



Mercedes-Benz of Buckhead

Star Elite Member 2015-2016

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 Star Elite 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 Star Elite 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!

Paul Tully
General Manager

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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 Star Elite member, your redemption limit is unlimited. Upon enrollment in the program, you will have the choice between our **27 month Star Elite membership** term or our **39 month Star Elite membership** term. You are eligible to earn and redeem points toward your next Mercedes-Benz of Buckhead vehicle throughout the terms of your membership in the program as well as enjoy full membership benefits and privileges during this time.

Customer Appreciation Bonus - \$150 in Points!

As a Star Elite member, your earnings account will be preloaded with \$150 in BenzBucks Points.

First Transaction Bonus - \$150 in Points!

To thank you, you will receive an additional \$150 in BenzBucks Points the first time you make a purchase and swipe your Star Elite membership card or key tag at our dealership.

Friends & Family Referral Bonus - \$200 in Points!

As a Star Elite member, you will receive \$200 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 14. 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!

\$1,000.⁰⁰ *Value!*



Benz Bucks 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 = \$25.00 Reward Certificate

1,000 Points = \$50.00 Reward Certificate

1,500 Points = Complete Detail Service



Simplified Service

↳ Mercedes-Benz "Star Service" Prepaid Maintenance

As a Star Elite member, your membership includes the convenience of a prepaid maintenance program through Mercedes-Benz's Star Service Maintenance Program. At the time of enrollment you will have your choice of either a 24 month/24,000 mile plan or a 36 month/36,000 mile plan. That means for new vehicle owners and lessees, routine maintenance and services are covered at no additional charge. For details, please ask your Mercedes-Benz of Buckhead Business Manager or refer to your Mercedes-Benz Star Service Maintenance Guide.

Mercedes-Benz Star Service includes:

Mobile One Synthetic Oil

Tire Rotation

Cabin Filter

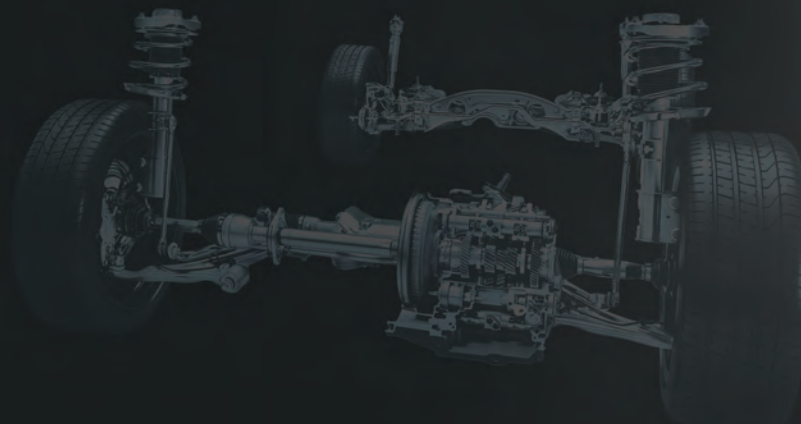
Air Filter

Pollen Filter

Brake Flush

Transmission Flush

Wiper Blades



Up to **\$2,400.00** *Value!*

Freshen Up

Star Elite Detail Program

Fresh as the day you took your new vehicle home! As a Star Elite member, you will receive two complete detail services within your selected term of ownership. Simply call to schedule your detail service and present your Star Elite membership card upon arrival.

Star Elite Car Wash Service

As a Star Elite member, you will enjoy 75 complimentary car washes (machine wash). Service includes exterior wash, interior vacuum, window cleaning, and tire treatment. Members must present their Star Elite membership card and valid photo ID at time of arrival. Sorry, car wash service is not transferable in any way, does not include trucks, and wait time may vary based on demand.

To ensure a timely and convenient visit, we recommend members pre-schedule car washes in advance or visit during non-peak hours.

Car Wash Hours:

Monday - Friday, 8am - 5pm

Saturday - 8am - 2pm

Sunday - Closed

Up to **\$2,475.00** Value!





Delightful Indulgences

B **Exclusive Café Benz Privileges** *Café Benz*

Enjoy free Internet access and your choice of our upscale and home cooked, award-winning Café Benz culinary treats. \$100 will be pre-loaded on your membership card for you to use.

B **Star Elite Service Loaner Program**

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

Express Yourself

B **Parts & Accessories Boutique Gift**

Personalize your vehicle, on us. Your Star Elite Membership card comes pre-loaded with \$50.00 toward the purchase of any parts or accessories. Simply stop by during our regular hours of operation, select your items and present your valid membership card at time of payment.



\$1,800.00 *Value!*

Relax We have You Covered

🌀 Excess Mileage & Damage Waiver

You will receive additional protection against unexpected vehicle damage and additional mileage as a Star Elite 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 \$1,000 in BenzBucks Points.

🌀 Cosmetic Paintless Dent Removal

As a Star Elite member, you will also receive two single cosmetic paintless dent removal services (up to \$300 per incident). Simply schedule your service and present your Star Elite membership card or key tags upon your arrival.

Excludes dents that include replacement of any vehicle body panel, sanding, bonding or painting. Dent must be no larger than 4 inches. No touch up on any scratches or dents that requires repainting.



\$1,600.00 *Value!*

Key Replacement Service **KEY** REPLACEMENT

Your Mercedes-Benz keys are very expensive to replace if they are lost, stolen or destroyed. Our keys incorporate micro-chips for remote locking systems, trunks and for alerting others in times of panic. When your Mercedes-Benz keys need to be replaced, it's a costly endeavor that also includes re-programming charges. As a Star Elite member, we have you covered.

Simply keep your key tag on your key ring at all times, and the instructions on your key tag will assist in their safe return to you. Should your keys not be returned, or if they are stolen or destroyed, you have the peace of mind that we can replace them for you! Your Star Elite membership includes replacement of your Mercedes-Benz keys of up to \$799 per year in lost keys! (Maximum benefit of \$2400!)

Benefits R.O.A.D. Program Key Replacement

Key Replacement – In the event your Mercedes-Benz key is lost, stolen or destroyed, we will pay for a replacement key and reprogramming associated with the new key.

Lockout Service - If your ignition key is accidentally locked inside the car, you will be covered for the services of a club locksmith to open the door for you.



“Mercedes-Benz of Buckhead replaced my key fast and it was free, I couldn't be happier!”

\$2,400.00 *Value!*

VIP *Treatment*

Personal Travel Concierge

Keep your Star Elite 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



Star Elite Referral Certificate



Mercedes-Benz
of Buckhead

I, _____,
Star Elite 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 \$200 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

\$200 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 for Silver Star and Preferred Service Members. The accumulation period for Star Elite Members is outlined on the membership enrollment form as either 27 months or 39 months. For all members, Points may not exceed the Points limit.
9. Membership expires 39 months from original membership start date for Silver Star Preferred Members and all other Preferred Members. Membership for Star Elite Members expires as outlined in membership enrollment form either 27 months or 39 months from enroll 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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www.mercedesofbuckhead.com