end-user FIN Code (customer) and provide customer contact information (name, email address, and phone) by January 17, 2020.
- On January 20, 2020, customers will be emailed a link to a website where they can set up a password and log-in to select how they would like to receive their credit (\$750 x total number of orders).
- Customers will have until December 31, 2020 to use the credit.