



MERCEDES-BENZ OF AMERICA

update

TO: All Mercedes-Benz Dealers

FROM: Marketing Communications

RE: C63 Black Series - T3BP

DATE: 04/20/12

C63 Black Series Listed on Ebay Automatic T3BP, Category 1, Strike 3

We do wish to remind you that the Brand Communications Standards infraction of a "1A8" is as follows:

Dealers cannot sell or list limited production/specialty vehicles on third-party auction-based websites, such as eBay.com, until authorized by MBUSA via Sales Operation's "Monthly Sales Program Guide." MBUSA Sales Operation's "Monthly Sales Program Guide" shall specifically state on a monthly basis which limited production/specialty vehicles are prohibited from being listed on third-party auction websites.

Failure to comply with this standard will result in an automatic issuance of **three Category I strikes**, thus resulting in 100% assessment (at \$495 per wholesale unit) of the bonus monies paid in the month in which this infraction occurred.

Sincerely,

Drew Slaven
General Manager, Marketing Services