

5864 Interface Dr Ste B, Ann Arbor, MI 48103 \ P: 734.332.1970 \ F: 800. 479.5113

**www.aisrebates.com**

#### Dealer License to Utilize AIS Data on Website Listings

##### VinSolutions, Inc. partner Integrations

This agreement outlines the terms and conditions of use of data provided by Automotive Information Systems, Inc (AIS) to

for the purpose of displaying Incentive Data within VinSolutions online marketing initiatives.

**General:**

DEALER wishes to incorporate Incentive Data within their online marketing efforts.

AIS provides automated, standardized Incentive Data to be utilized with Automotive Online Marketing.

VinSolutions provides Data-Standardization services to DEALER and agrees to facilitate the Integration of AIS Data with DEALER’s electronic Inventory as an AUTHORIZED INTEGRATOR via a separate agreement between AIS and VinSolutions.

The license provided to DEALER is to facilitate DEALER’s Online Marketing Efforts by integrating Automotive Incentive Data, provided by AIS within DEALER’s Electronic Inventory, as facilitated by VINSolutions.

**Definitions:**

Dealer: The specific Dealership Entity that is a party in this agreement. This license is for one dealer entity as defined by physical location (rooftop), or in the event of multiple dealers at a common location, as determined by inventory and/or service separation as required manufacturers.

AIS-OneCar: The data product, as defined by AIS, in which Incentive Data is shown within electronic listings of New Automobiles as sold by a dealer franchised to sell such automobile. This listing is to show the “Total Cash” and/or “Best APR” available on a specific vehicle.

AIS-Plug-In: A method of showing Detailed Incentive Data as a link in proximity to New Vehicles within DEALER’s electronic Inventory. This is a “Pop-Up” showing a form with many consumer incentive offers.

DealerDollars: A listing of all vehicle models Dealer is franchised to sell along with the corresponding Incentive Data.

AutoDollars®: A consumer portal showing Incentive Data. This service targets Auto Purchasers who seek Incentive Data. DEALERS are shown as information “sponsors”, allowing click-through to DEALER’s main website.

Online DEALERS presence and marketing on the World Wide Web as it relates to Website(s) and Third Party

Marketing: Buying Sites.

Consumer Data that must be disclosed to a consumer as it is incorporated within a New Car Deal.

Facing Data: Included Data: Rebate, Bonus Cash, APR and other “Special Programs” such as “Owner Loyalty”

Excluded Data: Dealer Cash, Lease Data and other Incentives Dealer is not required to disclose.

**Authorized Uses:**

AIS-OneCar: DEALER may utilize AIS-OneCar Incentive Data as it is integrated within DEALER’s Electronic Inventory wherever DEALER’s inventory is utilized for Online Marketing Purposes.

AIS-Plug-in: AIS Plug-In data may only be utilized with VinSolutions Applications

DealerDollars: DEALER’s is to Utilize on main website(s) only. These sites are those that relate specifically to the dealership, or if within a Dealer Group, as they relate to the specific DEALER within the group.

Autodollars®: This will point to the one DEALER main website as designated by DEALER.

**AIS Responsibilities and Guarantee:**

Data: AIS guarantees that Consumer Facing Incentive Data is Accurate, Complete and Up-to-Date.

AIS Guarantees that Data will be updated within four hours of release by Manufacturer between the hours of 6:00 am to 5:00 pm Eastern Time, Monday through Saturday, except on days when all manufacturers release data simultaneously, in which case data will be complete within 24 hours of release by manufacturer.

DEALER may be asked to assist AIS in Data Collection for their location enabling AIS to provide DEALER with complete incentive content.

Data Data will be available 24 hours per day, 365 days per year via the World Wide Web 99% of the time.

Availability:

Dealer AIS plug-in will be formatted in manner easily incorporated by DEALER Vendors and Designates of basic

Vendors: levels of competency. AIS guarantees that DEALER vendors MAY incorporate Data. AIS and DEALER

Recognize that some Vendors may CHOOSE NOT to Incorporate AIS Incentive Data: in the event that a DEALER Vendor chooses not to incorporate AIS Data, it is the DEALER’s responsibility to encourage Vendor to do so.

Dealer In the event that AIS does not meet the service Guarantee, Dealer has the right to receive one-month

Recourse: service at no charge. In no case will dealer be entitled to a refund in excess of the amount of 60 days service.

**License Term:** This agreement is an ongoing service. Service continues until cancelled by DEALER or AIS with 30 days or more written notice.

Service periods are those defined by billing/payment method. Service cancellations are effective at the end of the current service period as determined by DEALER billing method. AIS reserves the right to cancel service with five (5) business days notice in the event of non payment of invoice, or in the event DEALER is 45 days or more past due.

###### DEALER AUTHORIZATION and ACCEPTANCE OF AGREEMENT

Dealership Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Street Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State: \_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_\_\_\_

Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State: \_\_\_\_\_\_\_ Zip: \_\_\_\_\_\_\_\_\_\_

Franchises (Example: Chevrolet, GMC, Ford, Toyota)::\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dealer’s Email Address AND Format (text/ADF) for Leads: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dealership Main Website: www. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dealership Authorization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Authorizing Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Print

FAX This Form to: **FAX: 913-273-1924**