

2014 Audi – Bang & Olufsen 'Driven by Innovation 2.0' Sales Incentive Program

Each month, one (1) of five (5)
BeoPlay Earset 3i will be awarded to each
of the Monthly Drawing winners.

SPECIAL - MONTHLY DRAWING - PROMOTION (November, December and January)

Participants that sell three (3) or more
Bang & Olufsen Advanced Sound Systems
during a single month will receive one entry into a
Monthly Drawing. There will be one entry, per participant,
for each 3 eligible vehicles sold within that month.



In an effort to raise brand awareness to sales personnel and add additional reward opportunity, an offer is being presented to each program participant to be entered for a chance to win 1 of 5 BeoPlay Earset 3i (MSRP \$199), each month, for the next three (3) months – (November, December and January). Each participant selling three (3) or more **Bang & Olufsen Advanced Sound Systems (only select models qualify - A6, A7, S6 and S7)**, within a month, will be entered into the monthly drawing. Audi will submit the names of each eligible participant based on the current month sales. Each of the monthly drawings will be conducted the first week of the next month. The winners will be notified and names posted to the Announcement section of the program website. Once the winners have been notified, rewards will be shipped that same week via UPS to the participants dealership address, unless otherwise noted.