

## INTRODUCTION

### Our commitment to educators.

Subaru values our relationships. As an essential part of young people's education, you're more than a customer — you're part of Subaru of America's extended family.

As a thank you for your commitment to education, you are eligible for an additional \$500 off the negotiated price on the purchase or lease of a new Subaru. Additionally, the price could be reduced further by any regional retailer or customer incentives in effect when purchasing.

This offer applies to active classroom teachers, principals, and vice principals of PreK-12 schools.

A better price. An easier time. This is our commitment to you.

Subaru takes pride in our engineering, performance, safety, and customer experience. Equally important is recognizing and thanking those who nurture our community.

So, with love, respect, and a deep appreciation for all you do, we welcome you to the Subaru VIP Educator Program.

The following document will outline the VIP Program Guidelines. If you have any questions, contact the VIP Department at [viprogram@subaru.com](mailto:viprogram@subaru.com).

## ELIGIBILITY

The Subaru VIP Educator Program discount is available to active classroom teachers, principals, vice principals, and school employees of PreK-12 schools.

The following US educators are eligible for teacher discounts:

### CLASSROOM TEACHERS (PREK-12)

- Certified educational assistants
- Certified substitute teachers
- Certified teacher aides
- Certified teacher assistants
- Certified teachers
- Child development teachers
- Department of Defense Education Activity (DoDEA) Teachers
- Faculty
- Lecturer
- Instructor
- Instructional assistants
- Paraprofessionals
- Special Ed teachers

- Specialized teachers (Speech-language pathologists, Hearing impaired, JROTC, Music, Dance, Dramatic arts, Art, Journalism, Speech, Home economics, Vocational education, Adult education, Family and consumer science engineering, Agriculture, Marketing, Athletic coaching, etc.)
- Substitute teachers
- Teacher
- Teaching interns

#### PRINCIPALS AND ASSISTANT PRINCIPALS (PREK-12)

- Assistant Principals
- Headmasters
- Principals
- Superintendents and Assistant Superintendents
- Vice Principals

#### SCHOOL EMPLOYEES (PREK-12)

- Any child development staff (working with children under Pre-K - Kindergarten level)
- Driver education
- Head Start teachers / staff
- Employee
- Librarians / Educational media specialists
- Occupational therapists
- Other school employees (School cafeteria, maintenance, office, computer IT staff, etc.)
- Pupil personnel services
- School guidance counselors
- School nurses
- School psychologists
- School social workers
- Staff

A spouse or domestic partner of an eligible participant, as described above, residing in the same household. Verification of eligibility and address are required.

## WHO IS NOT ELIGIBLE

- This offer does not extend to eligible participants' friends or other family members.
- At the time of purchase, the participant must be a U.S. resident, and the vehicle must be titled in the U.S. (excluding Hawaii).

**The following school employees are NOT eligible for the VIP Educator Program discount:**

- **College/University Employees**
- **Child Care**
- **Retired Teachers**
- **Uncertified homeschool teachers**

## ELIGIBILITY VERIFICATION



- Customers will need to request an Educator Program VIP Authorization Form prior to visiting a retailer at <https://www.subarunet.com/vip/customer/educator>

- To access the Educator Program Request Form, customers will need their eligibility verified by our trusted partner, ID.me.
- ID.me provides secure identity proofing, authentication, and group affiliation verification for government and businesses across sectors. The company's technology meets the highest federal standards.
- ID.me eligibility verification is mandatory.
- Customers who don't have an ID.me account will need to create one and work with ID.me to ensure their account accurately reflects their eligibility. If a customer needs assistance with their ID.me account or verification or has questions, they should visit the ID.me Support page, [https://help.id.me/hc/en-us/p/contact\\_support](https://help.id.me/hc/en-us/p/contact_support)
- ID.me offers multiple options for verifying educator status, including:
  - o State License Lookup: Enter your teacher number, state, school district, and school to verify your teacher status.
  - o Document Upload: Upload images of official documents to verify your military status. The ID.me team reviews document uploads within 60 seconds at a secure U.S.-based facility.
  - o For more information visit: <https://www.id.me/individuals/group-discounts/teachers>

## PRICING

- Eligible participants negotiate their best price directly with the retailer.
- Retailer must then clearly disclose an additional discount of \$500.00 on the Bill of Sale or Lease Agreement.
- In addition, purchases must be further reduced by all applicable zone, regional, customer, or retailer incentives or rebates, including customer or retailer finance or lease cash in effect at the time of purchase.
- Retailer may, at its discretion, provide additional discounts on any model vehicle.
- **The VIP Educator Program discount cannot be combined with any other SOA promotional offers, the VIP Premier, Signature, or Military Program, coupons such as Auto Show & Ambassador Coupons, or direct mail/email offers (except Subaru Guaranteed Trade Program (GTP) or Subaru Added Security® Maintenance Plan.)**

## ADDITIONAL RULES

- Eligible vehicles must be new, never previously titled, not previously reported sold, and generally have less than 500 miles. Retailer demos and used vehicles are excluded.
- Offer does not apply to sales made prior to receipt of the approved VIP Authorization Form.
- VIP customers are limited to two (2) program transactions per calendar year.
- This offer cannot be redeemed for cash and must be used to purchase or lease a new Subaru.

# GUIDELINES

## CUSTOMER ACCESS

- Eligible participants have 24/7 access to view program information and to make a request for a VIP Authorization Form; the location to access VIP information per program is outlined below:

EDUCATOR PROGRAM	VIP AUTHORIZATION REQUEST LOCATION
Eligible Participants	<a href="https://www.subarunet.com/vip/customer/educator">https://www.subarunet.com/vip/customer/educator</a>

- Auto-approved authorizations will be issued immediately to the customer and retailer, provided all applicable information is available.
- Customer requests requiring additional information and member-based organization requests will be processed within twenty-four business hours.

## RETAILER VISIT AUTHORIZATION FORM

- Participants and Retailers receive an approved VIP Authorization Form via email within twenty-four business hours of application.

## TO REQUEST A VIP PROGRAM AUTHORIZATION FORM:

- Educator Program requests should be made at a Subaru Retailer

## RETAILER SELECTION

- VIP customers select the retailer of their choice, generally based on customer proximity and convenient servicing.
- Should the customer not have a retailer preference, SOA will select the closest participating retailer based on the customer's zip code.
- Program procedures are designed to identify and introduce VIP customers to their requested retailer prior to their first contact with a retailer.
- All sales must be conducted by an authorized and participating Subaru retailer within SOA regions or independent distributorships. SOA VIP Programs are available in the U.S. only, except Hawaii.

## RETAILER NOTIFICATION

- Each retailer has previously designated a "VIP Contact" responsible for matters relating to VIP Programs.
- This designated "VIP Contact" will be notified via email each time a new authorization is issued to a customer interested in visiting the retailer.
- Each authorization form issued will be emailed to the applicable retailer's VIP Retailer Visit Authorization queue, located on Subarunet, for a period of 45 days from the date issued. To access the VIP Retailer Visit Authorization queue, click on the Reports tab and choose the VIP Authorizations link.
- The VIP Retailer Visit Authorization queue provides retailer personnel access to view or print approved customer authorization forms as needed to ensure timely customer contact, verification of customer pricing eligibility, and redemption of the retailer handling fee.
- Requests for reinstatement of expired authorizations can be made via email to [vipprogram@subaru.com](mailto:vipprogram@subaru.com)

- Any changes to the current designated VIP contact must be requested by an authorized signer via email to [vipprogram@subaru.com](mailto:vipprogram@subaru.com)

## VEHICLE AVAILABILITY

- All sales are subject to availability and retailer discretion. At the retailer's election, the vehicle may be secured from the retailer's new vehicle inventory, located from a nearby retailer's inventory, or ordered from SOA.
- From time to time, specific models may be excluded or temporarily held from the program as determined by SOA. Excluded vehicles will be outlined on VIP Authorization Form and may be subject to change.
- Should an eligible participant choose to opt out of the program and negotiate directly with a retailer, it is recommended that it be clearly noted on the buyer's order, acknowledged by both parties and a copy submitted to VIP Program Headquarters at [vipprogram@subaru.com](mailto:vipprogram@subaru.com)
- New Subaru vehicles are those never titled, not previously reported sold, and generally have less than 500 miles. Retailer demos and used vehicles are excluded from the VIP Program.

## VEHICLE LIMIT

- VIP Program customers are eligible to purchase or lease two (2) new vehicles per calendar year.

## ACCESSORY PRICING

- Accessories that are added to the vehicle at the factory will be included in the retailer invoice cost.
- However, the retailer will determine the price of any accessories added after the vehicle has arrived at the retailer's location, as the retailer will incur procurement and labor costs to obtain and install such accessories.
- Retailer-installed accessories must be itemized on the signed Buyer's Order/Bill of Sale or supported by repair orders.

## EXTENDED WARRANTY OR MAINTENANCE PLAN

- The cost of any extended service contracts or maintenance plans will be determined by the retailer and agreed upon jointly by the retailer and the customer.

## INCENTIVES/REBATES

- Any applicable zone or regional customer or retailer incentives available at the time of delivery must be deducted from the VIP customer's discounted purchase or lease price.
- Rebates or incentives include any customer cash, retailer cash, finance cash, and/or lease cash available at the time of delivery.
- Stair Step is excluded.
- VIP Program pricing cannot be combined with any other SOA promotional offers, coupons (such as auto show or internet coupons), or direct offers (except Subaru Guaranteed Trade Program (GTP) or \$500 Subaru Added Security® Maintenance Plan Coupon).

## TRADE-INS

- The value of a trade-in is determined by the participating retailer and is agreed upon jointly with the VIP customer.

## LEASING

- Lease arrangements, if any, will be determined in the usual manner with the retailer and subject to the retailer's standard credit approval practices.

- VIP Program customers are eligible to apply for special lease program offers that may be in effect at the time of delivery.
- VIP Program pricing must be disclosed as the “Agreed Upon Value of the Vehicle” on the lease agreement (Section 10A and Section 14A).
- The customer is responsible for any and all upfront fees (such as acquisition fee, security deposit, license, title, tax, etc.) required at the time of delivery.

## FINANCING

- Financing arrangements, if any, will be determined in the usual manner with the retailer and will be subject to standard credit approval practices of the retailer.
- VIP Program customers are eligible to apply for any special low-rate financing offers that may be in effect at the time of purchase.

## GENERAL PROVISIONS

- The VIP customer is responsible for all applicable federal, state, or local taxes, license, municipality registration, and lease fees. Any customary retailer advertising, administrative, and/or trade fees are also the responsibility of the VIP customer and must be itemized on the buyer’s order.
- The special VIP Program pricing does not apply to sales made prior to receipt of the approved Retailer Visit Authorization form.
- It is not the intention or purpose of the program to interfere with any pricing negotiations currently underway between a retailer and a customer who has previously visited the retailer without an approved Retailer Visit Authorization form. In such situations, the VIP Program is not applicable.
- From time to time, SOA may conduct follow-up market research with the customer to obtain their opinion of the program and to gather information regarding their retailer experience.
- Program subject to change without notice.