



## 2014 VOLVO – HARMAN/KARDON "BEAUTIFUL SOUND BY DESIGN" INCENTIVE PROGRAM

Volvo and Harman/Kardon are excited to announce the "Beautiful Sound By Design" incentive program. The Program aims to increase sales of Volvo's equipped with Harman Kardon sound systems. This initiative has both wholesale and retail sales components. Sales Managers, Volvo Sales Professionals (VSPs), and Volvo Area Sales Managers (ASMs) are all eligible to earn points over the course of the program period that can be redeemed for incredible HARMAN/KARDON product rewards.

In the 1<sup>st</sup> week of September or so, Sales Managers at each Volvo dealership will receive an information package and letter from H/K explaining the rules and how to participate. We are encouraging all dealers to participate!

The Program Details: Dealer Sales Managers enroll their dealership online at the program's exclusive website ([www.beautifulsoundbydesign.com](http://www.beautifulsoundbydesign.com)) and then individual participants will receive an email with login information, once a sold vehicle is reported by Volvo. Each participant will be eligible to claim points for qualifying Volvo vehicles equipped with Harman Kardon that are sold during the program. Sales Professionals must log on to the Program Website to claim the sold VIN for points and answer one training question per sold vehicle for the opportunity to win bonus points.

Participants can also earn fifty (50) bonus points by scoring 80% or above on the HARMAN/KARDON "Beautiful Sound By Design" Kick Off Test. It is highly recommended to review the training resources provided on the program website to ensure passing and receiving the 50 bonus points.

The points system ensures that individual Sales Professionals at any Volvo Dealership are also eligible to win quality rewards. There are various point range levels which will qualify a participant for a reward (see website for details).

The top two performing Volvo Dealerships will be awarded a **Harman Kardon AVR 3700 Receiver and HKTS 60 Theatre System, MSRP \$2,000.**

Harman Kardon will be sending you additional materials. If you have any questions please visit the Program Website at [www.beautifulsoundbydesign.com](http://www.beautifulsoundbydesign.com) or contact Program Headquarters at 1-877-881-1344 or email to [programheadquarters@tpa-usa.com](mailto:programheadquarters@tpa-usa.com).