

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

Each month, one (1) of ten(10)  
**BeoPlay Earset 3i** will be awarded to each  
of the Monthly Drawing winners.

**SPECIAL - MONTHLY DRAWING – PROMOTION  
INCREASED FROM 5 to 10 WINNERS!  
(December and January)**

Sell one **Bang & Olufsen Advanced Sound System** and receive one entry, per sale, into that month's Monthly Drawing. There will be one entry, per participant, for each vehicle/system sold within that month.

The selected winners will receive one (1) BeoPlay Earset 3i.

Ten (10) names will be selected each 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 10 BeoPlay Earset 3i (MSRP \$199), each month, for the next TWO (2) months – (December and January). Each participant selling a **Bang & Olufsen Advanced Sound System**, within a month, will be entered into the monthly drawing. Each sale will be considered an entry for that month. 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.