

News Channel Update | After Sales Business Development

TO: All Mercedes-Benz General Managers, Service Managers, Parts Managers, MBUSA Field	FROM: Stefanie Schweigler, Service Programs
RE: MB Rewards Customer-Pay to Play Contest - October 2021	DATE: October 1, 2021

Dear Mercedes-Benz Dealer Associates and Service Managers,

Announcing the **Customer Pay to Play Contest!**

Earn STAR points for increasing your dealership's percentage of Customer Pay + Warranty Repair Orders.

Program Dates: October 1 – October 31, 2020

Eligible Dealer Associate Job Codes: 430, 433, 434, 438, 500, 510, 512, 518, 520, 545, 556, 557, 733, 734, 810, 812, 816, 846

Eligible Service Manager Job Codes: 552, 706, 707, 852

How it Works:

- From October 1 – October 31 look for opportunities to add Customer Pay work to Warranty Only Repair Orders to better care for the customer and increase your dealership's Customer-Pay + Warranty RO penetration rate.
- Dealership baselines and achievement tiers will be communicated via the Customer Pay to Play announcement email that will be sent from MB Rewards to each individual eligible participant the week of October 4th. The dealership's baseline is rooted in the dealership's historical performance over the past 3 months and is computed as follows:

Warranty + Customer Pay RO Count
Sum of Warranty-Only ROs and Warranty + Customer Pay ROs

- Tiers are based on improving 5 percentage points (Tier 1), 10 percentage points (Tier 2), or 15 percentage points (Tier 3) over a store's individual baseline. Each eligible participant will receive a bi-weekly progress email from MB Rewards, communicating their store's month-to-date performance.

Dealer Service/Parts Associate Awards:

- All eligible service/parts dealer associates at each dealership that exceeds its baseline and reaches the Tier 1, Tier 2, or Tier 3 target by October 31 will earn up to three MB Rewards Arcade game plays. Each game play is worth 40 to 400 STAR points.
 - All game plays will be issued after the conclusion of the contest period. Dealer associates who earn game plays will receive an email from MB Rewards and will see the number of game plays earned displayed on their MB Rewards home page. Click on the game arcade to play the game(s) and immediately receive the STAR points! **Each game play is worth 40 – 400 STAR points but must be played to win the points. Games must be played by November 30, 2021.**

Tier	Dealership Performance Metric	Dealer Associate Awards
Tier 1	5 percentage points over baseline	1 game play worth 40 – 400 STAR points
Tier 2	10 percentage points over baseline	2 game plays worth 40 – 400 STAR points
Tier 3	15 percentage points over baseline	3 game plays worth 40 – 400 STAR points



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Service Manager Awards:

- All service managers at each dealership that exceeds its baseline and reaches the Tier 1, Tier 2, or Tier 3 targets by October 31 will be entered into a sweepstakes to win 1,000 STAR points. The higher the tier the dealership hits, the more sweepstakes entries are earned.
 - Four dealer service managers nation-wide will be drawn to win 1,000 STAR points each.

Tier	Dealership Performance Metric	Service Manager Awards
Tier 1	5 percentage points over baseline	1 sweepstakes entry to win 1,000 STAR points
Tier 2	10 percentage points over baseline	2 sweepstakes entries to win 1,000 STAR points
Tier 3	15 percentage points over baseline	3 sweepstakes entries to win 1,000 STAR points

MB Rewards Customer Service

- The toll-free number (866-250-4178) will be available Monday through Friday, 11:00 a.m. - 7:00 p.m. Eastern Time (closed Saturdays, Sundays and Holidays).

MB Rewards Access: Log into NetStar 5, then...

- Click the link image to the right of your name
- Click "See All"
- Make sure the "Links Management" tab is selected on the dashboard
- Click Service or Sales
- In the links listing scroll down and select "MB Rewards – STAR Points Programs & Rewards"
- You will now be on the MB Rewards site where you will see your points balance and can click the "Shop" tab to peruse the awards catalog or redeem your STAR points for merchandise, travel or event tickets
- If you have additional questions or need further information, please contact MB Rewards at MBRewards@biworldwide.com or 866-250-4178.

Access the MB Rewards site directly from any device (without going through NetStar, after initial login):

- Use your browser to navigate to mbrewards.performnet.com
- Log in using your MBID as your login ID, and the password you already set for MB Rewards
- If you have trouble logging in, click "Help" for assistance

Standard Procedural Rules

- MBUSA reserves the right to audit Dealer records to assure compliance with the provisions of this program. False or inaccurate Repair Order reporting could result in disqualification from this and future marketing programs.
 - MBUSA reserves the right to cancel, amend or revoke the program at any time due to reasonable business consideration or to circumstances beyond its control.
 - MBUSA reserves the right to perform a post contest audit; the results shown on the program web site or in program progress communications should not be considered official or final. Program winners will be contacted after the conclusion of this audit.

Sincerely,

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 Service Product Management
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