



## RETAILER BULLETIN

6 – May – 2022			BULLETIN NO: 222305.008			DEPT: Sales Operations						
AUDIENCE:	DEALER PRINCIPAL	X	SALES MGR	X	SALES GUIDES	X	SERVICE MGR		TECHS		PARTS STAFF	
	CENTRE MANAGER	X	BUSINESS MGR	X	OFFICE MGR	X	SERVICE ADVISORS		PARTS MGR		WARRANTY	
SUBJECT: 23MY JLR Price Protection												

Program Period:

Effective Dates:

05/03/2022 – 10/31/2022

Submission Dates:

Incentive must be submitted within 60 days of RDR

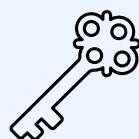
## 23MY JLR Price Protection

### PROGRAM OVERVIEW

JLRNA announced that select 23MY JLR vehicles recently had an MSRP pricing increase on wholesales.

JLRNA has exported the sales data for all affected vehicles and will offer a price protection incentive for select sold orders that were in confirmed status in VISTA by the “VISTA Confirmed Contract” dates listed below:

Model	Wholesale Price Increase Effective Date	VISTA Confirmed Contract Date
23MY All New Range Rover	Thursday, March 31, 2022	Sunday, April 3, 2022
23MY F-TYPE	Thursday, April 7, 2022	Thursday, April 7, 2022
23MY Range Rover Evoque	Monday, May 2, 2022	Friday, April 29, 2022
23MY Discovery Sport		
23MY Defender		




- Eligible order lists posted to Premier Docs on May 6, 2022. Please review instructions below on how to access the list.
- Price protection incentive amount is equivalent to 87% of the price increase. Remaining 13% is accounted for within margin and Business Builder.
- Retailers must follow the instructions on this bulletin and submit all required paperwork to ROA within 60 days of RDR in order to receive the incentive.
- Providing the correct supporting documentation, the first time, will significantly expedite this process and your payment.
- Please send any questions and all documentation to [ROA@jaguarlandrover.com](mailto:ROA@jaguarlandrover.com)

QUESTIONS ABOUT THIS BULLETIN? PLEASE CONTACT:

JLRNA Sales Operations  
ROA@jaguarlandrover.com

**PROGRAM SPECIFIC NOTES**

REQUIRED ITEM	DETAILS																	
<p style="text-align: center;">①</p> <p style="text-align: center;"><b>ORDER NUMBER MUST BE ON THE LIST</b></p>	<p>Eligible order list posted to Premier Docs on May 6, 2022</p> <ul style="list-style-type: none"> <li>▪ Eligible: "Confirmed" order (marked sold with a customer name) in VISTA on or before required date</li> <li>▪ Not Eligible: Any order not in "Confirmed" status (eg holding pool)</li> </ul>																	
<p style="text-align: center;">②</p> <p style="text-align: center;"><b>NAME IN VISTA MUST MATCH RDR NAME IN BBSS</b></p>	<p>If customer name in VISTA does not match RDR name in BBSS, the deal is not eligible for price protection unless:</p> <ul style="list-style-type: none"> <li>▪ Proof of connection provided (insurance card, utility bill, etc)</li> </ul>																	
<p style="text-align: center;">③</p> <p style="text-align: center;"><b>VEHICLE IS NOT SOLD OVER MSRP</b></p>	<p>(MSRP + retailer installed accessories OK) Mark-up on OEM accessories is not permitted If sold over MSRP, retailer will not receive incentive and does not need to submit any documents If retailer installs accessories on the vehicle, retailer must follow instructions in Section C below</p>																	
<p style="text-align: center;">④</p> <p><b>E-mail all required docs to:</b> <a href="mailto:ROA@jaguarlandrover.com">ROA@jaguarlandrover.com</a></p> <div style="text-align: center;">  <p>Send one email per deal, with <b>subject line:</b></p> <ul style="list-style-type: none"> <li>▪Retailer Code</li> <li>▪Retailer Name</li> <li>▪Last 8 of VIN</li> <li>▪"Price Protection"</li> </ul> </div>	<p style="text-align: center;">A</p> <p style="text-align: center;"><b>SALES CONTRACT</b></p>	<ul style="list-style-type: none"> <li>▪ <b>All</b> pages of the contract</li> <li>▪ Full value of Price Protection must be incentive itemized on the Rebate Line</li> <li>▪ Contract must be signed by the customer and the retailer</li> <li>▪ Revision of sales contract is not permitted – subsequent submission of contracts will not be accepted</li> </ul>																
	<p style="text-align: center;">B</p> <p style="text-align: center;"><b>CUSTOMER CASH FORM</b></p>	<ul style="list-style-type: none"> <li>▪ Full value of Price Protection incentive must be shown on the form</li> <li>▪ Program description should be "Price Protection"</li> <li>▪ Form must be signed by the customer</li> </ul>																
	<p style="text-align: center;">C</p> <p style="text-align: center;"><b>RETAILER- INSTALLED ACCESSORIES</b></p>	<ul style="list-style-type: none"> <li>▪ Retailers ARE permitted to install accessories on the vehicles</li> <li>▪ Mark-up on <b>OEM JLR retailer-installed accessories is not permitted</b></li> </ul> <p>When accessories are installed, selling price of vehicle on contract does not match MSRP listed on invoice. Retailer needs to send additional docs:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"><b>Option 1</b></td> <td>Incentives are itemized clearly on sales contract</td> </tr> <tr> <td><b>Itemized</b></td> <td> <ul style="list-style-type: none"> <li>▪ Every accessory itemized with price</li> <li>▪ Customer signature</li> </ul> </td> </tr> <tr> <td><b>Option 2</b></td> <td>Include the following calculation in the body of the email to ROA:</td> </tr> <tr> <td></td> <td style="text-align: center;"> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>MSRP on Invoice</td> <td style="text-align: right;">\$50,500</td> </tr> <tr> <td>Selling Price on Attached Sales Contract</td> <td style="text-align: right;">\$51,500</td> </tr> <tr> <td>Difference*</td> <td style="text-align: right;">\$1,000</td> </tr> </table> </td> </tr> <tr> <td><b>Repair Order</b></td> <td> <p>*Any difference must be explained. Provide a customer-signed Repair Order/Buyer's Order that itemizes the prices of the installed accessories and adds up to exact amount of difference.</p> <ul style="list-style-type: none"> <li>▪ Not accepted: Handwritten adjustments; pictures of DMS screens; documents without a customer signature</li> </ul> </td> </tr> </table>	<b>Option 1</b>	Incentives are itemized clearly on sales contract	<b>Itemized</b>	<ul style="list-style-type: none"> <li>▪ Every accessory itemized with price</li> <li>▪ Customer signature</li> </ul>	<b>Option 2</b>	Include the following calculation in the body of the email to ROA:		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>MSRP on Invoice</td> <td style="text-align: right;">\$50,500</td> </tr> <tr> <td>Selling Price on Attached Sales Contract</td> <td style="text-align: right;">\$51,500</td> </tr> <tr> <td>Difference*</td> <td style="text-align: right;">\$1,000</td> </tr> </table>	MSRP on Invoice	\$50,500	Selling Price on Attached Sales Contract	\$51,500	Difference*	\$1,000	<b>Repair Order</b>	<p>*Any difference must be explained. Provide a customer-signed Repair Order/Buyer's Order that itemizes the prices of the installed accessories and adds up to exact amount of difference.</p> <ul style="list-style-type: none"> <li>▪ Not accepted: Handwritten adjustments; pictures of DMS screens; documents without a customer signature</li> </ul>
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<p>Deadline to submit docs:</p>	<p>Within 60 days of RDR. No exceptions.</p>																	
<p>Will I be notified if the docs I sent are accepted?</p>	<p>No, only notified if submission not approved or more info required.</p>																	
<p>I sent in all required docs to ROA. When will I receive payment?</p>	<p>Within 60 days of receiving all required docs.</p>																	

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## INCENTIVE AMOUNTS

Brand	MY	Model	Model Code	5000 Code	Derivative	Original MSRP	New MSRP	Price Protection Amount	
Land Rover	23MY	New Range Rover	AC460	460AU	5000827279	3.0L MHEV 400PS SE SWB	\$101,000	\$104,500	\$3,045
			AG460	460CQ	5000827293	3.0L PHEV 440PS SE SWB	\$104,900	\$108,400	\$3,045
			AS460	460AZ	5000827277	4.4L 530PS SE SWB	\$118,700	\$122,800	\$3,567
			AS460	460BB	5000827275	4.4L 530PS Autobiography SWB	\$152,450	\$157,600	\$4,481
			AS460	460BC	5000827276	4.4L 530PS First Edition SWB	\$158,650	\$164,000	\$4,655
			AS460	460DB	5000827278	4.4L 530PS SV SWB	\$186,850	\$193,100	\$5,438
			AW460	460BB	5000827282	4.4L 530PS Autobiography LWB	\$156,450	\$161,600	\$4,481
			AW460	460BC	5000827283	4.4L 530PS First Edition LWB	\$163,950	\$169,400	\$4,742
			AW460	460DB	5000827287	4.4L 530PS SV LWB	\$211,200	\$218,300	\$6,177
			AJ460	460CB	5000827289	3.0L MHEV 400PS SE 7 Seats LWB	\$107,000	\$110,500	\$3,045
			AW460	460CF	5000827286	4.4L 530PS SE 7 Seats LWB	\$124,700	\$128,800	\$3,567
			AW460	460CH	5000827285	4.4L 530PS Autobiography 7 Seats LWB	\$154,450	\$159,600	\$4,481
	23MY	Defender	AU663	351CA	5000682095	2.0L 300PS D90 S	\$52,300	\$54,000	\$1,479
			AT663	351CK	5000682078	3.0L 400PS D90 SE	\$64,000	\$66,000	\$1,740
			AT663	351CP	5000682083	3.0L 400PS D90 X-Dynamic SE	\$66,900	\$69,000	\$1,827
			AT663	351CR	5000682080	3.0L 400PS D90 X	\$85,400	\$88,300	\$2,523
			BT663	352WM	5000746335	5.0L 525PS D90 V8 Carpathian Edition	\$111,400	\$115,000	\$3,132
			BT663	351ST	5000682102	5.0L 525PS D90 V8	\$104,400	\$107,900	\$3,045
			AC663	350WZ	5000682085	2.0L 300PS D110	\$51,700	\$53,400	\$1,479
			AC663	351CA	5000682086	2.0L 300PS D110 S	\$55,300	\$57,200	\$1,653
			AB663	351CK	5000682069	3.0L 400PS D110 SE	\$66,900	\$69,200	\$2,001
			AB663	351CP	5000682074	3.0L 400PS D110 X-Dynamic SE	\$69,900	\$72,200	\$2,001
			AB663	351CR	5000682071	3.0L 400PS D110 X	\$87,900	\$90,800	\$2,523
			BS663	352WM	5000746333	5.0 525PS D110 V8 Carpathian Edition	\$114,600	\$118,400	\$3,306
	BS663	351ST	5000682093	5.0 525PS D110 V8	\$107,700	\$111,300	\$3,132		
	23MY	Range Rover Evoque	HM551	551BL	5000779296	S	\$45,000	\$46,400	\$1,218
			HM551	551BM	5000779292	SE	\$49,500	\$51,000	\$1,305
			HM551	551BQ	5000779300	R-Dynamic S	\$46,600	\$48,000	\$1,218
			HM551	551BR	5000779304	R-Dynamic SE	\$51,100	\$52,600	\$1,305
			HP551	358DA	5000779288	HST	\$55,300	\$57,000	\$1,479
	23MY	Discovery Sport	HQ550	351LB	5000757288	S	\$43,300	\$44,600	\$1,131
			HQ550	351LC	5000757289	SE	\$46,800	\$48,200	\$1,218
			HQ550	351LF	5000757290	R-Dynamic S	\$45,100	\$46,400	\$1,131
HQ550			351LG	5000757291	R-Dynamic SE	\$48,600	\$50,000	\$1,218	
Jaguar	23MY	F-Type	HP152	351RG	5002192767	5.0L 450PS RWD Convertible	\$74,500	\$76,700	\$1,914
			HM152	351RH	5002192759	5.0L 450PS AWD Convertible R-Dynamic	\$84,700	\$87,200	\$2,175
			HM152	351RJ	5002192763	5.0L 575PS AWD Convertible R	\$108,000	\$111,200	\$2,784
			HN152	351RG	5002192769	5.0L 450PS RWD Coupe	\$71,300	\$73,400	\$1,827
			HL152	351RH	5002192761	5.0L 450PS AWD Coupe R-Dynamic	\$81,500	\$83,900	\$2,088
			HL152	351RJ	5002192765	5.0L 575PS AWD Coupe R	\$105,300	\$108,500	\$2,784

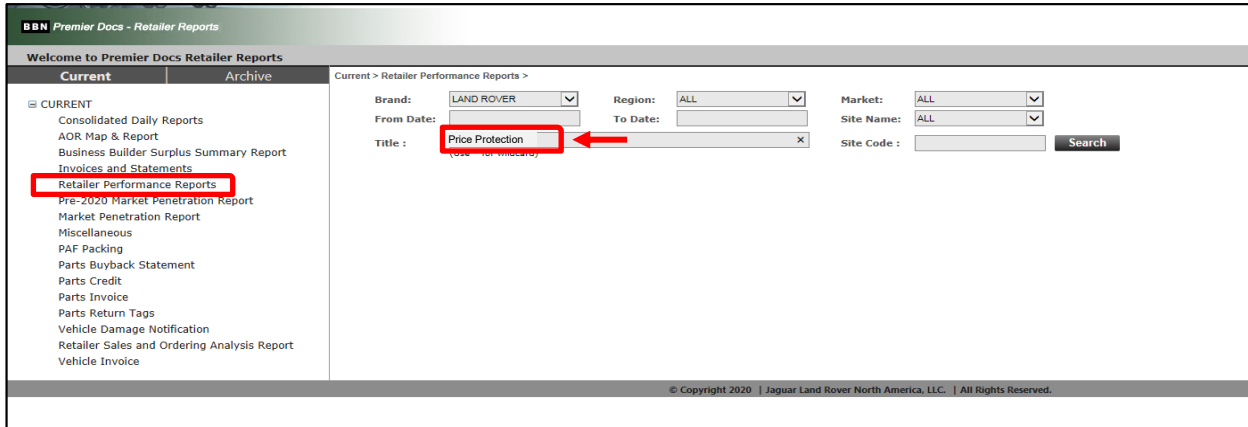
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## **INSTRUCTIONS FOR ACCESSING PREMIER DOCS**

The eligible order lists are available for download via Premier Docs here:

<https://premierdocs.jlrext.com/retailerreports/user/UserPage.aspx>

To quickly locate your eligible order list letter, select “Retailer Performance Reports” in the left menu and then type “Price Protection” in the title search box.



The screenshot displays the 'Premier Docs - Retailer Reports' interface. The left sidebar shows a navigation menu with 'Retailer Performance Reports' highlighted. The main content area features search filters: Brand (LAND ROVER), Region (ALL), Market (ALL), From Date, To Date, Site Name (ALL), and Site Code. The Title search box contains 'Price Protection', which is highlighted with a red box and an arrow. A 'Search' button is located to the right of the filters. The footer contains the copyright notice: © Copyright 2020 | Jaguar Land Rover North America, LLC. | All Rights Reserved.

The Price Protection payment will be applied after the protected vehicles are RDR'd to the end user. JLRNA will verify that all required documentation has been submitted and that customer's name on the RDR matches the customer's name on the sales contract and the original VISTA customer name that was entered (contracted) by the required date.

After verification by JLRNA, payments to retailer will occur on the normal mid-month and month-end incentive payment process and visible in BBSS for each applicable VIN.

JLRNA reserves the right to revise or cancel this program at any time.

Copies of this document are available at the following location:

[https://grp.jaguarlandrover.com/en\\_US/group/jaguar-land-rover-usa](https://grp.jaguarlandrover.com/en_US/group/jaguar-land-rover-usa)

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