



Daikin Bonus Accrual Program: Mar 1 – Apr 30, 2021

OFFICIAL PARAMETERS:

Program Period: Eligible Purchases from March 1 – April 30, 2021

Must submit Marketing Plan by March 31, 2021

Bonus Accrual Rates Table:

Product Description	Bonus Accrual Rate = \$20,000 - \$39,999	Bonus Accrual Rate ≥ \$40,000
Daikin FIT (All Models)	3%	6%
Daikin FIT Qualifying Indoors - DM97MC, DC97MC, DM96VC, DC96VC, DM80VC, DD80VC, DC80VC, MBVC, DV**FEC, CHPE, CAPEA	3%	6%
VRV Life (All Models)	3%	6%
VRV Life Qualifying Indoors - CXTQ Series, FX_Q Series	3%	6%
Daikin ONE+ Stat, Daikin Home Air Monitor, Daikin Premium Air Cleaner & Daikin Powered Ventilator	3%	6%

Program Guidelines, Qualifications and Disclaimers

Purchase Requirements

- Dealer must purchase between March 1 – April 30, 2021 in eligible equipment less discounts, taxes and freight charges, to become eligible for higher accrual funds.
- Qualifying products are listed in the Bonus Accrual Rates Table above.
- Total Eligible Sales must qualify within range(s) in the table above for the applicable rate.

Advertising Plans - Required Specifications – Please complete Bonus Accrual Advertising Plan

- Target audience for advertisement.
- Advertisement medium placed (e.g., radio, TV).
- Overall estimated spend level.
- Forward creative for ad placement.
- Must include a specific Call to Action.

Advertising Plans - Restrictions

- See Daikin Advertising Guidelines for complete advertising guidelines. All national, regional and local advertising guidelines must be followed.
- For radio or television commercials, the Daikin brand name and/or combination of the Daikin brand name and brand slogan (Air Intelligence) must be heard or visible a minimum of 2 times within a :30 commercial or 3 times during a :60 commercial.
- For newsprint materials, the Daikin logo and brand slogan (Air Intelligence) must be sized no less than 90% of the dealer's logo and must appear, at least 2 times in the layout.
- No competitive brands to any Daikin branded product may be included in any materials seeking participation in the Daikin local market materials.



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- Should limited warranty information be communicated in any materials, the warranty disclosure statement must also be displayed (see Daikin website and printed materials for limited warranty logo and disclaimer text).
- If financing or extended payment information is included in any marketing or advertising materials, disclosure of terms and conditions must also appear (dealers can find this information at www.ftc.gov).

Submission Dates & Process

- **Dealers must submit their advertising plan to Jason Grigg (jason.grigg@daikincomfort.com) by March 31, 2021, for explicit pre-approval in advance.**
- Claims for reimbursement will be filed through PAP, following the same process as a standard Daikin Loyalty Accrual Program claim.

Good Luck and Good Selling!