Audi Ascent Dealer Incentive Program

February 1, 2017 – February 28, 2017

A17UAA01

Audi of America is pleased to announce the Audi Ascent Sales Incentive Program!

As your dealership achieves or exceeds monthly objectives, you and your colleagues will earn cash bonuses.

### ABS Bonus Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>BPO Achievement</th>
<th>Standard Bonus</th>
<th>Core Model Bonus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green – Beginner</td>
<td>100%</td>
<td>$25</td>
<td>$50</td>
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<tr>
<td>Blue – Intermediate</td>
<td>110%</td>
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<td>Black Diamond*</td>
<td>BPO + 10 Sales</td>
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### Sales Manager Bonus Levels

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**Fine Print:**

- Standard Bonus group includes the following models: A3 Cabriolet, A3 e-tron, A5/S5, A7/S7/RS7/RS7 Performance, TT/TTS Coupe & Cabriolet, allroad
- Core Model Bonus group includes the following models: A3/S3, A6/S6, A8/S8/S8+ & Q5
- A4 Sedan, SUV Models (Q3 & Q7) & R8 count towards BPO achievement but **DO NOT COUNT** as payable vehicles under this program.
- Vehicles must be sold and reported during the same monthly sales period as retail KOS 0,2,3 to qualify.
- All ABSs and Sales Managers are eligible and must have an active and accurate profile in the Audi LMS with the proper 3 digit selling code.
- ABSs must meet training certification requirements as of the start date of this program to be eligible.
- All new hires are eligible to participate in incentive programs for a six (6) month exemption period to allow reasonable time for certification.
- Any dealership personnel not certified may become certified and participate in this program in the following calendar month.
- There will be no retroactive payments for programs during a month in which a dealership employee was not certified.
- Any unit found to be reinstated will result in the award being charged back to the dealer.
- Cash bonuses will be paid monthly to program participants at dealerships that achieve these objectives (retroactive to unit #1 each month).
- Bonuses will be paid through Audi Ascent debit cards.
- Sales Managers at dealerships that achieve these objectives will receive a bonus payment "override" of the total Audi Ascent earnings each month as outlined above.
- All participants can log into the Audi Ascent website (**www.audiascent.com**) to view their results and earnings. Sales information will be updated nightly.
- Website will be active as of January 1st and requires login credentials from iAudi. Participants can reach the Citibank website to check their debit card balance.
- *Black Diamond level eligible only for select dealers whose average sales through September were greater than 125 per month for calendar year 2016.
- Black Diamond dealers are eligible for bonuses in their respective tier or Green Level if Black Diamond objective is not met. Should dealer fail to meet Black Diamond criteria, payment will be made at Green level for all eligible sales and bonuses.