

Bucks for Trucks



2011 RYDER FMS EMPLOYEE REFERRAL PROGRAM

Did you know that, in 2010 over 500 Ryder U.S. employees earned extra money by referring over 1200 Used Vehicle Sales? And that's only 1 of 3 ways to pocket the cash. The Ryder FMS Employee Referral Program offers U.S. employees incentive to refer customer leads for Used Vehicle Sales, Rental Sales, and Full Service Lease & RPM Sales. Simply refer a lead and our professional sales staff will take it from there. If your lead results in new business, then you receive a referral fee. There's nothing to lose and you can participate in all three programs.

Three Incentives for Referring Customers to Ryder

1. USED VEHICLES SALES:

When a lead results in the sale of a used vehicle, the employee receives \$150.00* per vehicle sold (limit 10 units per customer in a calendar year). Simply complete the UVS Employee Referral Form posted on the RIDE intranet site under the Sales and Marketing folder and fax it to the number noted on the form or contact your nearest Used Truck Center for more information.

2. RENTAL:

When a lead results in the rental of any Ryder truck, the employee receives \$25.00 for the first transaction over \$150.00. Simply complete the Rental Employee Referral Form posted on the RIDE intranet site under the Sales and Marketing folder and email or fax it to the individual noted on the form or contact your nearest Rental Counter for more information**.

3. LEASE & RPM:

When a new prospect lead results in a signed FSL or RPM contract within 120 days of submission, the employee receives \$150.00. Simply complete the Lease & RPM Employee Referral Form posted on the RIDE intranet site under the Sales and Marketing folder and email or fax it to the individual noted on the form***.

Business	Referral Fee	Program Highlights
Used Vehicles	\$150	Refer a customer and receive \$150 per sale (limit 10 units per customer in a calendar year)
Rental	\$25	Refer a customer and receive \$25 for the first transaction over \$150.00.
FSL & RPM	\$150	Refer a prospect and receive \$150 for any lead that results in a signed FSL or RPM contract from a new customer within 120 days of submission.

*UVS payment amount is limited to \$50 per vehicle for End of Lease sale. UVS positions/personnel not eligible to participate. UVS employee referral program excludes storage trailers and/or power vehicles sold for less than \$5,000. Vehicles must be purchased within 6 months from referral submission.

**Customer must spend a minimum of \$150.00 in rental revenue of their first rental. Lease Sales and Rental Counter positions/personnel are not eligible.

***Payment is limited to \$150.00 per new customer signed regardless of the number of vehicles or locations involved. Program subject to termination at any time without notice. Incentive payments are at the sole discretion of Ryder Truck Rental, Inc. 2011 Ryder FMS Employee Referral Program applicable to first time buyers only, existing customers or new locations of existing customers do not qualify.

Used Truck Referral Form



**Refer a Used Vehicle customer
and help yourself to \$150***

EMPLOYEE REFERRAL LEAD

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Cell Phone: _____

Contact: _____

Email: _____

Employee Name _____

Title: _____ Location: _____

Employee SAP#: _____ BU Name: _____

Phone: _____

Comments: _____

*It's simple: locate the Lead Tracking application link on the RIDE site under the UTC Apps folder, or under the Sales and Marketing folder, complete all information and submit. If you do not have access to RIDE fax this completed form to - 866-UTS-LEAD (1-866-887-5323) and a referral fee of \$150 (except where prohibited by state law) will be paid to Ryder employees who refer a buyer of a used truck, tractor or trailer and a sale is made. Used Vehicles sales employees and Lease sales employees (including CDMs, COMBOs, etc.) are not eligible to participate in the UVS employee referral program. Referral fee of \$50 only for End of Lease Sales. Vehicles must be purchased within 6 months from referral submission, applicable to first time buyers only, existing customers or new locations of existing customers do not qualify. Program ends 12/31/11.



Rental Referral Form



**Refer a Rental customer
and help yourself to \$25***

EMPLOYEE REFERRAL LEAD

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Work Phone: _____ Cell Phone: _____
Contact: _____
Email: _____
Employee Name _____
Title: _____ Location: _____
Employee SAP #: _____ Phone: _____
BU/Sales Territory Name: _____
Rental Manager Name: _____
Comments: _____

For Rental Marketing Use Only

Rental Manager Signature: _____
Agreement #: _____ Amount of Rental: _____

*Customer must spend a minimum of \$150.00 in rental revenue of their first rental. Program subject to termination at anytime without notice. Incentive payments are at the sole discretion of Ryder Truck Rental, Inc. Program ends 12/31/11. (Note: Must be a new customer, existing customers or new locations of existing customers do not qualify). Lease, Rental Sales and Rental Counter positions/personnel are not eligible.

Email or Fax completed form to:
Kristy Peck
Fax (216) 433-4718
email: Kristy_Peck@ryder.com



FSL/RPM Referral Form



**Refer a FSL or RPM customer
and help yourself to \$150***

EMPLOYEE REFERRAL LEAD

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Cell Phone: _____

Contact: _____

Email: _____

Employee Name: _____

Title: _____ Location: _____

Employee SAP#: _____

Phone: _____

Comments: _____

*When you refer a FSL or RPM customer and a sale is made within 120 days, you get \$150.

Payment is limited to \$150.00 per new customer signed regardless of the number of vehicles or locations involved. Program subject to termination at anytime without notice. Incentive payments are at the sole discretion of Ryder Truck Rental, Inc. Program ends 12/31/11. (Note: Must be a new customer, existing customers or new locations of existing customers do not qualify). Lease, Rental Sales and Rental Counter positions/personnel are not eligible.

Email or Fax completed form to:

Charles Phillips

Fax (770) 521-2601

email: charles_n_phillips@ryder.com

