



MASERATI

Maserati Digital

Benefits & Program Rules

June 2019

| Maserati Digital - Benefits

Leads	Products
<ul style="list-style-type: none">• Dealers will receive brand site leads from MaseratiUSA.com and Maserati Event Leads directly to their CRM• Dealer's website and location will be listed within the "Find a Dealer" search results on MaseratiUSA.com• Dealers have a deep link to their inventory listing within the "Find a Dealer" search results• Dealers have a deep link from the Search New Inventory page on all brand sites that links directly to the dealer's VIN specific vehicle details page	<ul style="list-style-type: none">• To ensure dealers are receiving the best products and services in the market place Maserati Digital vets and review all approved vendors• Dealers are able to purchase products and services offered through the Maserati Digital program at discounted rates• Dealers have access to the Maserati Analytics platform, which showcases all digital analytics across Maserati Digital programs including your website, leads, advertising, and showroom activity• Maserati has invested in additional resources to provide dealers with in-depth analytics to improve media best practices and conversions on the dealer sites
Added Benefits	Support
<ul style="list-style-type: none">• Dealers receive exclusive Maserati Digital promotional pages and tools that support key retail events (i.e. New Vehicle Launch landing pages, customer personalization, etc.)• Select Maserati Digital products and services are eligible for Co-op reimbursement• Automatic submission of Co-op for certain products and services• See MaseratiUSACoop.com for additional details	<ul style="list-style-type: none">• Dealers have access to call or email Maserati Digital VIP Support for any Maserati Digital program-related questions• Concierge service is provided by Maserati. This service reaches out to customers to assist dealers with setting an appointment at the dealership.

Design

- Background customization is not allowed.
- Header customization is not allowed. Dealer logos and other customizations can be added to the footer.
- Content can be added to pages inside of the editable areas within the templated widgets available by their provider.
- Website font cannot be changed.
- Website color cannot be changed.
- Dealer may add, delete, and order their web tiles and slideshow with up to 5 web tiles. Primary navigation is editable.
- Navigation must be maintained to one row (no wrapping).
- Brand logo(s) must be displayed in the header.
- Competitive brand logos are not allowed.

Inventory

- Competitive make new vehicles are not allowed on Maserati Digital websites.
- Competitive make used vehicles are allowed on Maserati Digital websites. (Note: cannot be displayed on the homepage)
- Sharing of new Maserati inventory between multiple physical locations is allowed across dealerships within a 100 mile radius. When inventory is shared across sites, the physical location of the vehicles must be identified on the VLP and VDP.
- Sharing of used inventory between multiple locations is allowed.
- Manufacturer suggested retail price must be listed in the pricing structure on the website

URLs

- Program site URLs must be registered/hosted by Maserati Digital or the website provider to ensure brand site deep links and additional media is being directed to the Maserati Digital approved website.

Tracking numbers

- Maserati Digital provisioned sales, parts, service and commercial call tracking phone numbers must be listed in the header on all pages where a phone number is listed.
- Call tracking phone numbers listed throughout the site must be consistent with Maserati Digital provisioned call tracking numbers (i.e.. Dealer images, SEO content, etc.).

3rd party tools & websites

- All links on a dealer's website must remain within the dealer site environment (note: exceptions will be allowed for social media sites (Facebook, Instagram twitter, YouTube), approved Maserati sites/materials, and charity/local events.
- Websites may not host links or redirect to dealer group, retail, or secondary sites.
- 3rd party plug-in tools which do not collect leads or un-approved website data are allowed.
- Pop-ups are not allowed on the home page.
- If a non-certified tool or service is found on a dealer's Maserati Digital website, it must be removed and/or replaced within 10 business days of Maserati Digital notifying the dealership.
- If a non-certified tool or service is found on a dealer's Maserati Digital website, Maserati Digital support may remove it from the website if the dealership does not do so within 10 business days.
- All Maserati dealers are required to have a program site.

Legal

- Dealer provided content must be compliant with all applicable copyright and state laws. Dealer is responsible for identifying legal compliance.
- Dealer consent of the Data Share Agreement (DSA) is mandatory to participate in the Maserati Digital Program. For more information regarding the DSA please email info@maseratidealerdigital.com or call 844-309-4692.

Digital Advertising with a MNA Certified Provider

- All paid advertising traffic must be driven to the certified Maserati Digital website.
- All ads will be dealer branded and locally focused.
- Location targeting must be applied to all advertising, no national buys are permitted.
- Dealers are not permitted to buy other dealership names as a search term.
- All advertising must adhere to co-op guidelines to be eligible.
- All advertising must adhere to the brand guidelines and feature the Maserati logo in banner/social/video advertising.
- No distress messaging is permitted.
- Advertising must not state or imply that any Maserati dealership has favorable status or preferential standing in the marketplace at the expense of another Maserati dealership through direct mention of any other Maserati dealership.