



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

**IMPORTANT PROGRAM DATES**

**Program Dates: June 3, 2014 – February 2, 2015**

- **Sales Manager Enrollment:** 06/03/14 – 12/01/14
- **Area Manager Enrollment Bonus:** Goal must be reached by 07/31/14 (To be fulfilled September 2014)
- **Wholesale Order Dates:** 06/03/14 – 12/01/14
- **Monthly emails to Sales Managers showing Actual vs. Target Goal:** Start Week of August 11, 2014
- **Retail Sales Dates:** 06/03/14 – 02/02/15
- **Weekly emails generated to participants to claim VINs:** Start Week of August 11, 2014
- **Last Day to Sell:** 02/02/15
- **Last Day to Claim VINs:** 02/15/15
- **Point Redemption Period:** ~~02/16/15 – 03/02/15~~ UPDATED TO: 02/23/15 – 03/08/15
- **Last Day to submit W9 to B&O Program Headquarters:** 03/02/15
- **Reward Fulfillment Dates:** May 2015
- **Monthly Drawing Months:** November, December and January
- **Certification Bonus Test:** 08/01/14 – 02/02/15