



Beautiful Sound by Design  
Incentive Program End - May 31, 2015

SUBJECT: Beautiful Sound by Design - REWARD OPTION UPDATE AND PROGRAM ENDING

Dear VOLVO - Harman Kardon Beautiful Sound by Design Incentive Program Participants:

**The Harman Kardon *Beautiful Sound by Design* Incentive Program selling window ended on May 31, 2015, and we want to thank you for a strong close!** Thousands of vehicles have been ordered, sold and claimed. Please note, there are over still 1,000 UNCLAIMED VEHICLES, and points are not earned unless those vehicles are claimed.

User names and passwords will be sent to participants that have unclaimed vehicles on file and have not yet signed on to claim them. We will receive final files from Volvo the week of June 9, 2015 and the last day to login and claim your VIN points will be **Friday, June 12, 2015**. The site will then be shut down and you will no longer be able to accumulate points. Vehicles must be claimed in order for participants to earn points. We will then place a link on the home page of the program website at [beautifulsoundbydesign.com](http://beautifulsoundbydesign.com) allowing participants to log in and place orders for their qualifying reward level. Once all points have been finalized and the link to the shopping cart has opened up, an email notification will be sent to all qualifying participants with detailed instructions for placing an order.

**REWARD OPTION UPDATE**

In addition to the rewards posted on the site, participants will also have the option to redeem their points for a **Harman Kardon Online Virtual Gift Card** equal to the ARV amount listed for their qualifying level. This will give participants greater freedom in selecting desired rewards. The value of the card can be applied toward any item from the on-line store and allow orders to be placed directly through the site. The virtual gift cards can only be redeemed on-line at <http://www.harmankardon.com/home>.

**Examples:**

- Level 1 – 250 points = Choice of \$200 Gift Card **OR** select one of the featured rewards
- Level 2 – 400 points = Choice of \$250 Gift Card **OR** select one of the featured rewards
- Level 3 – 600 points = Choice of \$400 Gift Card **OR** select one of the featured rewards
- Level 4 – 1,000 points = Choice of \$500 Gift Card **OR** select one of the featured rewards
- Level 5 – 2,000 points = Choice of \$1,000 Gift Card **OR** select one of the featured rewards

**GRAND PRIZE: MOST APPROVED POINTS – TOP TWO(2) DEALERS** - Choice of \$2,000 Gift Card **OR** the Grand Prize reward items

Whether choosing the **Harman Kardon Online Virtual Gift Card**, or one of the reward items, points must be redeemed and orders **MUST be placed via the program website**, once the shopping link is available. Please remember, vehicles **MUST** be claimed and points earned by the dates indicated, in order to qualify. If you choose the **Harman Kardon Online Virtual Gift Card**, a one time use coupon code will be emailed to you after **July 10, 2015** when the redemption window closes. Once it is received, you will have until **July 31, 2015** to spend the online virtual gift card at the Harman Kardon online store.

Remember, for all program details just visit the program website at [beautifulsoundbydesign.com](http://beautifulsoundbydesign.com). In the event you are not able to find an answer to your question on the program website, we welcome your email at [beautifulsoundbydesign@tpa-usa.com](mailto:beautifulsoundbydesign@tpa-usa.com).

**KEY DATES TO REMEMBER:**

- **LAST DAY TO SELL – SUNDAY, MAY 31, 2015**
- **LAST DAY TO CLAIM VINS FOR POINTS – FRIDAY, JUNE 12, 2015**
- **FIRST DAY TO PLACE REWARD ORDER – MONDAY, JUNE 29, 2015**
- **LAST DAY TO PLACE REWARD ORDER – FRIDAY, JULY 10, 2015**
- **LAST DAY TO REDEEM A HARMAN KARDON ONLINE VIRTUAL GIFT CARD – FRIDAY, JULY 31, 2015**
  
- **Reward redemption period will be for 12 days: 6/29/15 – 7/10/15** – Points earned that are not redeemed during this period, will be forfeited without exception. PLEASE DO NOT miss your chance to claim your well deserved reward.

Listed below are the current top Dealers and Sales Professionals. All together, program participants have earned over 180,000 points! **Whether you're in the top 10 or not, we encourage every participant to continue playing and claiming your vehicles. After all, you have nothing to lose... and some incredible Harman Kardon products to gain!**

Good Selling!  
Harman Kardon

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**Top 10 - Sales People**

<u>Total Points</u>	
Point Earner	Sum of Points Awarded
Harold E Stelley	1,170
Tom Calkins	1,150
Patricia A Young	1,080
John Kennell	1,070
Andrew Caron	1,040
Serdar Dosemecioğlu	1,040
Guy Garner	1,030
Reginald Spence	940
Andrew Jensen	930
Brian Westlake	910
Ryan L Wilson	910
Karleen Byrnes	880

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**Top 10 - Dealerships**

<u>Total Points</u>	
Dealership Name	Sum of Points Awarded
Kline Volvo	3,973
Culver City Volvo	3,336
Stillman Volvo	3,222
Borton Volvo (Golden Valley)	3,172
North Point Volvo	2,972
Volvo of North Miami	2,944
O'Steen Volvo of Jacksonville	2,922
Ramsey Volvo	2,807
Volvo of Norwood	2,694
Alan Byer Auto Sales, Inc.	2,677