



Mercedes-Benz
of Buckhead

Silver Star Member 2016-2017

Welcome to the Club

As a consumer in today's world, your choices are endless. We appreciate the fact that you have entrusted our dealership as your personal guide throughout this exciting process. In return, we pledge the continued commitment of our staff to exceed your expectations on a daily basis.

In our quest to achieve exceptional customer satisfaction standards, our dealership is proud to present The Mercedes-Benz of Buckhead Partnership Program, simply a new way to drive. As a Silver Star member, you are invited to enjoy thousands of dollars in exclusive benefits at our dealership and around the Buckhead area.

We invite you to take a few moments to read your membership materials, which will explain in detail the benefits of purchasing your vehicle from Mercedes-Benz of Buckhead and becoming a Silver Star member.

On behalf of everyone at Mercedes-Benz of Buckhead, we appreciate your business, value your trust, and would like to welcome you to our family!

Enjoy!

Geoffrey D. Meeker
General Manager



Exclusive BenzBucks Earnings Program

With the swipe of your Mercedes-Benz of Buckhead Partnership Program card or key tag, you will earn 10% of all qualified purchases made in BenzBucks points redeemable toward the purchase or lease of your next new or certified pre-owned vehicle from our dealership.

Each BenzBucks point earned equals \$1 in future discounts and are fully transferable to friends and family. Plus, as a Silver Star member, your redemption limit is \$5,000. You will have up to 39 months from the date of enrollment to earn points and redeem them toward your next Mercedes-Benz of Buckhead vehicle.

Customer Appreciation Bonus - \$50 in Points!

As a Silver Star member, your earnings account will be preloaded with \$50 in BenzBucks Points.

First Transaction Bonus - \$50 in Points!

To thank you, you will receive an additional \$50 in BenzBucks Points the first time you make a purchase and swipe your Silver Star membership card or key tag at our dealership.

Friends & Family Referral Bonus - \$100 in Points!

As a Silver Star member, you will receive \$100 in BenzBucks Points for each customer that you refer to our dealership that purchases a new or pre-owned vehicle.

Simply complete the referral registration certificate located on page 7. Kindly ask your friends or family to present the certificate prior to leaving the dealership in their new or pre-owned Mercedes-Benz of Buckhead vehicle. It's that easy!

BenzBucks Rewards Program

Up to \$325 in Rewards!

Each time you swipe your card or key tag, you will be earning valuable points toward our exclusive Mercedes-Benz of Buckhead Gift Certificate Program. When a reward level is reached, you will automatically be mailed a Mercedes-Benz of Buckhead reward certificate to be used anywhere in our dealership. Plus, no points will be subtracted from your account for redeeming your certificate. This is simply our way of saying thank you for your continued loyalty.

Earning intervals and gifts are subject to change.

500 Points = \$25 Reward Certificate 1,000 Points = \$50 Reward Certificate 1,500 Points = Complete Detail Service

\$800.00 +/- *Value!*

Convenience Is A Priority

Car Wash With Service

All members are entitled to a complete interior and exterior car wash at any service visit. Please request your car wash upon arrival and present your Silver Star membership card to your service consultant.

Silver Star Service Loaner Program

During all service visits, Silver Star members, enjoy the convenience and luxury of a pre-reserved Mercedes-Benz loaner car. To ensure a vehicle is washed and ready to go upon your arrival, please request your loaner vehicle when scheduling your service visit. Please present your Silver Star membership card or key tag upon arrival.

Lost Key Return Service

As a Silver Star member, your key tags provide peace of mind. If you lose your keys, instructions on your key tags will assist in the safe return of your keys and key fobs. Please make sure your key tags are on your key ring at all times.

Cost of replacement keys not covered if keys are not returned.

Excess Mileage & Damage Waiver

You will receive additional protection against unexpected vehicle damage and additional mileage as a Silver Star member. When it is time to trade your vehicle back to Mercedes-Benz of Buckhead, we will reimburse you for excess mileage or damage charges incurred from your lease company. Simply, provide your sales consultant with the lease end invoice, and we will reimburse you up to \$250.

Exclusive Café Benz Privileges

Enjoy free Internet access and your choice of upscale and home cooked, award-winning Café Benz culinary treats each time you are in for service. Silver Star members enjoy complimentary coffee and 10% off all other purchases. Simply, present your Silver Star membership card or key tag, and your coffee is on us.

\$825.00 +/- *Value!*





VIP Treatment



Personal Travel Concierge

Keep your Silver Star card or key tag in hand when planning your next travel excursion and enjoy the savings and convenience of having your own private travel concierge without expensive membership fees or charges. Benefit from savings when you book your next flight, cruise, hotel stay, vehicle rental, and anything in between.

Call Toll Free Monday Through Friday

9:30 am - 6:30 pm EST

1-888-732-7291

Bookings and fares may be based on availability



Retail Therapy

Exclusive Partner Network

Mercedes-Benz of Buckhead has partnered with Atlanta's top local merchants to provide our members with exclusive benefits and savings. Our network of participating partners range from high-end men's clothing stores to the area's top florist, upscale fine dining establishments, jewelry stores, and just about everything in between.

In addition to ongoing offers, watch our Web site and your inbox for special offers and benefits throughout the year. Members must present their membership card or key tag upon arrival. Please make sure you read and understand each offer in detail.



Open 24/7

How Much Could You Save?

Your BenzBucks balance is only a keystroke away! Check your account balance at www.mercedesofbuckhead.com anytime you choose.

Continuous Service 24 Hours A Day

Book your service reservation online, learn more about redeeming your points on your next vehicle, browse our inventory, stay informed of members-only special sale events, and even provide feedback to our managers. It's all just a click away, 24 hours a day.

Check Your BenzBucks Balance At
www.mercedesofbuckhead.com



Silver Star Referral Certificate



Mercedes-Benz
of Buckhead

I, _____,
Silver Star Member's Name

would like to refer: _____,
Print Name

to my sales consultant: _____.
My Mercedes-Benz of Buckhead Sales Consultant

When they purchase a new or pre-owned vehicle,
I will receive \$100 in BenzBucks Points.

1. CALL your sales consultant and let him/her know you are sending a referral.
2. Have your referral PRESENT this completed certificate to your sales consultant prior to vehicle purchase.
3. Fifteen days following completed sale, visit www.mercedesofbuckhead.com to verify your updated point balance.

Learn more about your benefits by visiting
www.mercedesofbuckhead.com





Mercedes-Benz
of Buckhead

Sales Consultant Must Complete To Award Points

Existing Customer's Barcode #

627250 1139

☐ \$100 in BenzBucks Points Awarded

Date Completed

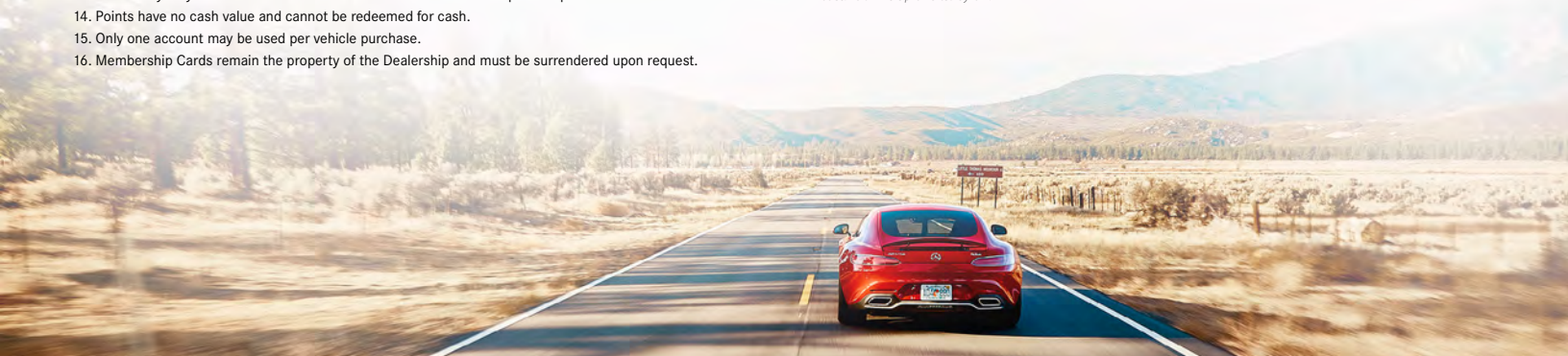
Manager's Validation Signature



Rules & Regulations

1. Upon receipt of membership wallet card and key tags (the "Card"), member agrees to be bound by the program rules and conditions.
2. BenzBucks (the "Points") are earned by making qualified purchases of products and services only at Mercedes-Benz of Buckhead (the "Dealership").
3. Members must present valid membership Card at time of purchase in order to accumulate Points.
4. 10% of the total dollars you spend toward a qualified purchase OR the fixed Point award for specific transactions as outlined in the membership materials will be accrued in Points to discount your next new or pre-owned vehicle purchase at the Dealership.
5. Each of the Points earned is equal to one dollar in award discounts.
6. Qualified purchases include retail parts, detail, services, maintenance and accessories. New or pre-owned vehicle purchases, body shop services and wholesale parts purchases are excluded from this program. Points are earned on customer pay transactions only. Warranty repairs do not qualify for Points accumulation.
7. Program is limited to a maximum award level of 1,500 Points for Preferred Service Members and 5,000 Points for Silver Star Members. The maximum award level for Star Elite Members is unlimited.
8. Points may be accumulated up to 39 months from the original membership start date, but may not exceed the Points limit.
9. Membership expires 39 months from original membership start date. Accumulated Points must be used prior to membership expiration or the Points will be forfeited.
10. Membership and Points may not be transferred from account to account. At no time can members pool Points to increase standings. Membership and accumulated earnings may not be bartered, brokered, sold, or transferred for any reason, including death and domestic matters.
11. Total Points standings will be tracked in the Flexstat® database and will be updated with each qualified purchase. Transaction credits will be posted within 30 days of the transaction date and can be checked at any Dealership Points scan terminal as well as the Dealership's Web site.
12. When redeeming Points toward a vehicle purchase, members must present a valid membership Card containing their accumulated Points with proper identification.
13. Points may only be accumulated at the time the member makes a qualified purchase.
14. Points have no cash value and cannot be redeemed for cash.
15. Only one account may be used per vehicle purchase.
16. Membership Cards remain the property of the Dealership and must be surrendered upon request.
17. Participation in this program is offered at the sole discretion of the Dealership and may be terminated at any time without prior notice.
18. The Dealership reserves the right to disqualify any person(s) from participation, if in its sole judgment the member violates the rules and regulations governing this program. In the event of disqualification or program termination, accumulated Points will be immediately terminated.
19. All members must be at least 18 years of age to participate.
20. Accumulated Points may not be redeemed if you are in default under the terms and conditions of these rules or with regard to any obligation which may be due the Dealership.
21. Determination of income or tax liability related to the participation in this program is the sole responsibility of the participating member. Neither NuCar Consulting, Inc. nor the Dealership make any representation as to the current or future tax consequences to the participating members as to the crediting, transfer, use, redemption, or disposition of program earnings.
22. The program has no pre-determined termination date. The program may be terminated at any time without prior notice at the wishes of the Dealership and/or NuCar Consulting, Inc.
23. The Dealership and NuCar Consulting, Inc. reserve the right to audit all accounts for compliance with these rules. In the event that an audit reveals discrepancies, the processing of program earnings may be delayed until such discrepancies are resolved. The Dealership reserves the right to make any and all decisions as to the validity of accumulated Points. All decisions are considered final.
24. Corporations, partnerships, and other entities may not be eligible to participate.
25. Nothing in these rules or in the program shall be construed to establish an agency, partnership, or joint venture relationship between the Dealership, NuCar Consulting, Inc., or any other party. NuCar Consulting, Inc. is not responsible and assumes no liability for changes in or discontinuance of a Dealership service, which may affect the program benefits.
26. The Dealership and NuCar Consulting, Inc. reserve the right to change the program rules at any time without prior notice to members.

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Mercedes-Benz
of Buckhead

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Parts & Service: 1.866.365.1120

www.mercedesofbuckhead.com