

VIP Partners Program Policies and Procedures

Table of Contents

Welcome to the Subaru of America VIP Program	2
Vehicle Exclusions.....	2
Eligibility.....	2
VIP Partners Program Pricing	2
Procedures	3
Retailer Selection.....	3
Lease Pricing.....	4
Financing	4
Accessory Pricing	4
Vehicle Availability.....	4
Trade-ins	5
Subaru Added Security®	5
Frequently Asked Questions	6

Welcome to the Subaru of America VIP Program

Introduction

The Subaru of America, Inc. (SOA) **VIP Partners Program** is a corporate program providing qualified members of a SOA marketing affiliate, the opportunity to purchase or lease new Subaru vehicles at special pricing in a haggle-free purchase or lease environment. All products are delivered directly through participating Subaru retailers in support of their business.

Program procedures are designed to identify and introduce VIP Program customers to their requested retailer prior to their first contact with the retailer.

To participate in this program, all qualified participants must receive an approved VIP Retailer Visit Authorization form, PRIOR to contacting a Subaru retailer.

VIP pricing will not be honored by the retailer without an approved VIP Retailer Visit Authorization form presented upon first contact with the retailer.

Vehicle Exclusions

The following models are currently excluded from all VIP Programs (01/06/2019):

BRZ Special Edition Models,
Crosstrek Hybrid and WRX STI Models
(Note: WRX Models Are Eligible)

Eligibility

The VIP participant must be an active member of a SOA marketing affiliate for a minimum of six (6) consecutive months. VIP Retailer Visit Authorization forms will be issued only to the eligible member and their spouse or domestic partner residing in the same household (address verification required).

The VIP Partners Program offer is non-transferable and **does not extend to the qualified member's other relatives** such as parents, siblings, children, etc.

VIP customers are limited to two (2) new vehicles per year.

The Retailer Visit Authorization form does not obligate the member to purchase or lease a new Subaru; it does, however, inform the retailer that the individual is entitled to VIP pricing.

VIP Partners Program Pricing

VIP Program pricing is based upon retailer invoice for the vehicle and factory installed accessories as invoiced and delivered to the retailer by SOA, less any regional customer or retailer incentives or retailer cash, if applicable. This is the non-negotiable base price for all customers with proper program authorization.

Retailer Invoice applies to franchised retailers located in SOA's wholly-owned regions. Independent Distributors are free to establish their own retailer prices and Destination and Delivery. Retailer invoice may vary in the states of CT, MA, ME, NJ, NY, RI & VT.

The special pricing under the VIP Program cannot be combined with any other SOA promotional offers, coupons (such as, but not limited to, Auto Show & Ambassador coupons) or direct mail/email offers (Except Subaru Reward Dollars, Subaru Guaranteed Trade Program (GTP), Subaru Added Security Maintenance Plan or Certified Pre-Owned (CPO) Coupons).

Procedures

Eligible members must receive an approved VIP Retailer Visit Authorization form PRIOR to contacting or visiting a participating Subaru retailer.

To obtain a VIP Retailer Visit Authorization form, members must contact their affiliation's Membership Services Office or follow alternate procedures as provided by the affiliate.

Upon verification of eligibility, the membership services team will complete and submit to SOA the VIP Retailer Visit Authorization Request form. Within twenty four business hours of receipt, a letter of introduction and Retailer Visit Authorization form will be sent to the participant, via the participant's preferred method of delivery (email, fax or US Postal Service) as indicated on the referral request.

A copy of the letter and authorization form will also be sent directly to the retailer.

The letter of introduction will instruct the participant to present their validated authorization form to the individual listed, at first contact with the retailer.

The authorization form is non-transferable and is valid for 45 days from the date issued, or until the date of delivery, provided an order was submitted by a Subaru retailer during the initial 45 day eligibility period.

Retailer Selection

Eligible participants select the participating retailer of their choice, generally based upon customer proximity and convenient servicing. Customers can visit Subaru.com to locate the retailer of their choice. However, should the referral not indicate a retailer preference, the closest participating retailer based on the participant's zip code will be assigned.

All VIP Program sales must be conducted by an authorized and participating retailer within SOA regions or independent distributorships.

SOA VIP Programs are available in the U.S. only, except Hawaii.

All Subaru retailers are eligible to participate in the VIP Program. However participation requires adherence to all program pricing parameters.

Lease Pricing

From time to time SOA may offer special lease programs through Subaru Motors Finance (SMF) with favorable money factors and residual values. Various lease terms and mileage programs may also be available to accommodate the customer's individual lease needs and driving habits. VIP Program participants are eligible to apply for any special lease programs in effect at the time of purchase.

The VIP price must be shown as the "Agreed Upon Value of the Vehicle" on the lease agreement.

A retailer is not required to use current SMF programs. However, should the retailer elect not to utilize a current SMF program, the monthly lease payment charged to the customer should be the same or less than the monthly lease payment the customer would have realized using the SMF lease program.

Any applicable lease credit approval will be determined in the usual manner with the retailer and will be subject to the standard credit approval practices of the retailer and lending source.

Financing

From time to time SOA may offer finance programs through Subaru Motors Finance (SMF) with favorable interest rates and terms to accommodate a customer's individual financing needs. VIP Program customers are eligible to apply for any special low rate financing offers in effect at the time of purchase.

Any applicable finance credit approval will be determined in the usual manner with the retailer and will be subject to the standard credit approval practices of the retailer and lending source.

Accessory Pricing

Accessories added to the vehicle at the factory, will be shown on the factory invoice and therefore calculated in the VIP price. The retailer will determine the price of any other accessories that are added after the vehicle has arrived, as the retailer will incur procurement and labor costs to obtain and install such accessories.

Vehicle Availability

All new Subaru models are included in the VIP Program, subject to availability and retailer discretion. At the retailer's election, the vehicle may be secured from the retailer's new vehicle inventory, located and procured from a nearby retailer's inventory or ordered from SOA.

However, from time to time specific models may be excluded or temporarily held from the program as determined by SOA.

New Subaru vehicles are those never titled, not previously reported sold and generally have less than 100 miles. At the participating retailer's election, the Subaru vehicle may be secured from the participating retailer's new vehicle inventory, located and procured from a nearby retailer's inventory or ordered through SOA.

Retailer demos and used vehicles are excluded from VIP Programs.

VIP customers are limited to two (2) new vehicles per year.

Trade-ins

Generally, most retailers will accept trade-ins. The participating retailer determines the value of the trade. Due to the fact that the retailer is selling the new vehicle at the VIP price, the customer can generally expect to receive a wholesale offer for their trade. VIP customers with trades may want to consider the benefit of selling their trade-in privately.

Subaru Added Security®

The cost of Subaru Added Security® extended service contracts or maintenance plan contracts will be determined by the retailer and agreed to jointly by the participating retailer and the VIP Program customer.

General Provisions

- In order to obtain VIP pricing, the participant must follow the procedures as outlined herein by possessing a valid VIP Authorization form PRIOR to contacting or visiting the retailer.
- The Retailer Visit Authorization form does not obligate the customer to purchase or lease a new Subaru, it does, however inform the retailer the individual named is entitled to VIP Pricing.
- VIP Program pricing does not apply to sales made prior to receipt of the approved Retailer Visit Authorization form.
- Participation in the program recognizes the relationship between SOA and the VIP Participant. Inclusion in the program is a privilege extended by SOA. Accordingly, in its sole discretion, SOA may, at any time exclude an individual from the program.
- From time to time, SOA may contact the VIP customer regarding their retailer experience or opinion of the program.
- It is not the intention or purpose of the VIP Program to interfere with any pricing negotiations currently underway with a retailer and a customer who has previously contacted the retailer without an approved authorization form. In such situations, the program is not applicable.
- Any exceptions to established program policies and procedures must be approved by the VIP Program manager or above.
- The VIP Program is subject to change without notice and will remain in effect until such time as modified by SOA.

Frequently Asked Questions

Q - What is the VIP Partners Program?

Q - How does the VIP Partners Program work?

Q - Who is eligible to participate in the VIP Program?

Q - Are used Subaru vehicles also included in the program?

Q - Can I visit more than one retailer?

Q - Will I be able to purchase accessories at a VIP price?

Q - Can I lease my vehicle under the VIP Program?

Q - Will retailers accept a trade-in under the VIP Program?

Q - What is the VIP Partners Program?

A –The VIP Partners Program is a Subaru of America, Inc. (SOA) corporate program offering eligible active members of an SOA marketing affiliate the opportunity to purchase or lease new Subaru vehicles through participating Subaru retailers at a no-haggle price of retailer invoice cost. In addition, the price is further reduced by all applicable SOA regional customer and retailer incentives in effect at the time of purchase. [top](#)

Q - How does the VIP Program work?

A – Eligible members must receive an approved VIP Retailer Visit Authorization form PRIOR to contacting or visiting a participating Subaru retailer. To obtain a form, members must contact their affiliation's Membership Services Office or follow alternate procedures as provided by the affiliate. Upon verification of eligibility, the membership services team will complete and submit to SOA the VIP Retailer Visit Authorization Request form. Within twenty four business hours of receipt, a letter of introduction and Retailer Visit Authorization form will be sent to the participant, via the participant's preferred method of delivery (email, fax or US Postal Service) as indicated on the referral request.

A copy of the letter and authorization form will also be sent directly to the retailer.

The authorization form is non-transferable and is valid for 45 days from the date issued, or until the date of delivery, provided an order was submitted by a Subaru retailer during the initial 45 day eligibility period.

The form does not obligate the customer to purchase a Subaru. The intent of the form is to alert the retailer that the customer is entitled to VIP pricing.

Q - Who is eligible to participate in the VIP Program?

A – The VIP participant must be an active member of an SOA marketing affiliate for six (6) consecutive months. VIP Retailer Visit Authorization forms will be issued only to the qualified individual and their spouse or domestic partner residing in the same household (address verification required).

The VIP Program offer is non-transferable and **does not extend to the qualified participants other**

relatives such as parents, siblings, children, etc.

VIP customers are limited to two (2) new vehicles per year.

Q - Are used Subaru vehicles also included in the program?

A – No. VIP programs only apply to vehicles never titled, not previously reported sold and generally have less than 100 miles. Retailer demos and used vehicles are excluded.

Q - Can I visit more than one retailer?

A – Pricing from retailer to retailer is standardized, so there is no need to shop around. Just choose the participating retailer that is most convenient for servicing.

Q - Will I be able to purchase accessories at a VIP price?

A - Accessories added to the vehicle at the factory, will be shown on the factory invoice and therefore calculated in the VIP price. The retailer will determine the price of any other accessories that are added after the vehicle has arrived, as the retailer will incur procurement and labor costs to obtain and install such accessories.

Q –Can I lease my vehicle under the VIP Program?

A – Yes. The VIP price must be shown as the “Agreed Upon Value of the Vehicle” on the lease agreement. Any applicable lease credit approval will be determined in the usual manner with the retailer and will be subject to the standard credit approval practices of the retailer and lending source.

Q - Will retailers accept a trade-in under the VIP Program?

A – Generally, most retailers will accept trade-ins. The participating retailer determines the value of the trade. Due to the fact that the retailer is selling the new vehicle at the VIP price, the customer can generally expect to receive a wholesale offer for their trade. VIP customers with trades may want to consider the benefit of selling their trade-in privately.