Program Overview and How It Works

The following guidelines are here to assist you with advertising campaigns. KYMCO USA dealers will accrue co-op funds from 3% to 10%, based on booking levels. Rates of accrual and/or percentages of reimbursement may change with special sales programs. Incremental orders and purchased repossessed vehicles do not qualify for co-op accrual. You must have accrued co-op funds to be reimbursed for any and all co-op claims. Co-op is accrued between January 1st December 31st. Prior year out-standing co-op balances may be used through June 30th of the following year.

Example: January 1, 2017 – December 31, 2017 co-op accrual is $12,000. As of December 31, 2017, $6,000 remains available in your co-op account. This amount carries over and you can continue to use the $6,000 until June 30, 2018. Beyond this point, any remaining carryover balance will roll off your account. Your balance will then consist of any new co-op accruals that are unused, from January 1, 2018.

Note: For current available co-op balance, contact the co-op department at: dealerincentives@kymcousa.com

Submitting A Claim

Submitting a claim is simple. Download the form from the dealer portal kymcousa.com under the Marketing tab. In addition to the completed form, you must submit an invoice and sample of the advertising. Claims should be submitted within 30 dates of the actual invoice to receive credit.

How Claims Are Processed

Once completed, claims are received by KYMCO USA’s co-op department. They will be processed and credits will be issued within 30 days. KYMCO USA reserves the right to decline co-op claims for any reason that does not meet the guidelines. KYMCO USA’s determination is final. Credits will be applied to dealer’s parts account and coded as co-op.

Advertising Guidelines

- All ad’s must use KYMCO USA approved art and prominently include a KYMCO logo.
- Advertising material and KYMCO logos can be found via the dealer portal under Marketing.
- Customized ads (not using KYMCO material) must be pre-approved by the KYMCO co-op department prior to submission. Failure to do so may result in claim being denied.
- Pre-Approval is simple, email a final copy of ad, radio script, billboard, etc. to dealerincentives@kymcousa.com
- Radio and Television ads must be solely dedicated to your dealership and KYMCO products. No other OEM may be mentioned. KYMCO must be mentioned once every fifteen seconds of broadcast airtime.
- The ad may include other products; however, the co-op reimbursement will be prorated at the sole discretion of KYMCO USA. (advertising dedicated to just one brand creates a stronger advertising message, so we encourage you to limit your ads to the KYMCO brand)
Advertising Qualified for Co-op

- Newspapers / Magazines / Shoppers / Inserts
- Circulars / Flyers / Mailings
- Billboards
- Radio / Television
- Apparel
- Trade Shows
- Facebook Ads
- Online Banner Ads

Other items the Qualify for Co-op

- Dealer website with approved KYMCO logos can submit for a monthly $75 co-op credit, provided funds are available.
- New Dealer POS kits.
- KYMCO outdoor signs *(which are required for all approved KYMCO Dealers).*
- KYMCO USA brochures and KYMCO branded giveaway items **IF** they are purchased for distribution at a local event or show that has received prior approval via the co-op department.
- Giveaways/Donations that have received prior approval via the co-op department ex. raffles, drawings, non-profits.

Items Not Qualified for Co-op

- Websites, Building of website
- POS materials and Brochures for everyday dealer use

For any questions regarding KYMCO USA’s co-op guidelines or concerns of acceptable advertising material please contact Paula Cash at: dealerincentives@kymcousa.com

Send completed co-op claim form, copy of the ad or script, and invoice to:

Mail

KYMCO USA

Attn: Paula Cash

5 Stan Perkins Road

Spartanburg SC 29307

or

E-mail dealerincentives@kymcousa.com

or

Fax 864-327-4745