

**Customer FAQ's - Military Appreciation Program**  
**Valid November 1, 2018 – November 30, 2018**

**Q) Who is eligible for the special Military Enhancement event (November 1, 2018 – November 30, 2018)?**

A) *This event is a special event that includes all military personnel qualified for general Ford Military Appreciation program plus ALL Veterans regardless of separation date. This is enhanced from the normal Military Appreciation program – which limits eligibility to only those Veterans who have separated within 2 years from sale of vehicle.*

**ELIGIBLE:**

- **Active:** Active Military Personnel in the Army, Navy, Air Force, Marines, Coast Guard National Guard, Reservists Serving on Active Duty and members of the Delayed Entry/Enlistment Program (DEP). This includes Spouses and Surviving Spouses.
- **Veterans:** A person who served in the active military, naval, or air service, and who was discharged or released there from under conditions other than dishonorable.
- **Retirees:** A military retiree is any member or former member of the uniformed services who is entitled, under statute, to retire or retirement (this typically requires 20 years of service). They will receive a pension as a retiree. This also includes those with a medical retirement.
- **National Guard and Honor Guard:** These individuals would be eligible under the current branch of service that they serve (Army, Navy, Air Force, Marines, Coast Guard).
- **Reservists:** *An individual that has previously served in the Military who is considered an eligible Veteran for this special promotion until November 30, 2018. After November 30, 2018, they would not be eligible for the program unless they were on orders to deploy or were a veteran within 2 years of separation.*

**NOT ELIGIBLE:**

- **Active Ready Reserve or Selected Reserve:** An individual of the Ready Reserve or Selected Reserve is required to complete a specified number of drill periods per year by reporting to their reserve unit and completing the prescribed training. They are also required to complete a two week period of job-specific training. They only become active when they get orders to deploy. These individuals have completed their term of service and are eligible as a Veteran or Retired Status for this promotion only. Some individuals may not be eligible because they have not completed their active status and have not achieved their Veteran status yet.
- **Inactive Ready Reservists (IRR):** An individual assigned to the IRR typically receives no pay and is not obligated to drill, conduct annual training, or participate in any military activities (except for periodic Muster activities) until activated by Presidential Reserve Call up Authority or until electing to drill, train, or serve in a "Drill without Pay" or an "Active Duty" role. Having previously served or retired, they would be eligible as a Veteran or Active Status during this promotion only.
- **Standby Reserve:** An individual that maintains their military affiliation without being in the Ready Reserve. The Standby Reserve consists of two components: the Active Status List and the

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Inactive Status List. For soldiers who do not choose whether or not to stay in the Active Reserve, they are added to the Standby reserve. Membership in the Standby Reserves is limited to one year, after which they must determine if they are transferring to the IRR or to an active drilling unit.

- **State Guard:** Also known as State defense forces are military units that operate under the sole authority of a state government; they are partially regulated by the National Guard, but they are not a part of the US Military forces. State defense forces are authorized by state are under the command of the governor of each state. Not all states have State Guard organizations and they are not typically considered "military" under the industry standards. State Guards cannot be federalized (they would never fall under the Department of Defense) and are completely separate entities from the United States Armed Forces. Therefore not eligible for this program.

**Q) What vehicles are eligible for this promotion?**

A) All 2017/2018/2019 Ford and Lincoln Vehicles are eligible for this promotion. This offer is not available on the Lincoln Navigator, Mustang Shelby GT350®, Mustang Shelby® GT350R, Mustang BULLITT Ford GT, Focus RS, F-150 Raptor.

**Q) How can a customer verify their Military eligibility and how long does the verification process take?**

A) All verification must be completed through the [www.Fordsalutesthosewhoserve.com](http://www.Fordsalutesthosewhoserve.com) site, by clicking on the "Register for Your Offer" link. This will route a consumer to our verification partner ID.me. Verification process typically take less than a minute; however when verifying through the document upload option, it may take up to 4 minutes.

**Q) What are some of the ways a consumer can confirm verification via ID.me?**

A) Consumers have the option to verify military eligibility using one of these items listed below:

- **Military (.mil) Email Address** Active Duty, Inactive Reserves or National Guard, may verify their service by confirming a .mil email address. After you submit your information, a verification code will be sent to the .mil email address provided. Once you receive that code, copy and paste it into the verification window on ID.me and your account will be verified.
  - **NOTE:** This option requires that you have immediate access to your military email account.
- **USAA Membership**
  - USAA has formed a relationship with ID.me to allow members to use their USAA membership to verify their military service affiliation. You must be one of the following to be verified in this manner:
    - You are a USAA member
    - You have Property & Casualty Insurance through USAA
    - You are the primary owner of the account
- **Military Service Record** - This option is only available to those that have served on Active Duty and have an **Active Duty service date that falls AFTER 09/30/1985.**

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- You will need to enter the name you held when you were discharged or the name listed on your military records (such as your maiden name). Do not include your middle initial or suffix.

**• If you are unable to use any of the above options – the last option is to Upload Military Documentation**

- You may upload a digital copy of the following:
  - DD214 (Discharge Details Form 214)
  - Leave and Earning Statement (LES)
  - NGB-22 (National Guard Bureau similar to a DD214)
  - Active duty Enlisted Records Brief (ERB)/Officers Record Brief (ORB)
  - (There are multiple ways of getting a copy of your paper documentation on to your computer in a digital format; including (but not limited to) using a scanner or you can take a picture with a smartphone or tablet and e-mail it to yourself, etc.)

**If there is an issue with verifying through ID.me, please contact Program Headquarters at 1-877-362-3756.**

**Q) I do not have an email address is there a way to verify without an email address?**

A) Currently, it is required that everyone have a valid email address to be verified and to obtain their certificate number. This email will receive the confirmation of the offer which can be used as proof of eligibility at the dealership. If one does not have a valid email, nor is able to have the confirmation sent to a loved one's email – then a new email address must be created. The customer should then use this new email address and created password to obtain their verification and certificate number.

**Q) I do not want to provide my Social Security Number, is there another method to verify?**

A) There are currently two ways to verify via the new ID.me process that do not require a consumer to provide SSN:

- Using .mil email address
- Using USAA Membership (only last 4 are required)

We understand that these two methods may not work for every consumer. However, we have always required documentation for program eligibility. In addition, our partner, ID.me may also require sensitive pieces of information to verify that you are eligible for a particular benefit and that no one else can claim that benefit by pretending to be you. This is typically the case for high value benefits because of the substantially increased risks of fraud. This information is strictly used for verification and fraud prevention purposes to audit and ensure your eligibility. ID.me does not use this information for marketing or re-targeting purposes.

Please be assured that security and safety of consumer information is of utmost importance to both Ford Motor Company and ID.me. You may refer to ID.me's [Privacy and Security Statements](#) for more details.

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ID.me protects all sensitive data with AES 256-bit encryption at rest and RSA 2048-bit encryption in transit.

**Q) I do not want to upload any information via id.me. Is there another process?**

A) Ford Motor Company has initiated this process to ensure the utmost level of verification, as well as to reduce dealer workload and exposure to audits associated with this program. At this time customers must be verified using this method. With this said, using the .mil or USAA Member verification does not require the upload of documentation.

**Q) I have uploaded documentation but have not received an email confirmation?**

1. Confirm if the customer provided a valid email address? Check email and SPAM folders.
2. Confirm that customer falls within program criteria. See Program eligibility question above.
  - a. Please note: All Veterans are eligible in this November 2018 Enhancement. Normally Veterans are only eligible for 24 months after their discharge date.
3. If the customer is unable to access the certificate number via a newly created email, then contact Program Headquarters at 1.877.362.3756 for assistance. A certificate research may be initiated. (Please note, this may take up to 48 hours for resolution)
4. Dealers can also check the eligibility by verifying Smart VINCENT Certificate Inquiry to validate if a certificate number was already generated for the customer. Certificate numbers are uploaded nightly and should be available next business day via Smart Vincent.

**Q) I am having issues trying to get verified with ID.me and I am not sure how to get assistance?**

A) Please call Program Headquarters at 1.877.362.3756 and they will work with ID.me to validate eligibility for this program. You can also find other FAQ for support here.

**Q) When I registered my email with ID.me, I checked the box to receive future communications from ID.me and no longer wish to receive any communications from ID.me. How can I unsubscribe from these e-mails?**

A) Please visit the following link and follow the steps to unsubscribe from future ID.me communications and emails.

<https://idme.zendesk.com/hc/en-us/articles/217739718>

**Q) Why can't I just show a military ID card to determine my eligibility with the dealership?**

A) Due to government regulations, we cannot accept a copy of a military ID card (CAC card) for verification purposes. According to Title 18, US Code Part 1, Chapter 33, Section 701, photocopying of United States Government Identification is illegal and punishable by both fine and imprisonment.

**Q) I attempted to verify but was unable to verify by uploading documentation. Why?**

A) There are several situations that may cause your verification attempt to be denied prior to uploading a document. Some examples include the following:

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- The information you entered did not match.
- The information you entered matches an identity that already exists in our system.
- The document you uploaded already exists in our system and is being flagged as a duplicate.
- Your credit/identity profile has been frozen either voluntarily or as a result of your identity being compromised.
- The information you entered was entered incorrectly.
- You have moved within the last year.
- There is erroneous information in your credit file.

Any of the situations listed above could be contributing to the reason for denial. If you are encountering issues verifying your identity, please contact Program Headquarters at 1.877.362.3756 for assistance.

**Q) Is the Military Appreciation Program compatible with A/X/Z/D Plan Sales?**

A) Yes, Military Program is now compatible with all A/X/Z/D Plan Sales.

**Q) I noticed that my incentive offer for the Military Program is different in Florida than Michigan? Is that true?**

A) Yes, this offer will vary by market, so please see your dealer for more details and to confirm eligibility in the program.

**Q) I am a member of the Delay Entry Program (DEP) and I don't understand which option to use on the ID.me site to verify myself?**

A) Due to the fact that you have not yet achieved an active status in the military branch, please use the upload additional documents feature and ID.me will manually validate your status in the DEP program.