



Volkswagen of America
Official Retail Incentives Binder
New Vehicle Sales
August 2025



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Volkswagen Private Incentive Code Bonus

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25ULY01	8/1/2025	1/3/2025	1/5/2026	3/2/2026

Targeted participants receive custom private offer(s) generated by automotiveMastermind®'s EEQ logic, which can be redeemed when leasing or purchasing an eligible vehicle, as outlined below.

- Program Administration:** The customer uses bonus incentive amount towards their next Volkswagen, and it is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the sales agreement. Upon proper reporting and claim submission according to program rules, the dealer will be paid.
 - Each Unique Redemption Code has a pre-determined expiration date that gives each recipient approximately 90 days to redeem, outlined in the below table.
 - To support the intent of this customer bonus, each claim will be reviewed against our original campaign data as well.
 - The primary incentive amount is not transferable to other models. If a MY24 Tiguan is the primary incentive model, in order to receive the primary incentive amount, any model year Tiguan must be purchased (model year agnostic).
 - Each Unique Redemption Code may only be used on a maximum of two sales.

Examples below:

 - Tiguan is the primary offer: customer may purchase 2 Tiguan using the primary incentive amount on both sales.
 - Tiguan is the primary offer: customer purchases a Tiguan and a Taos. The Taos must use the secondary incentive amount.

- Eligible Vehicles:** New, unused Volkswagen models as outlined below.

Model	Primary Incentive	Secondary Incentive
New, unused VW models (excludes Golf R & ID. Buzz)	\$500 - \$1,500	\$500 - \$1,250

Campaign Name	Campaign End Date (Sale Must Occur On/Before)	Campaign Name	Campaign End Date (Sale Must Occur On/Before)
January 2025	3/31/2025	July 2025	9/30/2025
February 2025	4/30/2025	August 2025	11/3/2025
March 2025	6/2/2025	September 2025	-
April 2025	6/30/2025	October 2025	-
May 2025	7/31/2025	November 2025	-
June 2025	9/2/2025	December 2025	-

- Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are not eligible.
- Program Compatibility:**
 - This bonus amount may be used in conjunction with other VWoA and VWFS Programs (Lease/APR/Dealer Cash).
 - This bonus is not compatible with the following programs: Dealership Employee Purchase, Dealership Sale Program and Fleet.
- Claim Submission Requirements:** After reporting the sale, the dealer must submit all required documents without errors/missing documents, through the Incentives Management Console, **no later than the end of the following month after the sales month the vehicle is delivered** (i.e. a January sale must be done by the end of February)
 - Claim Form:** Completed with customer signature.
 - Sales Agreement:** Lease Contract or Buyer's Order with the **Offer disclosed** and customer signature.
 - Proof of Residency/Connection (if necessary):** If the purchaser is not the recipient listed on the Offer, the dealer must validate that the purchaser resides in the same household. Only the targeted participant or family members that reside in the same household as the addressee are eligible. Also, if the purchaser is not the recipient listed on the Offer, but is connected to the previous VIN sale (co-signer or second address for example), the dealer must provide documentation (original sale contract/registration) that clearly indicates the offer on the previous VIN has that connection (names or addresses) to the new sale.
 - Offer documentation (provide one of the following):**
 - Marketing Material** (print or email) containing customer's name, amount and redemption code.
 - Screenshot from automotiveMastermind.com** identifying customer's name, amount and redemption code.
 - Screenshot from Private Incentive Lookup** in automotiveMastermind.com or PrivateIncentiveLookup.com (available to all VW dealers). See image for reference. ➡

Private Incentive Details	
Last Name: [redacted]	
VIN Currently Owned: [redacted]	
Jan. 3, 2025 - Mar. 31, 2025 Active	
Program: Volkswagen Private Incentive Bulletin: V25ULY01	
Redemption Code: [redacted] [1] copy	
Primary Models	Amount
2025 Taos SE 4MOTION	\$1,000
2025 Taos SE 4MOTION	\$1,000
2025 Taos SE Black 4MOTION	\$1,000
2025 Taos SE Black PWD	\$1,000
2025 Taos S FWD	\$1,000
Total vehicles: 7	
Alternate Models	Amount
All Non-Excluded Vehicles	\$750
Excluded Models: Golf R, ID. Buzz	



Volkswagen Private Incentive Code Bonus – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25ULY01	8/1/2025	1/3/2025	1/5/2026	3/2/2026

Dealer Code/Name: _____

Date: _____

VIN: _____

Delivery Date: _____

Bonus

Based on Redemption Code

Supporting Information (Incentive Claims)

Redemption
Code: _____

Supporting Documents:

- Claim Form
- Sales Agreement
- Proof of Residency/Connection (if necessary)
- Offer documentation

Expiration Date: _____

IMPORTANT: Please redact any sensitive personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.

Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____

Date: _____

After reporting the sale, the dealer must submit all required documents without errors/missing documents, through the Incentives Management Console, **no later than the end of the following month after the sales month the vehicle is delivered** (i.e. a January sale must be done by the end of February).



Target Achievement Bonus

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25UTA08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

Program Description: To support Volkswagen's sales performance goals, Volkswagen has launched the Target Achievement Bonus (TAB) which will pay dealers and/or sales managers once they achieve their monthly sales target, as well as two qualifiers: timeliness of Sales Reporting and Allocation Acceptance in OMC.

1. **Program Administration:** Volkswagen dealers will earn \$200 per eligible retail sale delivered and reported within the program period when a dealer achieves their sales target in a given month. The monthly sales target is based on the lower of two calculations.

a. **Performance Objective Methodology:**

Calculation A: Weighted Share of Nation



Calculation B: Weighted Share of State



1. Based on Competitive Group Registrations from Rolling 12 Months (June 2024 – May 2025)
2. Based on Total Sales (KOS 0, 3, 5) from Rolling 12 Months (August 2024 – July 2025)
3. Average of State's Share of Nation Sales and Dealer's Share of State Registrations
4. Final Dealer Objective will be adjusted to 70% of opening ground stock (Status 50) if Calculation A or B results in higher than 70% of opening dealer stock. Minimum sales objective is 1.

Your Sales Operations Manager (SOM) will provide your dealer's sales target. The Target Achievement Bonus report will also be published on the VW Hub under All Apps > Reporting > My Dealership Reports.

- b. **Sales Reporting (OMC):** Dealers must report **90%** of their monthly sales within two calendar days of the delivery date.
 - i. Saturdays, Sundays and Holidays will be excluded from the timing of delivery to RDR. Therefore, sales on Thursdays have until Monday to be reported, and sales on Friday, Saturday and Sunday have until Tuesday to be reported. Regardless of the holiday or weekend, sales must be reported by the end of the sales month as outlined within Incentive Provisions.
 - ii. Holidays considered are Federal Holidays. If one of these holidays is observed on a Monday, one extra day will be allotted for sales from the prior Thursday to Sunday period. Holiday Monday sales need to be reported by Wednesday.
 - iii. If a dealership fails to achieve this target in the program month, the dealer can earn achievement in this target if the dealer achieves the target for the following month (Sales Reporting target catch back only.)
- c. **Allocation Acceptance (OMC):** **Acceptance rate will be waived until further notice.** Volkswagen reserves the right to introduce this qualifier in future program periods based on overall business conditions.
 - i. Allocation will be measured based on the number of vehicles accepted through the monthly or bi-monthly MBO & FSO process, divided by the total number of vehicles offered through MBO & FSO. Any unit not accepted, not actioned, or declined in OMC will be considered a decline.
 - ii. Vehicles accepted outside of MBO or FSO will not be counted as part of a dealer's acceptance rate.
 - iii. Dealer's allocation acceptance will be adjusted if it is found that dealers are unassigning or trading away vehicles that were previously accepted.

2. **Payout Matrix:**

Payment Per Unit	Payment	Payout Recipient
\$100	Payment 1	Direct Pay to Dealership
\$100	Payment 2	Option1: Direct Pay to Dealership (all or portion) and / or Option 2: Direct Pay to Sales Manager (all or portion)

- All program payments, by default, will be paid to the dealership.
- Payments will be provided in two separated events.
 - Payment 1 is paid the full week after the sales close and when results have been finalized.
 - Payment 2 is paid the week following Payment 1. It is the dealer's discretion if Option 2 - Sales Managers(s) are paid directly.

3. **Eligible Vehicles & Sales Types:** New, unused, Volkswagen models.

MY21-MY26	Counted in Final Sales	Pay
Kind of Sale – 0 (Retail)	Y	Y
Kind of Sale – 2 (Total Loss)	N	N
Kind of Sale – 3 (Customer Mobility Program)	Y	N
Kind of Sale – 5 (VFI / "Fleetail")	Y	Y
Kind of Sale – 5 (Sales to Daily Rental)	Y	N
Kind of Sale – 0 (Dealer Employee Purchase Program units)	Y	N

DOUBLE COUNTER: MY25 Tiguan

- Payment 2 Options:** Dealers will have two options, referenced below, with regards to the final \$100 per unit payment. Dealers must coordinate payment 2 with your Volkswagen Sales Operations Manager (SOM).
 - Option 1: Direct pay to Dealership:** All program earnings will be paid directly to the Volkswagen Dealer. These earnings can be disbursed at the dealer's discretion.
 - Option 2: Direct pay to Sales Manager via Debit Card:** A portion of the earnings, as directed by the dealer, will be deposited directly to Sales Managers via debit card at the end of the program period. If you don't currently have a debit card, one will be issued and mailed. Once the debit card is received and registered online by the Sales Manager, earnings will be loaded to the card.
 - Sales managers who are not certified, or whose certification status has expired, can begin earning in the month after their certification is achieved or reinstated. There will be no retroactive earnings for sales made during the time the sales manager was uncertified.
 - Volkswagen will issue a 1099 at year-end for all money earned and paid directly to the Sales Manager via Debit Card. Sales Managers should ensure mailing address is accurate.
 - To ensure Option 2: Direct Pay to Sales Manager, Annual Certification Requirements must be complete **AND** Continuous Learning (CL) must be completed by the "REQUIRED BY" date in the Certification Resource Center to be eligible for the next sales month.


5. **New Dealers (Open Points):**

- Opening partial month:** New open point dealers will not be eligible for the program until their first full month of business.
- Objective Month 1-3:** New open point dealers will not be eligible for the program until their first full month of business. For the first three months, their objective will be calculated based on following calculation: 50% of the average monthly Volkswagen registrations within their PAI over the previous rolling 12-month period.

Example

VW Registrations over Rolling 12 Months in the Dealer's PAI = 900
Monthly Average (900 / 12) = 75
Dealer Objective (75 x 50%) = 38

- Objective Month 4+:** The standard dealer objective methodology will be used with an adjustment to the dealer's sales share of the nation. The dealer's sales share of the nation will be determined by calculating the dealer's total sales average during their full sales months in operation. As the segment size data is a rolling 12 months regardless of the dealer's open date, no change is required.
- Buy/Sell Dealers:** The incoming dealer of a buy/sell agreement will immediately become eligible for the program and will inherit the objective and eligible reported units of the outgoing dealer. For future months, the incoming dealer's sales data will be combined with the outgoing dealer's sales data for consistent history in both sales and industry registration data.

	August 2025				
	Sales Elite Program				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25USE08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

Volkswagen will allocate VW Miles in Next genVW to Sales Consultants based on new Volkswagen sales.

FOR NEXT PROGRAM PERIOD: All assigned Certification Requirements including Continuous Learning must be complete by the "REQUIRED BY" date in the Certification Resource Center (CRC) to be eligible.

- Program Administration:** Sales consultants will earn VW Miles listed below for each new, unused Volkswagen sold based on their certification level entering the month.

Award Level based on Completed Training	VW Miles
Level 1 – START Button	2,000 miles / unit
Level 2 – The Volkswagen Way (The VW)	5,000 miles / unit
Level 3 – Master Class	15,000 miles / unit

For a detailed list of requirements for each award level, please visit the Certification Resource Center (CRC).

- Eligible Vehicles:** New, unused, Volkswagen models.
- Eligible Sales Type:** KOS 0. VW Customer Mobility units reported as KOS 6 or 9 and Dealership Sale Program units are not eligible.
- Next genVW Miles Redemption:** All VW Miles will be uploaded to the Next genVW platform on a weekly basis. Sales Consultants will be able to use their VW Miles or save them towards the redemption of merchandise, vacation/travel, event tickets, and more!

For more details, please visit the Next genVW site through the VW Hub > All Apps > New Sales > Next genVW

- Sales Consultant Eligibility:**
 - All participants must complete all Certification requirements by the "REQUIRED BY" date in CRC as a Volkswagen sales consultant to be eligible for earnings under the Sales Elite Program. Sales consultants who are not certified, or whose certification status has expired, can begin earning in the month after their certification is achieved or reinstated. There will be no retroactive earnings for sales made during the time the sales consultant was uncertified. Additionally, level reductions due to changes from dealer inactivation are not eligible for retroactive earnings.
 - Participants will begin receiving the higher award level the month after they complete the required training. Sales consultants must still be in the Volkswagen network at the time of earnings.
 - Retroactive earnings for new sales consultants: New sales consultants (defined as sales consultants who have not previously been added to the CRC) will earn retroactively at the Level 1 earnings for all sales which occur in the month they complete their Level 1 required training, good for two (2) months only.
 - Two (2) month period starts from job effectiveness date and concludes through the last day of the following second calendar month to allow for at least two calendar months.
 - Retroactive earnings will be made only for the month that the Level 1 required training was completed.
 - New Sales Consultants will need to complete their Level 1 required training within two (2) months of their start date to be eligible for any retroactive earnings.
 - If new sales consultants do not complete their training within two (2) months after their start date, they will earn only in the month after the Level 1 required training is completed (see section 6.b).
 - Retroactive earnings for new sales consultants will be earned at the Level 1 earnings level only; if a sales consultant completes training to a Level 2 or Level 3 earnings level, earnings at that new level will begin the month after the Level 2 or Level 3 training is completed.
- Other:** Volkswagen will issue a 1099 at year-end for all items redeemed through Next genVW. Sales Consultants should ensure mailing address is accurate.



August 2025 Volkswagen Fleet Incentive (VFI)

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25UVF08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

Dealers will earn a Volkswagen Fleet Incentive (Dealer Cash) aimed at Dealer-generated fleet sales.

- Program Administration:** Incentives are based on the total number of sales by the dealership in a month and retroactive to the first unit each month. Sales can be in any combination of vehicle models and to any combination of Qualified Fleet Customers.
 - Factory ordered units will be eligible for the level of VFI offered at the time the dealer delivers the eligible vehicle, and not at the time the dealer places the factory order.
- Eligible Vehicles:** New, unused, Volkswagen models as outlined below.
- Eligible Sales Type:** KOS 5.


EV Models

MY23	1-2	3-10	>10
	\$ / unit	\$ / unit	\$ / unit
ID.4	\$13,000	\$13,000	\$13,000
MY24	1-2	3-10	>10
	\$ / unit	\$ / unit	\$ / unit
ID.4	\$10,500	\$10,500	\$10,500
MY25	1-2	3-10	>10
	\$ / unit	\$ / unit	\$ / unit
ID.4	\$5,000	\$5,000	\$5,000
ID. Buzz	\$2,500	\$2,500	\$2,500

ICE Models

MY25	1-2	3-10	>10
	\$ / unit	\$ / unit	\$ / unit
Tiguan (excludes SEL)	\$750	\$750	\$750
Atlas Cross Sport	\$2,500	\$2,500	\$2,500
Atlas	\$3,500	\$3,500	\$3,500
MY26	1-2	3-10	>10
	\$ / unit	\$ / unit	\$ / unit
Atlas Cross Sport	\$500	\$500	\$500
Atlas	\$1,000	\$1,000	\$1,000

- Program Compatibility:**
 - This bonus is not compatible with the following programs: Experience Bonus, College Graduate, Contractor, Friends & Family, Dealership Sale Program, Dealer Employee Purchase Program, subvented/discounted VWFS rates and future loyalty/conquest programs.
- Customer Eligibility:** the sale of the eligible vehicle must be made to a **Qualified Fleet Customer**, defined as any company that purchases vehicles primarily for use in its business operations, subject to the exceptions set forth in section 8.
 - A dealer-owned daily rental company is not eligible unless the company is a separate business entity from the selling dealership.
 - Fleet management companies that manage ancillary vehicle purchases on behalf of their customers.
- Registration Requirements:** the Qualified Fleet Customer must title and register the vehicle in the United States, and in the name of the Qualified Fleet Customer's business entity (e.g., Fleet Customer, Inc.), subject to the limited exception identified in section 8a.
- In-Service Requirements:** The Qualified Fleet Customer must keep the Eligible Vehicle in service for a minimum of 6 months or 18,000 miles, whichever comes first. The in-service start date will be based on the vehicle's reported sale date at time of RDR (Retail Delivery Reporting). Eligible Vehicles damaged beyond repair (e.g., due to damage from flood or thermal incident, or damage to the frame, etc.) are excluded from this minimum in- service requirement.
- Ineligible Customers:**
 - The following daily rental companies, including their licensees and franchises:
 - Enterprise, National, Alamo, and Enterprise Car Sharing Brands. *Note: Sales to Enterprise Fleet Management are eligible.*
 - Avis, including Budget, Payless, and ZipCar
 - Hertz, including Dollar, Thrifty, Firefly and Hertz 24/7
 - Sixt, Advantage
 - Any company that purchases vehicles for redistribution to the daily rental companies listed in section 8a.
 - Volkswagen dealerships are not Qualified Fleet Customers. Please note, however, that any non-dealership business entity, over which a Volkswagen Dealer Owner has ownership or control, may be a Qualified Fleet Customer, provided that all of the other requirements of the VFI program are met.
 - Example:** If a Dealer owns a non-Volkswagen dealership, then the Dealer may sell Eligible Vehicles to another of the Dealer's non-Volkswagen dealerships, and the purchasing non-Volkswagen dealership will be a Qualified Fleet Customer if, and only if, the Eligible Vehicles are used as service loaners only.
 - Exception:** If state and local laws allow, such service loaner Eligible Vehicles do not have to be registered with the state. However, the Eligible Vehicles must be titled when put into loaner service. Such service loaner Eligible Vehicles must still meet the minimum in-service requirements set forth in section 7.


	August 2025 Dealer Bonus				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25UDB08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

Dealers will earn a Dealer Bonus as outlined below.

1. **Program Administration:** During the program period, Volkswagen will pay a dealer bonus toward the lease or purchase of eligible vehicles.
2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

Model	Bonus
MY25 Atlas Peak Edition	\$750

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible.
4. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA and VWFS Programs (Lease/APR/Dealer Cash).
 - b. This bonus is not compatible with the following programs: Fleet Program (KOS 5).

	August 2025 Retail Customer Bonus				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25URC08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

A bonus will be provided towards the purchase or lease of an eligible model.

1. **Program Administration:** Volkswagen will pay a customer bonus towards the lease or purchase of select new and unused Volkswagens outlined below.
 - a. The Bonus may be used in conjunction with VWFS' Standard Rate, outside financing or cash purchases.
 - b. The Bonus cannot be used in conjunction with VWFS Special APR or Special Lease programs.
 - c. It is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the sales agreement.
 - d. A customer claim form has been included. It does not need to be submitted for payment and must be kept in the deal jacket in case an audit occurs.

Note: As VWFS makes special APR rates for Puerto Rico dealers through Popular Auto, Puerto Rico customers may select between subvented APR rates through Popular Auto or the Retail Customer Bonus.

2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

MY25	Bonus
Tiguan (excludes SEL)	\$750
Atlas Cross Sport	\$2,500
Atlas	\$3,500
MY26	Bonus
Atlas Cross Sport	\$500
Atlas	\$1,000

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible when using Standard Used/CPO rates only. KOS 6 & 9 will be paid upon VWFS contract data validation or 15 days after the sales month.
4. **Eligible Finance Type:** 4 – Cash/Non-VWFS, 5 – Standard Rate VWFS
5. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA Programs.
 - b. This bonus is not compatible with the following programs: Fleet Program (KOS 5) and Dealership Sale Program



Retail Customer Bonus – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25URC08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

Dealer Code/Name: _____

Date: _____

VIN: _____

Delivery Date: _____

MY25	Bonus
Tiguan (excludes SEL)	\$750
Atlas Cross Sport	\$2,500
Atlas	\$3,500

MY26	Bonus
Atlas Cross Sport	\$500
Atlas	\$1,000

IMPORTANT: Please redact any sensitive personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.


Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____

Date: _____

The dealer does not need to submit the claim form through the Incentives Management Console.
This completed claim form must be kept in the deal jacket in case an audit occurs.

	August 2025 Loyalty Bonus				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25UJY08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

A bonus will be provided to an eligible owner on the purchase or lease of an eligible model.

1. **Program Administration:** Volkswagen will pay a customer bonus towards the lease or purchase of select new and unused Volkswagens outlined below.
 - a. It is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the sales agreement.
 - b. A customer claim form has been included. Submission is required for payment.
2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

MY25	Bonus
Golf GTI	\$750
Jetta & Jetta GLI	\$500
Taos	\$500
Tiguan	\$500
Atlas & Atlas Cross Sport	\$750

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are not eligible.
4. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA Programs.
 - b. Bonus only eligible for VWFS Lease contracts up to 36 months, Wells Fargo APR contracts up to 72 months, outside financing or cash sales.
 - c. This bonus is not compatible with the following programs: Fleet Program (KOS 5), Dealership Sale Program.
5. **Loyalty Eligibility:** Volkswagen owners are defined as individuals or households possessing **proof of loyalty** of an eligible vehicle.
 - a. Trade-in not required.
 - b. Lessee or Owner of a 2015 or newer Volkswagen model.
 - c. Each loyalty VIN can only be used towards the one sale.
 - d. Family members residing at the same address are eligible.
 - e. Offer is non-transferable.
 - f. Corporations, companies, businesses, and dealers, fleet leasing, fleet management or dealer-affiliated fleet companies are not eligible.
6. **Claim Submission Requirements:** After reporting the sale, the dealer must submit all required documents without errors/missing documents, through the Incentives Management Console, **no later than the end of the following month after the sales month the vehicle is delivered** (i.e. a January sale must be done by the end of February)
 - a. **Claim Form:** Completed with customer signature.
 - b. **Proof of Loyalty:** Vehicle Registration, Title or Insurance card with the customer name and or address that matches the reported customer information and be a valid document within 30 days of the retail delivery date. New Sales Agreement can be used if eligible model is clearly listed as the vehicle trade-in.
 - c. **Proof of Residency/Connection (if necessary):** If the purchaser is not the owner of previous vehicle, the dealer must validate that the purchaser resides in the same household through a government document, utility bill, or mortgage/lease agreement, etc. If the purchaser is not listed on the proof of loyalty document, but is connected to the previous VIN sale (co-signer or second address for example), the dealer must provide documentation (original sale contract/registration) to the new sale.
 - d. **IMPORTANT:** Please redact any **sensitive** personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.



Loyalty Bonus – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25ULY08	8/1/2025	8/1/2025	9/2/2025	10/31/2025

Dealer Code/Name: _____

Date: _____

NEW VIN: _____

Delivery Date: _____

MY25	Bonus
Golf GTI	\$750
Jetta & Jetta GLI	\$500
Taos	\$500
Tiguan	\$500
Atlas & Atlas Cross Sport	\$750

Bonus only eligible for VWFS Lease contracts up to 36 months, Wells Fargo APR contracts up to 72 months, outside financing or cash sales.

Supporting Information (Incentive Claims)

Model Year &
Model: _____

Supporting Documents:

- Claim Form
- Proof of Loyalty
- Proof of Residency/Connection (if necessary)

Previous VIN: _____

IMPORTANT: Please redact any **sensitive** personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.

Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____ Date: _____

After reporting the sale, the dealer must submit all required documents without errors/missing documents, through the Incentives Management Console, **no later than the end of the following month after the sales month the vehicle is delivered** (i.e. a January sale must be done by the end of February).



Tiguan Loyalty Code Bonus

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25UTG06	6/3/2025	6/3/2025	9/2/2025	10/31/2025

A bonus will be provided to recipients of a Tiguan Loyalty Bonus Code in early April for redemption between June 3-September 2, 2025.

1. **Program Administration:** The customer must present their bonus code email or provide the bonus code to the dealer at the time of sale and it is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the sales agreement. Upon proper reporting and claim submission according to program rules, the dealer will be paid.
 - a. Only the certificate addressee or family members that reside in the same household as the addressee are eligible.
 - b. Each certificate can be used on only one sale.
 - c. Dealers can view eligibility by logging into VWFS Maturity Manager for accounts flagged with "Tiguan Loyalty Code Bonus"
 - d. To support the intent of this customer bonus, each claim will be reviewed against our original email campaign data as well.

2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

Model	Bonus
MY25 Tiguan	\$1,500

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are not eligible.
4. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA and VWFS Programs (Lease/APR/Dealer Cash).
 - b. This bonus is not compatible with the following programs: Fleet and Dealership Sale Program.
5. **Claim Submission Requirements:** After reporting the sale, the dealer must submit all required documents without errors/missing documents, through the Incentives Management Console, **no later than the end of the following month after the sales month the vehicle is delivered** (i.e. a January sale must be done by the end of February)
 - a. **Claim Form:** Completed with customer signature
 - b. **Bonus Code Email:** Email used to validate the recipient's name and bonus code. Ensures that if a purchase is done within the same household, VW can validate the bonus code recipient's name to the purchaser's address.
 - c. **Proof of Residency (if necessary):** If the purchaser is not the recipient listed on the Bonus Code email, the dealer must validate that the purchaser resides in the same household.
 - d. **IMPORTANT:** Please redact any **sensitive** personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.



Tiguan Loyalty Code Bonus – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25UTG06	6/3/2025	6/3/2025	9/2/2025	10/31/2025

Dealer Code/Name: _____

Date: _____

VIN: _____

Delivery Date: _____

Customer Rebate

MY25 Tiguan - \$1,500

Supporting Information (Incentive Claims)

Supporting Documents:

- Claim Form
- Certificate
- Proof of Residency (if necessary)

Coupon Code: _____


IMPORTANT: Please redact any sensitive personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.

Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____ Date: _____

After reporting the sale, the dealer must submit all required documents without errors/missing documents, through the Incentives Management Console, **no later than the end of the following month after the sales month the vehicle is delivered** (i.e. a January sale must be done by the end of February).


	August 2025 Final Payout Bonus				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25UDI08	8/1/2025	8/1/2025	8/1/2025	10/31/2025

Dealers will earn a Final Payout for remaining inventory in stock as outlined below.

1. **Program Administration:** Volkswagen will take a snapshot of MY24 dealer inventory following the close of business of July 31, 2025, for two groups of units as outlined below. These units will receive a Final Payout.
 - a. **Dealer Inventory:** Eligible unsold units in dealer stock (status code 50).
 - b. **Customer Mobility Program:** Units still in the Customer Mobility Program. In-service term requirement will be enforced for Customer Mobility units and early termed units will be subject to chargeback, unless approved for pull ahead.
2. **Eligible Vehicles:** Any eligible units listed above that remain in dealer stock as unsold new vehicles or Customer Mobility units. Units with a sale date prior to August 1, 2025, will be deemed ineligible. Any units, CMP or dealer inventory, found to have a subvented/special New or CPO contract will be charged back the final payment amount.

MY24	Bonus
Tiguan	\$1,500

3. **Future Programs:** Units that receive a Final Payout will no longer be eligible to receive payout under any future VWoA or VWFS New Vehicle Incentive program, other than Delivery Allowance Program, Target Based Programs, Service Retention Bonus, Sales Consultant or Manager Programs. Units listed are also still eligible for full year programs: Private Incentive, Volkswagen Experience Bonus, Dealer Employee Purchase, Military, Veterans & First Responder, College Graduate, Friends & Family, and Partner.

	August 2025				
	APR Customer Bonus – Labor Day				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25UAC08	8/26/2025	8/26/2025	9/2/2025	10/31/2025

A bonus will be provided towards the purchase of an eligible model.

1. **Program Administration:** During the program period, Volkswagen will pay an APR Customer Bonus towards eligible vehicles that are financed through VWFS Special APR programs.
 - a. It is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the sales agreement.
 - b. A customer claim form has been included. It does not need to be submitted for payment and must be kept in the deal jacket in case an audit occurs.

Note: As VWFS makes special APR rates for Puerto Rico dealers through Popular Auto, Puerto Rico customers may receive subvented APR rates through Popular Auto and this APR Customer Bonus.

2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

MY25	Bonus
Tiguan (excludes R-Line)	\$750

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible. KOS 6 & 9 will be paid upon VWFS contract data validation.
4. **Eligible Finance Type:** 2 – Special Rate VWFS APR/Retail
5. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA and VWFS Programs (APR).
 - b. This bonus is not compatible with the following programs: Fleet Program (KOS 5) and Dealership Sale Program



APR Customer Bonus – Labor Day – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25UAC08	8/26/2025	8/26/2025	9/2/2025	10/31/2025

Dealer Code/Name: _____

Date: _____

VIN: _____

Delivery Date: _____

MY25	Bonus
Tiguan (excludes R-Line)	\$750

IMPORTANT: Please redact any **sensitive** personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.


Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____

Date: _____

The dealer does not need to submit the claim form through the Incentives Management Console.
This completed claim form must be kept in the deal jacket in case an audit occurs.

	August 2025				
	Lease Customer Bonus – Labor Day				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25ULC08	8/26/2025	8/26/2025	9/2/2025	10/31/2025

A bonus will be provided towards the lease of an eligible model.

1. **Program Administration:** During the program period, Volkswagen will pay a Lease Customer Bonus towards eligible vehicles that are leased through VWFS Special Lease programs.
 - a. It is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the lease agreement.
 - b. A customer claim form has been included. It does not need to be submitted for payment and must be kept in the deal jacket in case an audit occurs.

2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

MY25	Bonus
Tiguan (excludes R-Line)	\$750

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible. KOS 6 & 9 will be paid upon VWFS contract data validation.
4. **Eligible Finance Type:** 0 – Special Rate VWFS Lease
5. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA and VWFS Programs (Lease).
 - b. This bonus is not compatible with the following programs: Fleet Program (KOS 5) and Dealership Sale Program



Lease Customer Bonus – Labor Day – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25ULC08	8/26/2025	8/26/2025	9/2/2025	10/31/2025

Dealer Code/Name: _____

Date: _____

VIN: _____

Delivery Date: _____

MY25	Bonus
Tiguan (excludes R-Line)	\$750

IMPORTANT: Please redact any **sensitive** personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.


Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____

Date: _____

The dealer does not need to submit the claim form through the Incentives Management Console.
This completed claim form must be kept in the deal jacket in case an audit occurs.

	August-September 2025 Dealer Bonus - EV				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25UEB08	8/1/2025	8/1/2025	9/30/2025	12/1/2025

Dealers will earn a Dealer Bonus as outlined below.

1. **Program Administration:** During the program period, Volkswagen will pay a dealer bonus toward the lease or purchase of eligible vehicles.
2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

Model	Bonus
MY25 ID.4	\$3,500

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible.
4. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA and VWFS Programs (Lease/APR/Dealer Cash).
 - b. This bonus is not compatible with the following programs: Fleet Program (KOS 5).



August-September 2025 Lease Dealer Bonus - EV


Program ID	Published	Program Start	Program End	Dealer Review Ends
V25ULE08	8/22/2025	8/1/2025	9/30/2025	12/1/2025

Dealers will earn a Lease Dealer Bonus as outlined below.

- Program Administration:** During the program period, Volkswagen will pay a Lease Dealer Bonus towards eligible vehicles that are leased through VWFS Special Lease programs.
- Eligible Vehicles:** New, unused Volkswagen models as outlined below.

MY23 ID.4	Bonus 8/1-8/21	Bonus 8/22-9/30
Standard RWD	\$7,200	\$7,200
S RWD	\$8,450	\$8,450
Pro RWD	\$8,450	\$8,450
Pro AWD	\$9,300	\$9,300
Pro S RWD	\$9,700	\$9,700
Pro S AWD	\$11,000	\$11,000
Pro S Plus RWD	\$10,375	\$10,375
Pro S Plus AWD	\$10,675	\$10,675
MY24 ID.4	Bonus 8/1-8/21	Bonus 8/22-9/30
Standard RWD	\$5,050	\$5,050
S RWD	\$6,100	\$6,100
Pro RWD	\$5,850	\$5,850
Pro AWD	\$6,200	\$6,200
Pro S RWD	\$5,950	\$5,950
Pro S AWD	\$6,500	\$6,500
Pro S Plus RWD	\$6,000	\$6,000
Pro S Plus AWD	\$6,400	\$6,400
MY25 ID.4	Bonus 8/1-8/21	Bonus 8/22-9/30
Pro RWD	\$1,350	\$1,350
Pro AWD	\$1,350	\$1,350
Pro S RWD	\$700	\$700
Pro S AWD	\$700	\$700
Pro S Plus AWD	\$1,350	\$1,350
MY25 ID. Buzz	Bonus 8/1-8/21	Bonus 8/22-9/30
All Trims	-	\$3,000

- Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible. KOS 6 & 9 will be paid upon VWFS contract data validation.
- Eligible Finance Type:** 0 – Special Rate VWFS Lease
- Program Compatibility:**
 - This bonus amount may be used in conjunction with other VWoA and VWFS Programs (Lease).
 - This bonus is not compatible with the following programs: Fleet Program (KOS 5).

	August-September 2025 APR Customer Bonus - EV				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25UAE08	8/1/2025	8/1/2025	9/30/2025	12/1/2025

A bonus will be provided towards the purchase of an eligible model.

1. **Program Administration:** During the program period, Volkswagen will pay an APR Customer Bonus towards eligible vehicles that are financed through VWFS Special APR programs.
 - a. It is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the sales agreement.
 - b. A customer claim form has been included. It does not need to be submitted for payment and must be kept in the deal jacket in case an audit occurs.

Note: As VWFS makes special APR rates for Puerto Rico dealers through Popular Auto, Puerto Rico customers may receive subvented APR rates through Popular Auto and this APR Customer Bonus.

2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

EV	Bonus
MY23 ID.4	\$7,500
MY24 ID.4	\$5,000

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible. KOS 6 & 9 will be paid upon VWFS contract data validation.
4. **Eligible Finance Type:** 2 – Special Rate VWFS APR/Retail
5. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA and VWFS Programs (APR).
 - b. This bonus is not compatible with the following programs: Fleet Program (KOS 5) and Dealership Sale Program



APR Customer Bonus - EV – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25UAE08	8/1/2025	8/1/2025	9/30/2025	12/1/2025

Dealer Code/Name: _____

Date: _____

VIN: _____

Delivery Date: _____

EVs	Bonus
MY23 ID.4	\$7,500
MY24 ID.4	\$5,000

IMPORTANT: Please redact any sensitive personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.


Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____

Date: _____

The dealer does not need to submit the claim form through the Incentives Management Console.
This completed claim form must be kept in the deal jacket in case an audit occurs.

	August-September 2025				
	Retail Customer Bonus - EV				
	Program ID	Published	Program Start	Program End	Dealer Review Ends
	V25URE08	8/1/2025	8/1/2025	9/30/2025	12/1/2025

A bonus will be provided towards the purchase or lease of an eligible model.

1. **Program Administration:** Volkswagen will pay a customer bonus towards the lease or purchase of select new and unused Volkswagens outlined below.
 - a. The Bonus may be used in conjunction with VWFS' Standard Rate, outside financing or cash purchases.
 - b. The Bonus cannot be used in conjunction with VWFS Special APR or Special Lease programs.
 - c. It is the dealer's responsibility to ensure the customer receives the benefit of the bonus by disclosing the incentive on the sales agreement.
 - d. A customer claim form has been included. It does not need to be submitted for payment and must be kept in the deal jacket in case an audit occurs.

Note: As VWFS makes special APR rates for Puerto Rico dealers through Popular Auto, Puerto Rico customers may select between subvented APR rates through Popular Auto or the Retail Customer Bonus.

2. **Eligible Vehicles:** New, unused Volkswagen models as outlined below.

EV	Bonus
MY23 ID.4	\$13,000
MY24 ID.4	\$10,500
MY25 ID.4	\$5,000
MY25 ID. Buzz	\$2,500

3. **Eligible Sales Type:** KOS 0. Vehicles enrolled in the VW Customer Mobility Program and sold as KOS 6 or 9 are eligible when using Standard Used/CPO rates only. KOS 6 & 9 will be paid upon VWFS contract data validation or 15 days after the sales month.
4. **Eligible Finance Type:** 4 – Cash/Non-VWFS, 5 – Standard Rate VWFS
5. **Program Compatibility:**
 - a. This bonus amount may be used in conjunction with other VWoA Programs.
 - b. This bonus is not compatible with the following programs: Fleet Program (KOS 5) and Dealership Sale Program



Retail Customer Bonus - EV – Claim Form

Program ID	Published	Program Start	Program End	Dealer Review Ends
V25URE08	8/1/2025	8/1/2025	9/30/2025	12/1/2025

Dealer Code/Name: _____

Date: _____

VIN: _____

Delivery Date: _____

EV	Bonus
MY23 ID.4	\$13,000
MY24 ID.4	\$10,500
MY25 ID.4	\$5,000
MY25 ID. Buzz	\$2,500

IMPORTANT: Please redact any **sensitive** personally identifiable information before submitting any documents. Sensitive personally identifiable information is defined by federal and state law, and could include, generally, but is not limited to: social security numbers, passports, drivers' license numbers, or other government identification numbers; credit card or other financial account information, including but not limited to information controlled under the Gramm Leach Bliley Act; voter registration information; citizenship, national origin, or immigration status; dates of birth; medical history or other health information; race or ethnicity; sexual orientation; status as transgender or non-binary; political opinions or religious beliefs; status as victim of a crime; or information about a child under age 16.

Customer Signature

By signing below, the customer acknowledges that they have received the full benefit of the consumer incentive listed above.

Printed Name: _____

Date: _____

The dealer does not need to submit the claim form through the Incentives Management Console.
This completed claim form must be kept in the deal jacket in case an audit occurs.