

**2014 Volvo – Harman Kardon “Beautiful Sound by Design” Incentive Program**  
**Program Dates: August 1, 2014 – February 28, 2015**

**PROGRAM SUMMARY**

**LEARN & EARN**

Volvo Sales Professionals earn points towards valuable Harman Kardon rewards for selling eligible vehicles and additional points for answering training questions correctly.

**ELIGIBLE VEHICLES**

The eligible vehicles that qualify for the program are the new model year 2015.5 Volvo - S60, S80, V60, XC60 and XC70 - equipped with a Harman Kardon sound system.



S60

S80

V60

XC60

XC70

**HOW TO PARTICIPATE**

1. Sell an eligible Volvo vehicle equipped with a Harman Kardon sound system.
2. Look for a weekly email from Program Headquarters (starting 9/15/14), containing a user id and hyperlink to the program website.
3. Click on hyperlink in the email or go directly to the program website to log in and claim eligible VINs.
4. Click the red 'Play Now' button and then click on the VIN link to earn **30 Points**.
5. Answer two (2) Volvo - Harman Kardon related training questions correctly, to earn **10 Bonus Points**, per question.
6. Redeem points for valuable Harman Kardon product rewards.

**TRAINING BONUS POINTS**

Participants are able to earn **50 Bonus Points** by passing the 'Kick Off Test' with a grade of 80% or greater. The test will be available starting August 18, 2014. Training Resources are available on the program website to prepare participants for the test questions.

**EARN EXTRA  
BONUS POINTS**

**KICK OFF TEST DRAWINGS**



In the first 45 days of the program (August 18, 2014 - September 30, 2014), each participant who passes the 'Kick Off Test' with a score of 80% or greater by September 30, 2014, will also be entered into a drawing to win one (1) of twenty (20) Harman Kardon Esquire Portable Bluetooth Wireless Speakers. The total approximate retail value ("ARV") = \$199.95.

**SALES MANAGER BONUS**

Each time a Volvo Sales Professional passes the 'Kick Off Test', claims an eligible VIN and correctly answers the training question(s), they earn points. The dealership Sales Manager(s) is then awarded bonus points, equal to 25% of the points earned. In the event that multiple Sales Managers are designated for a dealership, the 25% bonus points will be divided evenly among them.



**25%  
BONUS**

**WHOLESALE ORDER PROGRAM**

**DOUBLE  
POINTS**

Once a dealership has met or exceeded their established Wholesale Goal, the Sales Manager's 25% awarded bonus points will be doubled, prior to the reward redemption period. Established Wholesale Goals will be emailed to the designated Sales Manager(s) for each dealership.

**REWARDS**



Volvo Sales Professionals and Sales Managers can redeem their earned points and order valuable Harman Kardon rewards, based on their level earned.

**GRAND PRIZES**

The top two performing Volvo dealerships in the US (one with the most approved total points, and one that exceeds the Wholesale Goal by the highest percentage) will be awarded one Grand Prize of a **Harman Kardon AVR 3700 Receiver and HKTS 60 Theater System**. The total approximate retail value ("ARV") = \$2,000.

