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## Ford Taking Professional Service Network to the Next Level

### *New tiered membership rewards customer loyalty and offers elite benefits*

**DEARBORN, Mich., April 18, 2019** – Ford Customer Service Division (FCSD) announces changes to the wholesale parts program built to serve independent repair facilities. Enhanced for 2019, the Ford Professional Service Network (PSN) will now offer a new level of rewards for Ford Parts, Motorcraft® and Omnicraft™ customers and their businesses - all at no cost to the installer.

“We regularly speak with our independent repair facility customers to learn more about their business, challenges, expectations and support needs. As part of our ongoing efforts to tailor our program to address those issues, we wanted to find more ways to say ‘thanks’ for our customers’ loyalty to Ford, Motorcraft and Omnicraft parts,” said Reed Van Tiem, Ford PSN Marketing Manager. “We are thrilled to offer even more exciting and valuable rewards to come from the Ford Professional Service Network.”

The updated PSN program has a tiered membership structure, featuring a standard base program along with a new PSN Elite level of membership. Beginning January 1, loyal customers were eligible to become Ford PSN Elite members, gaining access to exclusive benefits, at no cost to the customer.

“Elite members will have access to so many more benefits that go beyond rewards – with incentives to help them, their employees and their businesses,” said John Hanighen, Ford Global Aftermarket Business Director.

Included among the many benefits of PSN membership are:

- **Purchase Rewards:** Members receive credit for their Ford, Motorcraft and Omnicraft purchases\* and the opportunity to earn rewards throughout the year. It’s simple: purchase more, earn more.
- **Product Rebates:** PSN members can enjoy the benefit of paperless rebates in which proof of purchase is automated. Once registered for PSN, simply sign in to view and claim rebates.
- **Technical Training:** Members have free access to Ford’s exclusive learning management system that offers the ability to take and track individual courses on a variety of topics.
- **Resource Library:** Members are encouraged to use the program’s resource library, which contains everything from product flyers to training videos to current product news.
- **Business Insights:** Through the interactive dashboard, members have access to personalized reporting to stay informed of current trends and review past performance.
- **Marketing Materials:** As a thank-you, PSN Elite members will receive a complimentary welcome kit as well as gifts throughout the year.
- **New Elite-level benefits:** Elite members will have access to discounts and offers to help improve their bottom line and grow their business, such as Ford diagnostic software and hardware, in-shop marketing, as well as shop training and technical resources.

With the addition of the Elite membership level, the Ford Professional Service Network offers even more benefits than before – all at no cost to the installer. Ford is pleased to work with and reward our most loyal customers, providing installers and their customers the best parts for their vehicle repairs.

\*Parts must be purchased directly from a Ford or Lincoln Dealership or a Ford Authorized Motorcraft distributor.

Motorcraft® is a registered trademark of Ford Motor Company. Omnicraft™ is a trademark of Ford Motor Company.



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#### **About Motorcraft**

*Motorcraft offers a complete line of replacement parts that are recommended by Ford Motor Company. From routine maintenance to underhood repairs, Motorcraft parts offer value with high quality and the right fit at competitive prices. Motorcraft parts are available nationwide at Ford and Lincoln Dealers, independent distributors and automotive parts retailers and are backed by the Service Parts Limited Warranty of Ford Motor Company. For more information, visit [www.motorcraft.com](http://www.motorcraft.com).*

#### **About Omnicraft**

*Omnicraft is part of the Ford lineup of parts brands: Ford Parts, Motorcraft and Omnicraft. Omnicraft is the exclusive non-Ford/Lincoln parts brand of premium aftermarket parts. With more than a century of parts heritage to build upon, Omnicraft provides excellent quality and fit, and is a preferred choice of professional automotive technicians. To find out more about Omnicraft, visit [www.omnicraftautoparts.com](http://www.omnicraftautoparts.com) or contact your local Ford or Lincoln Dealership.*

#### **About Ford Motor Company**

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

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