



Mercedes-Benz Club of America 2009 Membership Loyalty Reward Program

Mercedes-Benz USA Rewards Your Loyalty!

You may be eligible to receive a gift card valued up to \$1,500 toward parts, service, personal accessories or vehicle accessories at any Mercedes-Benz dealer based on

- the purchase or lease of a new or pre-owned Mercedes-Benz vehicle from an authorized U.S. Mercedes-Benz dealership through 12/31/09 *or*
- the purchase of any pre-owned Mercedes-Benz vehicle from a licensed independent dealer through 12/31/09.

Requirements:

In order to take advantage of this program, your Mercedes-Benz Club of America (MBCA) membership must be current at time of purchase or lease and must be active, without any lapses, for at least the last 12 months preceding the purchase/lease date of the vehicle.

Program Contact:

MBUSA Customer Assistance Center-(800) 367-6372

Terms and Conditions:

New (no AMG) and pre-owned Mercedes-Benz vehicles purchased from authorized U.S. Mercedes-Benz dealerships qualify for this allowance. Pre-owned vehicles from licensed independent U.S. dealerships also apply.

Sales documents and vehicle title must be in the MBCA member's name or the name of the member's business. Only MBCA Members with at least 12 consecutive months of membership may participate. No exceptions. The MBCA membership allowance is non-transferable and can only be redeemed by an MBCA primary member or associate member. If an MBCA member co-signs for a vehicle with a non-MBCA member or with another MBCA member, both must reside in the same household. There can be only one loyalty rewards submission per member number per year (1/3/09 through 12/31/09). When vehicle is purchased at an authorized U.S. Mercedes-Benz dealership, this program is available in conjunction with other special purchase programs offered by Mercedes-Benz USA, LLC (MBUSA), including Mercedes-Benz Financial special finance/lease programs (unless otherwise restricted by the terms of those programs). MBUSA is not responsible for late, lost or misdirected applications. All new AMG vehicles are excluded from the program. Some classes of vehicles are excluded from this offer. See program gift card request form for details.

Deadline:

You must submit the completed gift card request form within 60 days of the date of retail delivery.*

(form is available at www.MBCA.org or in *The Star*)

Send documents to:

MBCA Membership Loyalty Reward Program
P.O. Box 7478

Eden Valley, MN 55329

Fax: 800-784-7452

**Please allow 8-10 weeks for processing. If you do not receive a gift card after 10 weeks of submission, please contact MBUSA customer relations at 800-367-6372.*





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You may be eligible to receive the following gift card allowance towards parts, service and accessories at an authorized Mercedes-Benz dealer. This offer is based on the purchase or lease of a new or pre-owned Mercedes-Benz vehicle through an authorized U.S. Mercedes-Benz dealer or on the purchase of a pre-owned Mercedes-Benz at a licensed independent U.S. dealership. An MBCA membership of one year or more immediately preceding the purchase date of the vehicle is required to participate in this program. An MBCA member in good standing can not have had any lapse in membership during that 12-month period.

Mercedes-Benz vehicles delivered through December 31, 2009 are eligible for the following gift card allowances:

<u>From an authorized U.S. Mercedes-Benz dealer</u>		<u>From a licensed independent U.S. dealership</u>	
New MY '08, '09, '10	\$1500 all non-AMG models	Pre-owned	\$250 all models
Pre-owned	\$750 all models		

2009 MBCA Loyalty Reward gift cards are redeemable towards parts, service, personal accessories and vehicle accessories at any authorized U.S. Mercedes-Benz dealership, including the Mercedes-Benz Classic Center in Irvine, California. This allowance may not be redeemed online or via phone or catalog.

Terms and Conditions: Only those vehicles purchased from authorized Mercedes-Benz dealerships or licensed independent dealerships in the U.S. qualify for this gift card offer. This MBCA allowance is non-transferable and can only be redeemed by an MBCA member. Sales documents and vehicle title must be in the MBCA member's name or the name of his/her business. If an MBCA member co-signs for a vehicle with a non-MBCA member or with another MBCA member, both must reside in the same household. There can only be one gift card submission per member per year. This program is available in conjunction with other special purchase programs offered by MBUSA, including Mercedes-Benz Financial special finance/lease programs, unless otherwise restricted by the terms of those programs. MBUSA allows one gift card per calendar year (through 12/31/09) per member and only one member may apply for a gift card if there is joint or multiple ownership of the vehicle. MBUSA is not responsible for late, lost or misdirected applications. In order for the loyalty reward gift card requests to be processed, fully completed gift card request forms must be received by MBUSA within 60 days of date of purchase/lease.

Eligible Vehicles:

Vehicles qualifying as 'new': MY 2008, 2009, and 2010 passenger vehicles (including European Delivery and Diplomat Program Sales), new SUVs and retail demos with fewer than 1,000 miles purchased at an authorized U.S. Mercedes-Benz Dealer.

Vehicles qualifying as 'pre-owned': Any Mercedes-Benz in excess of 1,000 miles being sold at an authorized U.S. Mercedes-Benz dealer or at any licensed independent dealership in the U.S. Pre-owned AMGs are eligible for this program.

Ineligible Vehicles: New AMG vehicles, the Mercedes-Benz SLR McLaren and Maybach vehicles.

Procedures: Visit an authorized U.S. Mercedes-Benz dealership or a licensed independent U.S. dealership of your choice and negotiate your best deal. Then submit the completed gift card request form within 60 days of the date of delivery.

2009 MBCA Membership Loyalty Reward Program :: Gift Card Request

Name: _____
MBCA Membership Number: _____
Phone: _(____) _____
Mailing Address: _____

Email: _____

How important was this loyalty offer in your decision to purchase/leases?

- Not so important
- Somewhat important
- Very important

Has MBUSA's Loyalty Reward Program encouraged you to renew your MBCA membership?

- Yes, as a result, I've referred others to the MBCA
- Yes
- No

Name of Authorized Mercedes-Benz/Independent Dealership: _____

Address: _____

Model: _____

Vehicle ID Number (VIN): _____

Allowance: (Please check one)

From an authorized U.S. Mercedes-Benz dealer:

- New MY '08, '09 & '10 \$1500 all non-AMG models
- Pre-owned \$750 all models

From a licensed independent U.S. dealership:

- Pre-owned \$250 all models

I have read and understand the terms and conditions of this program.

MBCA member signature

Date