

PROFESSIONAL SERVICE NETWORK

Ford | FORD PARTS



Motorcraft



Omnecraft

Rewards and Benefits

Ford Professional Service Network (PSN) members have access to a wide variety of rewards and benefits. When purchase targets are met for the Elite level of Ford PSN, it opens the door to additional exclusive benefits!

		PSN MEMBER LEVEL	
		ELITE	STANDARD
REWARDS 	LOYALTY INCENTIVE PROGRAM – EARN 1%-2%	✓	
	GROWTH INCENTIVE PROGRAM – EARN 1%-4%	✓	✓
	POWER STROKE® PRIDE PROGRAM – EARN 1%-4%	✓	✓
	PRODUCT REBATES	✓	✓
BENEFITS 	MOTORCRAFT TECHNICAL TRAINING	✓	✓
	TEXT/SMS ALERTS	✓	✓
	IDENTIFIX DISCOUNTS	✓	✓
	ROTUNDA DISCOUNTS	✓	✓
	WEBSITE DESIGN OFFERS	✓	✓
	MOTORCRAFT® AND OMNICRAFT™ APP	✓	✓
	EXCLUSIVE FORD TECH TIPS MAGAZINE	✓	✓
	SIRIUSXM OFFERS	✓	
	DIGITAL MARKETING PROGRAM	✓	
	MOTORCRAFT RACING OFFERS	✓	
	VIRTUAL VEHICLE	✓	
	AUTONETTV DISCOUNTS (LOBBY TV)	✓	
	X-PLAN VEHICLE DISCOUNTS	✓	
	DELL DISCOUNTS	✓	
	HP DISCOUNTS	✓	
	ELITE MEMBER CERTIFICATE	✓	

➤ Ford PSN Member Dashboard

Quickly access all PSN resources, rebates and training, as well as reward status and amounts

➤ Info for Your Customers on Hundreds of Products

Download flyers for Motorcraft, Omnicraft and Power Stroke Diesel products

➤ Ford Video, Podcasts and Magazines Links

Millions of *Ford Tech Talk* video views can't be wrong, plus The Lift podcasts and tech articles

➤ Stay Up to Date on the Latest Ford, Motorcraft and Omnicraft Programs

For example, special growth targets, and Recall Rewards which enhances earnings for helping customers complete certain recalls

Visit FordPSN.com for more information.

ELITE FORD PSN MEMBER BENEFITS

SIRIUSXM OFFERS

Thank your customers by making their rides even better! Enroll your shop in the SiriusXM Service Lane for Shops Program and give your eligible customers a FREE three-month all-access SiriusXM subscription!

DIGITAL MARKETING PROGRAM

Build an online presence through special offers from CarCareCONNECT. Website, marketing, online advertising, platform (e.g., CRM, email) and eCommerce solutions.

MOTORCRAFT RACING OFFERS

Periodic offers for a chance to win tickets to Motorcraft-sponsored NASCAR® and NHRA® races.

VIRTUAL VEHICLE

Virtual Vehicle is a cloud-based library containing hundreds of animations showing how each part of the car works and what can happen when the part fails. It provides your Service Team with a tool that gets the message across in a simple, customer-friendly way, resulting in more service and repair labor, and higher customer satisfaction scores.

AUTONETTV DISCOUNTS (LOBBY TV)

Lobby TV is a custom television program designed to increase customer trust, boost service sales, and entertain customers in repair and service waiting rooms.

X-PLAN VEHICLE DISCOUNTS

Enjoy exclusive, no-haggle discounted pricing on the purchase or lease of eligible new Ford or Lincoln vehicles with an X-Plan PIN!

DELL DISCOUNTS

Preferred pricing on the latest Dell products and accessories. Save on desktop computers, laptops, monitors, printers and more.

HP DISCOUNTS

Exclusive deals on Hewlett-Packard laptops, desktops, tablets, printers and more. Plus, take advantage of savings on supplies!

ELITE MEMBER CERTIFICATE

Print a Ford PSN certificate with your business' name suitable for hanging in your waiting area or lobby – show customers that you belong to the Ford Professional Service Network!

STANDARD FORD PSN MEMBER BENEFITS

MOTORCRAFT TECHNICAL TRAINING

Access to free Motorcraft technical training! Over 100 courses are available with more added throughout the year, from engines and transmissions to steering and suspension:

- Training history
- Mobile-friendly

TEXT/SMS ALERTS

Get status updates on your PSN purchases, targets and offers periodically sent directly to your text-enabled mobile device. Never miss a reward threshold!

IDENTIFIX DISCOUNTS

Special subscription discount on Identifix Direct-Hit: Provides access to confirmed fixes, OEM data, full-color wiring diagrams, labor guides and more to repair any vehicle with speed, accuracy and confidence.

ROTUNDA DISCOUNTS

Exclusive PSN discounts on Rotunda diagnostic tools – allows you to equip your shop with dealership-level diagnostics.

WEBSITE DESIGN OFFERS

Grow your business with a local, customized website. Choose what best fits your needs with options that include hosting and support, customized logo design, 100% custom web design and custom development.

MOTORCRAFT AND OMNICRAFT APP

Motorcraft and Omnicraft App for Android and iOS phones. Updated automatically and in real time to help convey key information about:

- Features and benefits
- Product flyers
- Cross-reference information
- Warranty details*

EXCLUSIVE FORD TECH TIPS MAGAZINE

An exclusive publication for PSN members. It offers technical information on how to diagnose and repair Ford vehicles to support your efforts in fixing a vehicle right the first time.

**See Dealer or visit FordParts.com for limited warranty details.*

CONTACT INFO:

