

## **Preferred Owner Program Official Rule**

### **Membership Benefits – No purchase necessary to enroll**

- \$100 towards next vehicle purchase
- Earn 5% of total customer pay service or parts purchases (less tax) towards next vehicle purchase
- Earn 5% of total customer pay service or parts purchases (less tax) towards next service or parts purchase
- Preferred Owner membership is household sensitive

### **Restrictions**

- Point cannot be redeemed for cash
- \$300 maximum redemption amount per sales or service transaction
- \$300 maximum reward amount per service transaction
- Customers eligible for GMS/Supplier purchase programs are not eligible to redeem sales rewards, but may utilize the service rewards program
- Preferred Owner rewards are not transferable
- Service/Sales rewards are earned on customer pay service or parts only. Factory or extended warranty repairs or deductible charges are not eligible to earn rewards