

MAKE YOUR MARK

Acura is going to shine in 2016. We are introducing the next-generation NSX supercar and celebrating the brand's 30th anniversary. And we're recommitting to our core brand promise of Precision Crafted Performance. It's an exciting time to be an Acura Sales Consultant. Through the 2016 Council of Sales Excellence (COSE) program, you can shine, too.

The COSE program recognizes Sales Consultants who rise above the ordinary in sales, client treatment, and professional knowledge. It rewards those consummate Acura professionals who deliver engaging client experiences in today's luxury market, where being simply good is not good enough.

I invite you to pursue membership in the Council of Sales Excellence in 2016. I encourage you to embrace the spirit of Precision Crafted Performance and infuse its attributes into every client interaction. And I challenge you to elevate your performance to a level worthy of distinction this year.

The 2016 COSE program has just started. Make your mark!

Regards,

Anthony Oborny Manager, Sales Training

Acura Division

COSE 2016: What's New

- A new Platinum level recognizes elite performers, eliminating the need for the Top 50 designation.
- The National Recognition Banquet provides a unified celebration of COSE success.
- The updated website includes performance-at-aglance metrics to keep you tuned into your progress.



INSPIRED PERFORMANCE

You prove your membership mettle by meeting performance standards in three key aspects of your role as an Acura Sales Consultant.

Sales Volume: Attain the Silver, Gold, or Platinum sales objective for your dealership's volume group. You receive 1 credit for each new-vehicle sale and each Acura Certified Pre-Owned Vehicle (ACPV) sale. However, the total number of credits received for ACPV sales may not exceed those received for new-vehicle sales.

Client Satisfaction: Achieve a Sales & Delivery score – based on your clients' responses to select questions on the Client Purchase Experience (CPE) Survey – that meets or exceeds the national standard.

Training and Professional Selling Skills: Complete all required skills and product knowledge training. To find training courses, visit the Interactive Network (iN).

PERFORM AT YOUR LEVEL BEST

Silver. Gold. Gold Master. And now Platinum! When your performance marks you as an exceptional Sales Consultant, Acura is thrilled to honor you at one of four achievement levels, which correspond to the sales objective attained. Gold Master status is awarded when you reach Gold level membership for the third time or more at the same dealership.







TO THE VICTORS

Pride and prestige come with earning COSE membership, along with a comprehensive awards package from Acura. Use the business-related awards to promote your elevated status to your clients. Then redeem your award dollars for a little something for yourself – you deserve it!





Awards - All Levels

- Award dollars on an Acura Reward Card
 - Platinum 1,000
 - Gold Master 750
 - Gold 600
 - Silver 375
- Business cards
- Personalized plaque
- COSE apparel
- Membership bonus opportunity

Additional Awards - Gold, Gold Master, and Platinum Levels

- COSE National Recognition Banquet invitation for two, including a two-night hotel stay
- Acura Dealer Associate Lease Plan (ADALP) bonus opportunity

Exclusive Award - Platinum Level

• Special recognition trip for two



ABOVE AND BEYOND

Extraordinary performance warrants extraordinary recognition. The COSE program spotlights and rewards special achievement, as follows:

- Top Performance distinctive recognition award and exclusive trip
- Multiyear Membership bonus ranging from 20 percent to 200 percent of base award dollars
- ADALP Participation lease subsidy for Gold level or higher membership

What they're saying ... about attending the 2014 COSE National Recognition Banquet in Las Vegas:

"The best Acura COSE event ever. Thumbs up!" – Zone 5 winner

"My wife and I felt that Acura really appreciated our efforts!" – Zone 1 winner

"Everything was 5-star; had a great time." – Zone 4 winner

"Best event in my 18 years with COSE." - Zone 4 winner

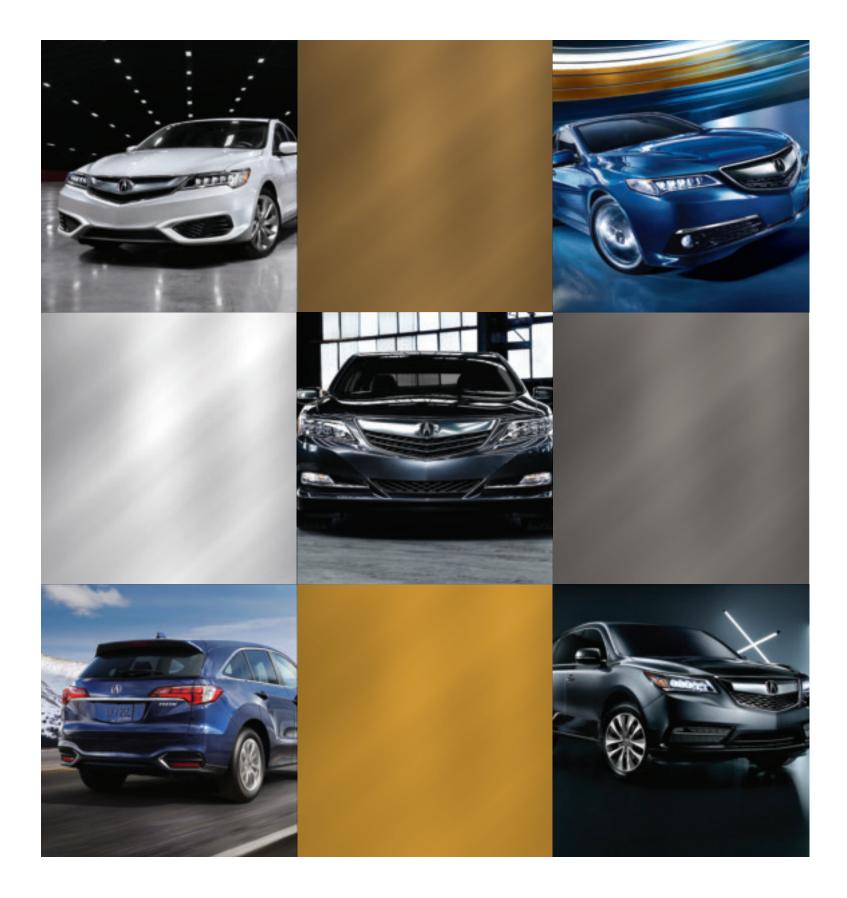
Talking up ... the Top Performer trip to the 2015 North American Dealer Meeting in Chicago:

"Thank you so much for an awesome experience!"

"Awesome. Recognition was great."

"Hard work pays off."

Visit **COSE.ProgramHQ.com** for complete program details. Be sure to provide a current email address on the Profile page to receive timely updates.





FOR MORE INFORMATION ABOUT THE COSE PROGRAM:

- Visit COSE.ProgramHQ.com.
- Go to the Acura Sales Portal in the iN at www.in.acura.com.
- Call Program Headquarters at 1-866-446-0380, 9 a.m. to 8 p.m. ET, Monday through Friday.
- Email AcuraCOSE@ProgramHQ.com.
- Talk with your Sales Manager.

Scan here to to go to the AcuraLaunchTraining.com site.



