

**2021 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 members are eligible to participate in the Member Rebate Program as long as they have been members of MBCA for more than 30 days.
- B. Buyers must be members when purchasing or leasing a new Mercedes.
- C. Prospective buyers can no longer join the club and obtain a control number on the same day. They will not be eligible to participate in the Member Rebate program for 30 days.

**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.
- C. All MBCA members residing in Canada are eligible to participate in the Canadian rebate program

**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- A. Certificates generated under the MBCA Loyalty Rewards program are no longer valid and are not combinable with the Member Rebate program.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 MBUSA has a Marketing Incentive program in place for particular models, can I receive both the Marketing Incentive and the Rebate?**

- A. Unfortunately, no. You can receive one or the other but not both.

**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.

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- 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.
- C. The dealership increases sales volume when they successfully implement and use this program.
- D. The member gets a better deal and significant savings as an MBCA member if they use the benefits of the member rebate program.

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

- A. Existing MBCA members can save a substantial amount of money when they decide to purchase or lease a new Mercedes-Benz.
- B. The rebate program introduces the club to potential buyers who join the club 30 days before making their purchase.
- C. New car leases are now eligible for the rebate discounts, 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 rebate<sup>1</sup>?**

- A. The list of cars may vary monthly, but these vehicles have, in the past, been included in the program:
  - 1.) MY20 CLA Coupe<sup>3</sup> - \$500
  - 2.) MY20 C-Class Sedan<sup>3</sup> - \$1,000
  - 3.) MY20 GLC SUV<sup>3</sup> - \$1,000
  - 4.) MY20 E-Class Sedan<sup>3</sup> - \$2,000
  - 5.) MY20 GLE SUV<sup>3</sup> - \$500
  - 6.) MY20 S Class Sedan<sup>3</sup> - \$5,500<sup>4</sup>
  - 7.) MY20 GLS SUV<sup>3</sup> - \$500

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Model Class		MY19	MY20
A - Class	Sedan		\$500
CLA	Coupe		\$500
C - Class	C300W/W4/C63W/63WS		\$1,000
	C43W4 Coupe & Cab		\$2,000 \$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)

*Subject to revision. Always check with the Dealer for the most current vehicles eligible for the program.*

- B. Potential buyers should check on the MBCA website <https://www.mbca.org/mbusa-incentives> for the most current list of vehicles included in the program.

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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?<sup>1</sup>

- A. No, *the member rebate incentives are available only on select MY20 and MY21 new car purchases or leases.*
- B. Incentive must be used at time of purchase/lease.<sup>1</sup>

#### 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.<sup>1</sup>
- 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 for more than 30 days and must obtain their control number from MBUSA to be eligible for the rebate.<sup>1</sup>

#### 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 for more than 30 days to be eligible for the rebate and must have or have obtained a control number from MBUSA.<sup>1</sup>

#### 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 and have completed 30 days of membership, they can immediately obtain their control number for the purchase or lease of their vehicle by calling (800) 637-2360 | Hours: Monday-Thursday, 8 am – 4:30 pm MT, Friday, 8 am – 4:00 pm.

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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?<sup>2</sup>**

- A. No, they can shop and negotiate online 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 but join helps grow the club's membership.
- D. After 30 days 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.