

Jaguar Clubs Of North America, Inc. Jaguar Dealer Support Award Criteria



The Jaguar Dealer Support Award will first be presented after the 2019 year at the 2020 AGM. The Jaguar Dealer Support Award recognizes the club that in the opinion of the judges has done the most to support its dealer. It also is designed to let the dealer network and JLR know what can be done at a local level to support our dealers. To that end, all the dealer support activities contained in the entries may be shared with JLR and lessons learned will be shared with the all local clubs.

Unlike marques that are no longer sold, we are blessed with a long-line of cars that have been innovative leaders in the areas of performance, competition, luxury and even every-day practicality. Our local dealers have been our direct link to the latest Jaguar offerings for generations. And our local JCNA clubs have been the brand's link to the Jaguar heritage that still drives buyers to the showrooms to buy or lease state-of-the art cars steeped in that heritage. Just as Jaguar dealers support the heritage we represent and the customers we send to them, JCNA-sanctioned clubs' value and support their local dealers in a wide variety of ways.

Recognizing a JCNA Club and Jaguar Dealership relationship each year is a tribute to the local Club(s) that work with the dealer. The relationship increases Club activity and provides the Dealership with public relations and business benefits. If your JCNA affiliate Club does not have a working arrangement with your local dealership, efforts should be made to establish one. Your JCNA Regional Director can help in this worthwhile endeavor.

The award is based on how active the JCNA Club is with its local Jaguar Dealership and how the Club has made a difference to its local Dealership.

1. **Eligibility:**

Any JCNA Club may qualify for this award.

The dealer assisted by the club can be any authorized **dealer** of Jaguar cars.

2. **Presentation Intervals:**

The award will be presented at intervals of not less than 12 months. If the Special Awards Committee believes the criteria have not been met, it may not be presented in a given calendar year.

3. **Qualifying Time Period:**

The time period being considered is only the current year.

Clubs will be excluded from earning the award again for a period of 5 years.

4. Types Of Service Qualifying A Nominee Club (Examples and thought starters):

- a. Participation in events sponsored by the dealership
- b. Jointly sponsoring events with the dealership
- c. Providing Jaguar cars for display at dealership
- d. Providing opportunities for the dealership to be promoted to club members and or the general public
- e. Regular communication with the Dealership
- f. Promotion of the Dealership
- g. "Cars & Coffee", etc. held at Dealership
- h. At Concours or Car Show, place a placard in participating Jaguar cars giving the name and location of the selling Dealership
- i. Display vintage or "special" cars at Dealership
- j. Provide vintage or newer car rides at Dealerships
- k. "Bring a Friend" to the Dealership
- l. Share a display space at major outside Car Shows
- m. License plate frame from Dealership on club cars
- n. Club newsletter articles promoting Dealership, (article & photos of new car purchase, lease, "Favorite Dealer Salesman", tough Service fix)
- o. Clothing/logo items tying Dealership and Clubs
- p. Rally, Drives and Slaloms starting or ending, or held at Dealership
- q. Promote Jaguar heritage to new Jaguar owners or interested groups
- r. Club providing training to Dealership on the vintage cars
- s. Club helping Dealership to repair customer's vintage cars
- t. Assigned Club Liaison to Dealership
- u. Work on a community service projects together
(Roadway Cleanup, soup kitchens, Habitat for Humanity)

5. Selection Method:

The method of selecting the recipient of the Jaguar Dealer Support Award will be:

- a. **Submit an essay of not more than 500 words** showing what the JCNA Club has done **for** and **with** the Jaguar Dealership.
- b. If a single Club supports more than one Jaguar Dealership, that is allowable.
- c. If more than one Club supports a single dealership, that is also allowable.
Submit all the Clubs' nominations at the same time.
- d. Nominations must come from a local Club Officer or a JCNA Board member.

6. Nominations will be submitted by e-mail, by December 31 of any year, and send to:

Bob Matejek, JCNA Special Awards Chair awca@jcna.com

7. The Special Award Chair will submit nominations to the Special Awards Committee, which will ultimately be responsible for evaluating the nominations and selecting the recipient.

8. The winner of the Jaguar Dealer Support Award will be announced at the Spring AGM Banquet and the plaque will be presented to the local Club representative. The local Dealership should be made aware of the Award and share in the interaction between the Club and Dealership.

Jaguar Clubs Of North America, Inc. Jaguar Dealer Support Award Year Nomination Form



Please answer all questions.

Name of the Dealership, Address and Contact info:

How many Jaguar Dealerships are near the Club? _____

How many Clubs are near the Dealership? _____

Submitted by:

Club Position: _____

On (date): _____

Club President/Club or JCNA Officer:

Name: _____

Position: _____

E-mail Address: _____

The nomination form requires a Board member's name from the local Club and their e-mail address. Actual signatures are not required to allow for complete and easy electronic filing.

Please submit before December 31 to:

Bob Matejek, JCNA Special Awards Chair

awca@jcna.com