




APRIL 1 – 30, 2026

APRIL SERVICE OFFERS

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			Rebate Offer	Ford Rewards Points	Dates
	We'll Beat Your Best Price on a Set of Four Tires, Plus Get a \$100 Rebate	On these name brands: Goodyear, Cooper, Michelin®, BFGoodrich®, Hankook, Bridgestone, Firestone, Pirelli®, Toyo® and Nitto®	\$100.00	22,000	April 1 – April 30
	Service Private Offer Targeting 1M Eligible Customers	<ul style="list-style-type: none"> Get an exclusive \$20 rebate when you spend \$100 on service or Get an exclusive \$50 rebate when you spend \$250 on service 	\$20.00 or \$50.00	5,000 or 12,500	April 1 – June 30
	Ford Rewards Private Offer	Earn 10,000 bonus Points (\$50 value) when you service by April 30		10,000	March 17 – April 30

*Service Private Offer and Ford Rewards Private Offer can be stacked with a \$100 Tire Rebate.

LOW PRICE TIRE GUARANTEE

With our Low Price Tire Guarantee, if you find a better price within 30 days, we'll beat it on over a dozen major tire brands for all makes and models.

Valid on Dealer-installed retail- or fleet-eligible retail purchases only. Requires presentation of competitor's current price ad/offer on exact tire sold by dealership within 30 days after purchase. For online quotes, guarantee applies only to new tires sold on retailer websites. Excludes tires sold by third parties on marketplace sites and any resellers. See a participating U.S. dealership for details. Ford reserves the right to change, modify or discontinue this program at any time.

ALWAYS-ON CUSTOMER OFFERS

January 1 – December 31

Military and First Responders Get an \$80 instant discount with the purchase and installation of four select tires.
Lifetime Brake Pad Guarantee
Complimentary Brake Inspection Performed by an expert Technician.
Have Your Battery Tested at No Cost Be sure you have the starting power you need.
Earn and Redeem Points on Ford Service with Ford Rewards Ford Rewards members can redeem Points for service and earn 10 Points per \$1 spent on Ford Service. Join and activate Ford Rewards by downloading the Ford app or visiting FordRewards.com .

See important details, such as offer disclaimers, exclusions and more at <https://www.ford.com/support/service-maintenance/coupons-offers-rebates/>

KEY DATES

- **Service Offer Dates:**
April 1 – 30, 2026
- **April Service Offer Assets Live on Ford Dealer Toolbox:**
March 27, 2026
- **Rebate Submission Deadlines:**
 - \$100 Tire Rebate: May 31, 2026
 - Service Private Offer Rebate: July 31, 2026

REBATE SUBMISSION BEST PRACTICES

SUBMISSION INSTRUCTIONS

Customers can scan QR code to submit rebate(s).



ONLINE REBATE SUBMISSION

Redeeming online allows faster processing of rebates. The Customer simply enters their VIN, date of service, dealership ZIP code and contact information (including a valid email address).

If a Customer prefers to mail in their rebate, they can print/submit the mail-in rebate form, along with a copy of the Repair Order or invoice.

Top Advisor+

- Program was designed in collaboration with Dealers and Service Advisors
- The program recognizes growth in performance, tenure and training
- Awards include AwardHQ Points, plaques, welcome kit and exciting summit trips for Top Advisors
- Requires annual DPES enrollment and Dealer contribution of \$1,000 for each participant
- **TopAdvisor+ Program Enrollment is NOW OPEN** through April 15. See [link](#) for details
- Program begins on April 1

DEALER EVENT REGISTRATION

REGISTER A QUALIFYING EVENT

- Events can only be registered for any day(s) after the current date
- Key dates and program announcements are listed at the bottom of the Register page
- To register an event, fill in the required information and click Submit
- Only authorized dealership personnel can register an event

Dealers are encouraged to register any event being held but are limited to the identified number of discounts allowable per National Event sales period. Any special promotional periods will be noted, including additional discounts available.

Visit www.forddealerevent.com for more details.

EMPLOYEE TIRE DISCOUNT

April 1 – June 30, 2026

Tire Brands (On Set of 4 Tires)	Employee Discount	Tire Rebate Offer	Maximum Combined Rebate
Goodyear Assurance MaxLife 2, Assurance WeatherReady 2 and Eagle F1 All-Season	\$160.00	\$100.00	\$260.00
Bridgestone, Yokohama, Pirelli and Hankook	\$100.00	\$100.00	\$200.00
Select Falken tire lines	\$80.00	N/A	\$100.00
Select Goodyear Premium tire lines, select Cooper tire lines	\$80.00	\$100.00	\$180.00
Continental	\$80.00	N/A	\$80.00
Firestone	\$72.00	\$100.00	\$172.00
Nitto	\$60.00	\$100.00	\$160.00
General Tire and select Falken tire lines	\$60.00	N/A	\$60.00



CUSTOMER LIST DOWNLOAD

Download Customer lists to extend your reach or follow-up to reinforce Private Offers, Ford Rewards Expiring Points or Declined Service (BBTRY) via ConsumerConnection+ or Team Velocity.

[ConsumerConnection+ Portal](#)

[Team Velocity Portal](#)

Customer contact information is pulled from your DMS. Contact information will not be populated for all Customers. Please ensure that you are capturing email address and phone number from the Customer at time of sale or service.

CONSUMERCONNECTION+ ACCESS & SUPPORT REFERENCE

1. [Click here to access ConsumerConnection+ Dashboard](#) or view it from [FMCDealer](#)

2. If you receive a "something went wrong" error, it is likely that you either have not been awarded access from your dealer administrator or you have multiple account types chosen

- To resolve this error message, you or your Dealer administrator must make the change in Partner Identity Management (SPS) website. Still having concerns? Reach out to the [Ford Business Assistance Center!](#) Or call **800-790-4357**

- All Dealer team members that need access to the private offer lists should have CCDealerAdmin or CCCampaignAuthor role assigned

TEAM VELOCITY ACCESS & SUPPORT REFERENCE

Permissions Overview: All users on the Team Velocity Apollo platform are permitted to view Customer lists. Specific levels of access are determined by the user's role within the dealership.

Requesting Access: If a user is unable to access the platform or specific Customer data, please utilize the following support channels:

- **Ford Account Management:** Contact your dedicated representative
- **Direct Support:**
 - **Phone:** **888-614-6244**
 - **Email:** Forddirectsupport@teamvelocitymarketing.com

Approval Process: The Team Velocity Team will review each request to verify the appropriate level of access before granting approval.



Visit [Ford Dealer Toolbox](#) to download digital marketing assets.