



# Cincinnati South FDAF



340 Thomas Moore Pkwy. Ste 200, Crestview Hills, KY 41017  
Phone 859-341-6603 Fax 859-341-8809

The Cincinnati South FDAF is supporting a text campaign from June 1 until June 30 advertising a free four-wheel alignment with the purchase of a set of new tires from your local Ford Dealer. The message will encourage customers to text **'TIRES'** at **91604** to take advantage of this offer. The FDAF will reimburse your dealership \$60 for this service. **While dealers will have until July 31<sup>st</sup>, 2018 to file claims, we encourage dealers to submit claims for payment bi-monthly throughout the quarter. OFFER MESSAGE & DETAILS**

The message will be: "\$Free Alignment with Purchase of 4 Select Tires". Please ensure your dealer website, emails, Consumer Connection mailers, etc. are current with this offer. Also, take time today to review with your Sales Teams, Service Advisors, and Parts Teams as well. TV spot will begin next week for the month of October while digital media will be ongoing throughout the quarter. **FDAF TEXT 'TIRES' CODE CLAIMING / OPT OUT INSTRUCTIONS**

## OPT OUT

Please do not include this dealership in this 'Tires' promotion.

Dealership Name: \_\_\_\_\_

Dealership City/State \_\_\_\_\_

Dealership Contact Person \_\_\_\_\_

Signature \_\_\_\_\_

Please Print Name \_\_\_\_\_

Please fax completed form to David Martin (502) 459-2955

## **FDAF TEXT 'TIRES' CODE CLAIMING / OPT OUT INSTRUCTIONS**

Customers will text to 91604 the word **'TIRES'**. A message will be sent requesting their zip code. The customer responds with either select a dealer or enter a few letters of the dealer they wish to visit for the offer. Once this is complete, a code is sent to the customer. The FDAF will reimburse your dealership \$60 for this service. Customers will provide you their text codes received on their phones which you will submit on your claim. Complete details are posted to the <http://text.thinkmobilefirst.com> website. You are still required for approval and submission for payment.

**QUESTIONS?** If you have any questions, please call David Martin at (502) 371-3733 or toll free at (800) 996-1952. You may also contact us at e-PULSETrak.com, 4220 Bardstown Road, Louisville, Kentucky 40218, Attention: David Martin. In addition, you can also

Kevin Collins  
Chairman  
Cincinnati South FDAF



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## June '18 FDAF "TIRES" Claim Date

Customer Name \_\_\_\_\_

Customer Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Customer Cell \_\_\_\_\_

Dealership P &A Code: \_\_\_\_\_

Certificate# \_\_\_\_\_

Vehicle Year: \_\_\_\_\_

Vehicle Make: \_\_\_\_\_

Vehicle Model: \_\_\_\_\_

(If above Listed Vehicle is a Non-Ford Brand)

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Have you Owned a Ford Vehicle:            Yes                    No

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- Are you looking to purchase a new vehicle:
- Immediately
  - 30 Days
  - 60 Days
  - 90 Days
  - 6 months



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(Only needs to be sent once per text promotion in order to keep information up to date)

## Dealership Contact Form

Date \_\_\_\_\_

Dealer Name \_\_\_\_\_

Dealer Location \_\_\_\_\_

### Sales Department Contact Information: (GM/GSM/Sales Manager)

Sales Promotion Contact: \_\_\_\_\_

Sales Contact Telephone Number: \_\_\_\_\_

Sales Contact Email Address: \_\_\_\_\_

### Service Department Contact Information: (Service/Parts Manager)

Service Promotion Contact: \_\_\_\_\_

Service Contact Telephone Number: \_\_\_\_\_

Service Contact Email Address: \_\_\_\_\_

**Please fax completed form to:David Martin at 502-459-2955**

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