

FORD MDA

WELCOME MESSAGE

Dear Potential Members:

Thank you for your interest in becoming a Ford Minority Dealers Association (Ford MDA) Preferred Vendor/Sponsorship Member. The information in this correspondence will give you an overview of Ford MDA's mission and dedication to serve its minority dealers.

We look forward to partnering with your company and helping you establish a working relationship with Ford MDA minority dealers in an effort to share cost-saving initiatives and help dealers increase their bottom line.

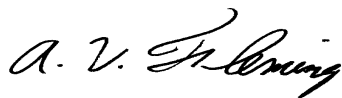
Our primary objective for our Ford MDA dealer body includes vendors' initiative programs that are designed to curbe the high cost of automotive products and services by devising a market plan that will restore capital back into minority dealerships and sustain profitability.

The benefits of becoming a Preferred Vendor/Sponsorship Member with Ford MDA would give you the opportunity to market your product and services and achieve maximum exposure to minority dealers. Ford MDA, in addition, will integrate your services within its overall business objective to help ensure you the total participation and support from our dealer body.

Annual participation during Ford MDA's Annual Conference and/or All Regions Dealer Meeting is another benefit of becoming a Member. Your participation will enhance your exposure and offer you an audience of minority dealers across the USA with other vendors and suppliers with whom you can present your services to.

Please review Ford MDA's Membership Program and Benefits on page three. If you have questions, please don't hesitate to contact us at (248) 557-2500. We are looking forward to your company becoming a Member in the very near future.

Sincerely,



AV Fleming
Executive Director
Ford MDA

OUR MISSION STATEMENT

Ford MDA is committed to its mission of “encouraging its membership to inform and convey successful strategies and practices in the retail automobile business”.

OUR TACTICS

The Ford Minority Dealers Association (Ford MDA) is a non-profit corporation that ensures fair and proper treatment for minority Ford Motor Company automobile dealers.

Ford MDA meets regularly with top Ford Motor Company executives to resolve dealer issues and problems in addition to reviewing recommendations and proposals advanced by Ford MDA to improve the Ford Motor Company Minority Dealer Program. Through these negotiations with Ford Motor Company, Ford MDA has been instrumental in the design of the Minority Dealer Program and in gaining Ford Motor Company dealerships for all minorities across the country.

Ford MDA utilizes various forms of member communication with its members including a “Ford MDA Newsletter” to heighten its members’ awareness of programs, pending issues and meetings scheduled to assist in the operation of their businesses. The primary source of funding for Ford MDA is through our Invoice Program.

FORD MINORITY DEALERS ASSOCIATION PREFERRED VENDORS INVESTMENT & BENEFITS BREAKDOWN

| Bronze Investment: \$1,000+ | Silver Investment: \$5,000 | Gold Investment \$10,000+ |
|--|---|---|
| <p style="text-align: center;">Full page Article/Ad in Newsletter</p> <p style="text-align: center;">-Recognition as Bronze in Newsletter</p> <p style="text-align: center;">-Signage at Annual Conference Special Events</p> <p style="text-align: center;">-Entrance to Ford MDA's Welcome Reception</p> <p style="text-align: center;">-Company link on fordmda.com website</p> | <p style="text-align: center;">-2 Full page Article/Ad in Newsletter</p> <p style="text-align: center;">-Special Recognition as Silver in Newsletter</p> <p style="text-align: center;">-Signage at Annual Conference Special Events</p> <p style="text-align: center;">-Recognition in Annual Program Booklet</p> <p style="text-align: center;">-Workshop Presentation at All Regions Dealer Meeting & Annual Conference*</p> <p style="text-align: center;">-Entrance to Ford MDA's Welcome Reception & All Other Events</p> <p style="text-align: center;">-Company link on fordmda.com website</p> | <p style="text-align: center;">-2 Full page Article/Ad in Newsletter</p> <p style="text-align: center;">-Major Recognition as Gold in Newsletter</p> <p style="text-align: center;">-Major Sponsor Signage at Annual Conference Special Events</p> <p style="text-align: center;">-Major Recognition in Annual Program Booklet</p> <p style="text-align: center;">-Priority on Workshop Presentation at All Regions Dealer Meeting & Annual Conference*</p> <p style="text-align: center;">-Entrance to Ford MDA's Welcome Reception & All Other Events</p> <p style="text-align: center;">-Company link on fordmda.com website</p> |

**Workshop presentations at Annual Conference and All Regions Dealer Meetings are on "As Available" basis.*

FORD MDA VENDOR RENEWAL FOR MEMBERSHIP

Ford Minority Dealers Association

The number one source of information for minority dealers throughout the USA

Date: _____

COMPANY INFORMATION

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Cell Phone: _____ Fax: _____

Email: _____ Website: _____

GENERAL INFORMATION

Company Product and/or Services: _____

Primary Contact Person: _____ Secondary Contact: _____

Name of Owner/Representative: _____

Other Auto Association Affiliates. Please check all that apply.

GMMDA ___ DCMDA ___ NAMAD ___ NADA ___

ANNUAL MEMBERSHIP DUES

Please select your membership classification:

Bronze Sponsor \$1,000 ___ Silver Sponsor \$5,000 ___ Gold Sponsor \$10,000 ___

(Annual membership dues are due a year from anniversary date.)

Please complete form, copy and fax to Ford MDA – (866) 559-1732 ATTN: Dee Suber

Or mail to: Ford MDA

P.O. Box 760386

Southfield, MI 48076

(248) 557-2500

www.fordmda.com

OUR BENEFITS

- Networking Opportunities
- Access to meetings with manufacturer representatives
- Assistance in communicating with Ford MDA dealer body
- Receive communications emanating from the Association
- Access to Ford MDA dealer membership list
- Attend workshops during Annual Conference and All Regions Meetings
- Participate in designated dealer meetings
- Ford MDA Newsletter
- Complimentary Advertisement in Ford MDA Newsletter
- Complimentary Corporate admissions/registrations to Ford MDA Conference activities and events *(Based on Membership Level)*
- Company link and logo on Ford MDA website
- Complimentary Listing of Company Business on Ford MDA.com website

*For more information, contact Dr. AV Fleming, Executive Director
or Dee Suber, Executive Assistant
Ford Minority Dealers Association
P.O. Box 760386
Southfield, MI 48076
(248) 557-2500 (phone)
(866) 559-1732 (fax)
www.fordmda.com*