

Ford Pro™ Parts Loyalty Rewards (PLR)

Program Terms and Conditions

Updated: 2/11/26

The Ford Pro Parts Loyalty Rewards (PLR) Program (the “Program”) is brought to you by Ford Pro, a business unit of Ford Motor Company (collectively referred to herein as “Ford Pro”). Participation in the Program is subject to these Terms and Conditions (“Terms”) and the Privacy Policy link located at the bottom of the fordpro.com website homepage. These terms govern your participation in the Program.

Ford Pro may update these Terms from time to time and such changes will become applicable to you if you continue to participate in the Program at any time after such changes are posted. If a material change is made, we will notify you through the Program website or email communications to fleet contacts on file for the program.

The Program rewards fleets (“fleets”) for eligible parts purchases. The content on fordpro.com is owned by Ford and/or its affiliated companies and by affiliate and third parties that post on the site through a license from Ford, but for whom Ford assumes no direct responsibility.

PLEASE READ THESE TERMS AND THE PRIVACY POLICY CAREFULLY. IF YOU DO NOT AGREE TO THESE TERMS, PLEASE STOP PARTICIPATING IN THE PROGRAM AND USING THE SITE IMMEDIATELY.

1. PROGRAM REQUIREMENTS: Only an enrolled fleet with a FIN code may participate. Fleets are defined as entities that purchase or lease vehicles for use in conducting their day-to-day business. At its sole discretion, Ford Pro reserves the right to determine eligibility of all Program participants.

2. PROGRAM PERIOD: Program periods may vary from program to program. Please check your Ford Pro PLR dashboard for the duration of each program.

3. TRANSACTION-BASED PROGRAM: Once a fleet is enrolled in the Program, the following Terms apply:

I. Participation:

(a) Definitions.

“**Commercial Fleet**”, for the purposes of this Program, is defined as any company which has registered or leased five (5) or more vehicles (any make or model) for use in business operations.

“**Government Fleet**”, for the purposes of this Program, is defined as: (1) eligible U.S. federal agencies or (2) eligible state and local governmental agencies that currently operating a fleet in the United States of five (5) or more vehicles (owned or leased).

“**Eligible Parts**”, for the purposes of this Program, is defined as Ford, Motorcraft®, and Omnicraft® brand parts that have a Ford Part number and are sold at a Ford or Lincoln Dealership, Quick Lane™, or Ford Authorized Distributors (FAD) within the U.S.

(b) An enrolled fleet is assigned a purchase baseline and target determined by Ford Pro based on historical parts purchase data collected from Ford and Lincoln Dealerships, Quick Lane™, and Ford Authorized Distributors (FAD) parts invoices and service repair orders nationwide. Ford Pro, at its sole discretion, at any time, may modify and/or update an individual fleet purchase baseline and/or purchase target during the duration of a Program period upon receipt of updated data.

(c) A fleet must be registered in the Ford Pro Parts Loyalty Rewards (PLR) program to be eligible to qualify for earnings. If a fleet registers after a program period has ended, the fleet will not receive credit for any purchases made in the prior program period. A fleet will only be eligible for qualifying purchases for current and future program periods in which it is enrolled.

(d) An enrolled fleet must purchase eligible parts from a Ford or Lincoln Dealership, Quick Lane™, or a Ford Authorized Distributor (FAD) within applicable program dates.

(e) An enrolled fleet receives program purchase credit when a Ford or Lincoln Dealership, Quick Lane™, or a Ford Authorized Distributor (FAD), processes and closes an invoice or repair order. If an invoice or repair order is opened at the end of a program period but closed during the next program period, the fleet receives purchase credit when the invoice or repair order is closed.

(f) Any parts that are returned will be deemed returned as the date of the actual physical return and the cost will be automatically deducted from the qualifying program purchases.

(g) Click to Claim and Payout Options

a. Ford Pro will notify a fleet when a program period begins and ends. At the conclusion of each program period, the fleet will receive an email indicating whether it earned an incentive and provide instructions on how to claim its earnings. To choose a payout option, a fleet must login to their PLR dashboard on fordpro.com.

b. Payout options for earnings:

a. **Ford Fleet Dealer Credits.** Ford Fleet Dealer Credits (“Credits”) may be used by a fleet at their preferred dealer or Ford Authorized Distributor (FAD) on select items including:

i. **Genuine Parts:** Ford, Motorcraft®, and Omnicraft® branded parts.

ii. **Vehicle Service:** Labor and parts associated with a Service Repair Order (RO) performed at an authorized dealership.

iii. **New Vehicle Sales:** The purchase of new Ford and Lincoln vehicles (excludes pre-owned vehicles and competitive makes).

iv. **Equipment & Software:** Rotunda tools, equipment, and related software subscriptions.

v. **Accessories:** Genuine Ford Accessories.

vi. **Professional Development:** Ford-authorized on-site training programs.

vii. **Vehicle Protection:** Ford Protect® Extended Service Plans (excludes all third-party or competitive service contracts).

b. **Exclusions and Prohibited Use of Dealer Credits:** PLR Dealer Credits are intended exclusively for the purchase of Ford Motor Company products and services. Credits may **not** be used for any other product or service, including but not limited to the following:

c.

i. **Non-Ford Products and Services:** Any parts, vehicles, or service contracts provided by competitors (e.g., NAPA, AC Delco, Mopar, Jasper) or any other third-party vendors not affiliated with Ford Motor Company.

ii. **Hospitality and Entertainment:** Expenses related to social events, parties, catering, food, beverages, or event decorations.

iii. **Personal Expenses and Luxury Goods:** Travel, lodging, vacations, jewelry, lottery tickets, raffles, or personal "shopping sprees."

iv. **Financial Instruments:** The purchase of gift cards, certificates, donations, or any other cash equivalencies.

v. **General Exclusions:** Any item or service not directly sold or authorized by Ford Motor Company.

d. **Ford Fleet Care Credits.** Ford Fleet Care (FFC) Credits (“FFC Credits”) may be used by a fleet at their preferred dealer or Ford Authorized Distributor on select items including: Ford, Motorcraft®, Omnicraft® parts, service work done including the labor, new vehicles (not used), Rotunda Tools, and extended service contracts (Ford Protect). A fleet may use their earnings to pay their Ford Fleet Care account billing.

i. To receive FFC Credits the fleet must be already actively enrolled in the FFC program and their account must be in good standing.

(h) Ford Pro reserves the right to audit and verify all Program purchase and sales data to determine program eligibility. Qualifying Program purchases, as reflected in Ford Pro’s records, shall be deemed correct. Ford Pro, at its sole discretion, at any time, may correct or modify an individual fleet purchase baseline and /or purchase target during the duration of a program period upon receipt of updated purchase and sales data in Ford Pro records. If a fleet has questions regarding its purchase and sales transaction history or any corrections made by Ford Pro, or if it wishes to dispute any transaction or correction that has been applied to its FIN account, please contact Program Headquarters at 1-800-207-5517 (Monday-Friday 9:00 am - 7:00 pm ET) or via email at PartsLoyaltyRewards@fordprogramhq.com Ford Pro has no obligation to review or correct any errors unless a fleet has provided supporting documentation and sufficient notice for Ford Pro to review the claim within sixty (60) days of the date of the transaction in question.

(i) If Ford Pro determines that that a fleet has failed to follow any terms of the Program, engaged in fraud or intentional

misrepresentation, program purchases will be deducted accordingly, and the fleet may be terminated from the Program at Ford Pro's sole discretion and banned from enrollment in future incentive programs. Ford Pro reserves the right to seek all remedies, whether available at law or at equity, criminal or civil, in the event a fleet defrauds or abuses the Program, fails to follow any terms of the Program, or makes any misrepresentation to Ford Pro.

(j) For continued program enrollment, program participants must be active in the PLR dashboard. If a participant has not logged in to the PLR dashboard for 9 consecutive months, they will be considered inactive, removed from the PLR program, and forfeit all previously accrued FFC Credits and/or Dealer Credits. Participants will receive 30 days' notice via email to the contact of record outlining action required to be taken for continued participation. If no action is taken the participant will be removed from the program and credits under existing programs will be forfeited.

(k) Ford Pro reserves the right, in its sole discretion to cancel, suspend and/or modify the Program at any time, including the rights and obligations of the enrolled fleet and Ford Pro. Ford Pro will post the amended Program Terms on fordpro.com. To the fullest extent permitted by law, any amendment will become effective at the time specified in the posting of the amended Program Terms or, if no time is specified, at the time of posting. If a fleet continues to participate in the Program after any changes are implemented, its participation will be considered acceptance of such changes. **If you object to any changes to the Program or to these Terms, your sole recourse is to stop participating in the Program and using the Site.**

(l) Any Program payout exception request must be initiated via email by the fleet to Ford Pro within sixty (60) days of the Program end date. Ford Pro, at its sole discretion, will determine whether to grant an exception to redemption period.

(m) New vehicle dealerships, used vehicle dealerships affiliated with any new vehicle dealerships, independent repair facilities (IRFs), independent body shops, automotive body modifiers, and parts remanufacturers are not eligible for the Program. Ford Pro reserves the right to periodically review and determine the eligibility of any fleet currently enrolled in or requesting participation in the Program.

II. Rewards:

Rewards have no cash value, are non-negotiable, are not escheatable, and cannot be redeemed either in whole or in part for cash. Awards do not constitute property of any fleet and may not be brokered, bartered, attached, pledged, auctioned, gifted, sold, assigned, or otherwise transferred or disposed of for consideration, or in any manner otherwise received or used in violation of the rules herein, other than by Ford Pro or as expressly provided for in these Program Rules, and any receipt or use of rewards in violation of the terms and conditions herein will render such rewards void. Awards are not capable of being combined or transferred to any other type of Program offering or award.

4. FORD PRO™ PARTS LOYALTY REWARDS ADDITIONAL RULES:

(a) Ford Pro is not responsible for communications lost due to a change of address or other contact information.

(b) Taxes on Credits may apply where required by law. Any tax liability, including disclosure, is the sole responsibility of the fleet. Please consult your tax professional.

(c) From time to time, qualifying purchases totals will be updated in the Program. Please log in and check the Program website (www.fordpro.com) for the most up-to-date purchase totals.

(d) Ford Pro may waive compliance with these terms and conditions in its sole discretion and may run promotions from time to time that provide enhanced benefits to select fleets.

5. SPONSOR: Ford Pro is the exclusive sponsor of this Program.

6. INDEMNITY. HOLD HARMLESS. By enrolling in the Program, you agree that you will defend, indemnify and hold harmless Ford Motor Company, its business units, including Ford Pro, and its subsidiaries and affiliates, their respective distributors, dealers, dealer associations, suppliers, licensors, partners and advertising and promotions agencies (collectively, "Ford"), from and against all the liabilities, claims, damages and expenses (including reasonable attorneys' fees and costs) arising out of any use of the Program by or through you including any of its features or services, your breach or alleged breach of these Terms, and/or your breach or alleged violation of the patent, copyright, trademark, proprietary or other rights of third parties. Ford reserves the right to assume the exclusive defense and control of any matter otherwise subject to indemnification by a fleet, and, in such case, the fleet shall agree to cooperate with defense of such claim by Ford.

7. MISCELLANEOUS

These Terms (including any supplemental or other terms referenced herein) constitute the entire agreement regarding the Program. Unless and to the extent local law requires otherwise, these Terms are governed by, and construed in accordance with, the laws of the State of Michigan, except in relation to any conflict of law provisions thereof. Unless local law mandates otherwise, all lawsuits arising from or relating to these Terms shall be brought in:

(A) the United States District Court for the Eastern District of Michigan, Southern Division in Detroit, as to any claim or proceeding over which it may have jurisdiction; or (B) the Circuit Court for the County of Oakland, Michigan (6th Circuit – Pontiac) as to all other claims or proceedings. If a court determines that any term or condition in these Terms is illegal or unenforceable, then such term will be eliminated, and the remaining terms and conditions will remain in full force and effect. Our failure to exercise or enforce any right or provision of these Terms shall not constitute a waiver of such right or provision. If any provision of these Terms is found by a court of competent jurisdiction to be invalid, the parties nevertheless agree that the court should endeavor to give effect to the parties' intentions as reflected in the provision, and the other provisions of these Terms remain in full force and effect.

The headings in these Terms are for convenience only and have no legal or contractual effect.

Neither the Program nor any Reward or benefit offered by the Program creates, constitutes, or gives rise to any legal or contractual rights by an enrolled fleet against Ford Motor Company.

8. INTERPRETATION OF PROGRAM TERMS

All interpretations of these Program Terms will be at Ford's sole discretion and Ford's decisions will be final.

Operator / Contact Us

The Service is operated by Ford Motor Company, One American Road, Dearborn, Michigan 48126 United States of America.

If you have any questions, comments, or claims regarding the Service you may contact PLR Program Headquarters at: Phone: 1-800-207-5517 (Monday - Friday 9:00 AM - 7:00 PM ET)

Email: PartsLoyaltyRewards@fordprogramhq.com