

2020 MBCA Member Rebate Program
RD / DAL / Section Leaders FAQ

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1. What is the MBCA Member Rebate Program?

- A. The member rebate program is an incentive program sponsored by MBUSA to encourage MBCA members to purchase or lease a new Mercedes-Benz vehicle and receive a cash incentive toward the purchase or lease of the vehicle.
- B. The MBCA rebate incentive is over and above any deal already negotiated with the salesperson.

2. Why did they cancel the Member Loyalty program?

- A. The MBCA Member Rebate program replaced the MBCA Loyalty Rewards program to provide MBCA members with an improved plan designed to save our members a considerable amount of money when buying or leasing a new Mercedes-Benz.

3. Who is eligible to participate in this program?

- A. All MBCA Primary Members in the U.S. are eligible to participate in the Member Rebate Program.
- B. Buyers must be members when purchasing or leasing a new Mercedes.
- C. There is no waiting period for eligibility. Once the prospective buyer joins the club, they are immediately eligible for the program.

4. I am a MBCA member but live in Canada, can I use the MBCA rebate program to buy a car in Canada?

- A. Unfortunately, no. The MBCA member rebate program was negotiated with MBUSA and can only be used at U.S. dealers.
- B. The Mercedes-Benz Club of Canada has their own rebate program for their members that has been negotiated with Mercedes-Benz of Canada.

5. What does a member do with the Loyalty Certificate they may have received toward the purchase of a new car?

- A. Certificates generated under the MBCA Loyalty Rewards program are no longer valid and are not combinable with the Member Rebate program.
- B. Members will have to obtain a Member Rebate control number to use toward the purchase of their new car.
- C. The good news is that the new program offers a more lucrative incentive.

6. What if the buyer wants to purchase or lease a second vehicle?

- A. The Member must call (866) 628-7232 | Hours: Monday-Friday, 9 am – 5 pm ET to obtain *a second control number*.
- B. MBUSA Fleet Operations can help obtain an additional control number for a purchase or lease of a second vehicle within one calendar year.

7. How can this program benefit the Mercedes-Benz salesperson, dealership, and buyer?

- A. The MBCA rebate program can help the salesperson close a sale with potential buyers who are right on the cusp of buying but are looking for a better deal.
- B. By using this program as their “ace in the hole” the salesperson should be able successfully close the deal with a hesitant client and add one more unit to their monthly sales total.

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- C. The dealership increases sales volume when they successfully implement and use this program.
- D. The buyer gets a better deal and significant savings if they join the club use the benefit of the member rebate program.

8. How does this program benefit the Mercedes-Benz Club of America?

- A. The rebate program opens the opportunity to for our recruiting efforts to touch potential members at the point of sale in the dealer showroom.
- B. Existing members can save a substantial amount of money when they decide to purchase or lease a new Mercedes-Benz.
- C. The rebate program introduces the club to buyers who are leasing as potential members of the club. Which in the past, was a closed market.
- D. The rebate program demonstrates MBUSA's long lasting commitment and support of the club and our members as spokespersons and ambassadors for the marque.

9. What cars are included in the program and how much is the rebate¹?

- A. The list of cars may vary monthly, but these vehicles are currently included in the program:
 - 1.) MY20 CLA Coupe³ - \$500
 - 2.) MY20 C-Class Sedan³ - \$1,000
 - 3.) MY20 GLC SUV³ - \$1,000
 - 4.) MY20 E-Class Sedan³ - \$2,000
 - 5.) MY20 GLE SUV³ - \$500
 - 6.) MY20 S Class Sedan³ - \$5,500⁴
 - 7.) MY20 GLS SUV³ - \$500

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	Model Class	MY19	MY20
A - Class	Sedan		\$500
CLA	Coupe		\$500
	C300W/W4/C63W/63WS		\$1,000
C - Class	C43W4		\$2,000
	Coupe & Cab		\$500
E - Class	Sedan		\$2,000
	Wagon		\$1,500
	Coupe		\$1,500
	Cab		\$500
CLS	Coupe		\$2,500
S - Class	Sedan*		\$6,500
	Coupe & Cab		\$500
SL	Roadster		\$4,000
SLC	Roadster		\$1,500
GLA	SUV		\$1,500
GLB			\$500
GLC	SUV		\$1,000
	Coupe		\$500
	GLC43W4		\$2,500
	GLC43C4		\$2,000
GLE	SUV		\$500
	GLE63C4S	\$5,500	
	GLE43C4	\$500	
GLS	SUV		\$500
G - Class	SUV		

*S-Sedan (Incl. Maybach)

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10. How do they decide which cars are included in the program?

- A. The rebate program incentive grid only highlights a few models, but more models are included within the program. MBUSA offers discounts on almost every model under this program.
- B. This is always subject to change and depends on many factors such as product availability.
- C. The incentive grid is updated and distributed monthly.

11. What if the buyer wants to purchase a CPO car, can they get the rebate?¹

- A. No, *the member rebate incentives are available only on select MY19 and MY20 new car purchases or leases.*
- B. Incentive must be used at time of purchase/lease.¹

12. Are the rebate incentives good all year?

- A. Yes, but the rebate incentives may change monthly.
- B. New incentives are published at the beginning of each month.¹
- C. Members can check on the MBCA website <https://www.mbca.org/mbusa-incentives> to view the most current offers.

13. Does the incentive apply just to purchased vehicles?

- A. No, MBCA primary members are eligible for exclusive rebates on the lease or purchase or select Mercedes-Benz vehicles.

14. Does the buyer have to be a MBCA member to be eligible for the rebate?

- A. Yes, the buyer must be a MBCA member and must obtain their control number from MBUSA to be eligible for the rebate.¹

15. How long does a member have to use their Control Number?

- A. The control number is valid for the current calendar year, expires on the last day of the year, and is only valid for the purchase or lease of one vehicle.
- B. After the control number expires, active primary members can create a new number for the following calendar years.

16. What if the buyer isn't a MBCA member can the salesperson still give them the rebate?

- A. No, the buyer must be a MBCA member to be eligible for the rebate and must have or have obtained a control number from MBUSA.¹

17. What does the salesperson have to do if the buyer isn't a MBCA member?

- A. Direct the buyer to the MBCA homepage <https://www.mbca.org/join> to join the club
- B. Once they've joined the club, they can immediately obtain their control number for the purchase or lease of their vehicle by going to the Rebate page below while logged in and access a form with the red *Generate Control Number* button at the bottom of the page. Then submit the form with the auto-filled member information to generate their Control Number. Then give the dealer your *Control Number, Corporate Account Number* related to the program that will also display, and the Date it's Generated On to add to their necessary rebate form:
 - i. <https://www.mbca.org/mbusa-incentives>

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19. If a member refers a friend or relative to the dealership and they join the club and buy a car, do they get any credit?

- A. Yes, when their referral joins the club, they just have to put the member's name in the "Referred By" space.
- B. The member will be credited with an additional month's membership.

20. Who pays the MBCA membership fee?

- A. The buyer pays the \$55 membership fee. However, that may be negotiable with the salesperson and dealership.

21. Does the buyer have to visit the dealer in order to get the rebate?²

- A. No, they can shop and negotiate from the safety of their home

22. Where does the rebate money come from?

- A. The rebate money comes directly from MBUSA.

23. How does this program benefit MBUSA and MBCA?

- A. The program helps MBUSA by increasing sales and leases of new Mercedes-Benz vehicles.
- B. MBCA members, when buying or leasing a new Mercedes-Benz vehicle, realize significant savings.
- C. Participation in this program from buyers who are not initially MBCA members helps grow the club's membership when they join plus, they immediately become eligible for the MBCA member rebate.

24. After the buyer joins the club what happens?

- A. The buyer will be assigned to a section.
- B. The section should contact the new member and welcome them to the club just as they would any other new member.
- C. Most importantly, the section should cultivate the new member by encouraging them to become involved and attend events where they can meet and interact with other MBCA members.
- D. It now becomes the responsibility of the section maintain the membership.

25. Will the new member be enrolled in Auto-Renew?

- A. Yes, when they join, Auto-Renew is automatically the default option.

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1 Fleet incentives available only for qualified customers on certain MY20 Mercedes-Benz models. Incentive must be used at time of purchase/lease. Eligible person must be the buyer/co-buyer or lessee/co-lessee. Fleet incentives cannot be used in conjunction with Diplomat, European Delivery, Special Demos, Certificate Programs, Seasonal Event Bonus Program and other Fleet Programs, or non-U.S. specification vehicles. All incentive amounts are subject to change without notice and should be confirmed with your dealer at the time of the transaction. Offers expire at the end of each pertaining rebate month.

2 Services and options provided by participating dealers only. Services and availability vary. Fees and mileage limitations may apply. Whether you visit your local dealer or prefer to shop from the comfort of home, we'll make sure you can relish these exciting offers, safely.

3 MSRP based on 2020 models. Suggested starting MSRP excludes all options, taxes, title, registration, transportation charge and dealer prep fee. Actual prices may vary by dealer.

4 Includes Maybach.

Please note that these incentives can be combined with most, but not all, retail programs offered at the time of the transaction.

5 Members can redeem a control number toward the purchase of one vehicle. The Fleet Operations can help obtain an additional control number for a purchase of a second vehicle within one calendar year: (866) 628-7232 | Hours: Monday-Friday, 9 am – 5 pm ET.

6 If you run into any issues generating your Control Number for your MBUSA Rebate incentive, please contact the NBO at: (800) 637-2360 | Hours: Monday-Friday, 8 am – 4:30 pm MT