



Retailer Compliance

CERTIFICATION CANNOT BE ADDED OR DELETED DURING SALE NEGOTIATIONS

Certification cannot be removed from the vehicle or used as an element of the retail price negotiations with the customer. Certification, like standard equipment on new vehicles, cannot be deleted or removed in order to lower the selling price of a pre-owned Volvo. The Certified by Volvo program adds value because it is a comprehensive program that encompasses inspections, reconditioning, Roadside Assistance, and a solid warranty.

Once a pre-owned Volvo is enrolled in the Certified by Volvo program, the warranty cannot be removed from the vehicle during retail price negotiations. The only time an unsold vehicle should have its certification removed is if it is wholesaled, sold to another Volvo retail facility, or sent to auction. The cost of certification must never be shown as a line item on the Certified vehicle's invoice. Adding or deleting Certification during retail price negotiations could make the Certified program appear as an aftermarket warranty or service contract, which it is not. Retailers that violate the terms of the Certified by Volvo program will be subject to penalties including but not limited to suspension from Volvo 360 Bonus Incentives and/or the Certified by Volvo program.

CERTIFIED BY VOLVO WARRANTY CANNOT BE ADDED OR REMOVED AFTER THE SALE

The Certified by Volvo program is designed to add value to a pre-owned Volvo because it is incorporated into the total price of the vehicle. VCUSA and its retailers are prohibited from certifying a pre-owned vehicle during or after the sale. A retailer that presents a vehicle to a customer as Certified and then attempts to certify the vehicle during or after the sale is guilty of misrepresenting the product to the customer. In such a circumstance, VCUSA is under no obligation to enroll the vehicle in the Certified by Volvo program and the retail facility must accept responsibility for failing to follow proper vehicle enrollment procedures.

As stated above, retailers that violate the terms of the Certified by Volvo program will be subject to penalties including but not limited to suspension from Volvo 360 Bonus Incentives and/or the Certified by Volvo program.

PROGRAM AUDITING AND VIOLATIONS

To ensure that Volvo retailers are meeting the goals and objectives of the Certified by Volvo program, retailers' operations will be audited periodically. This will involve spot checks of Certified by Volvo vehicles.

These audits will ensure that Certified by Volvo vehicles are properly displayed at an approved Volvo facility, have complete Comprehensive Inspection Reports and supporting Repair Orders, show proof a Carfax Vehicle History Report was obtained, and are equipped with only genuine Volvo parts and accessories. Spot audits should be viewed in a positive light. They help to ensure the integrity of the Certified by Volvo program and reveal areas that may be in need of strengthening, allowing a retailer to take remedial actions.