

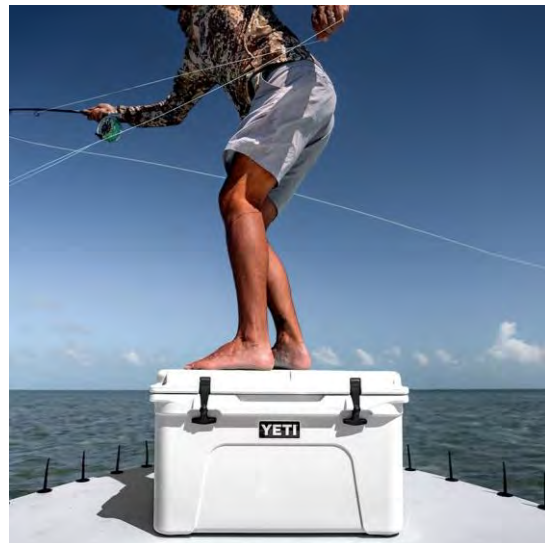
AwardHQ

2026 QUICK REFERENCE GUIDE



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AwardHQ



What to Know

Discover how to turn your hard-earned points into exciting rewards.

AwardHQ is Ford's online rewards platform where you can redeem points earned through incentive programs for thousands of options, including top-brand merchandise, gift cards, travel experiences, and much more. Inside this guide, you'll learn how AwardHQ works, how to redeem points, and how to make the most of your rewards experience.

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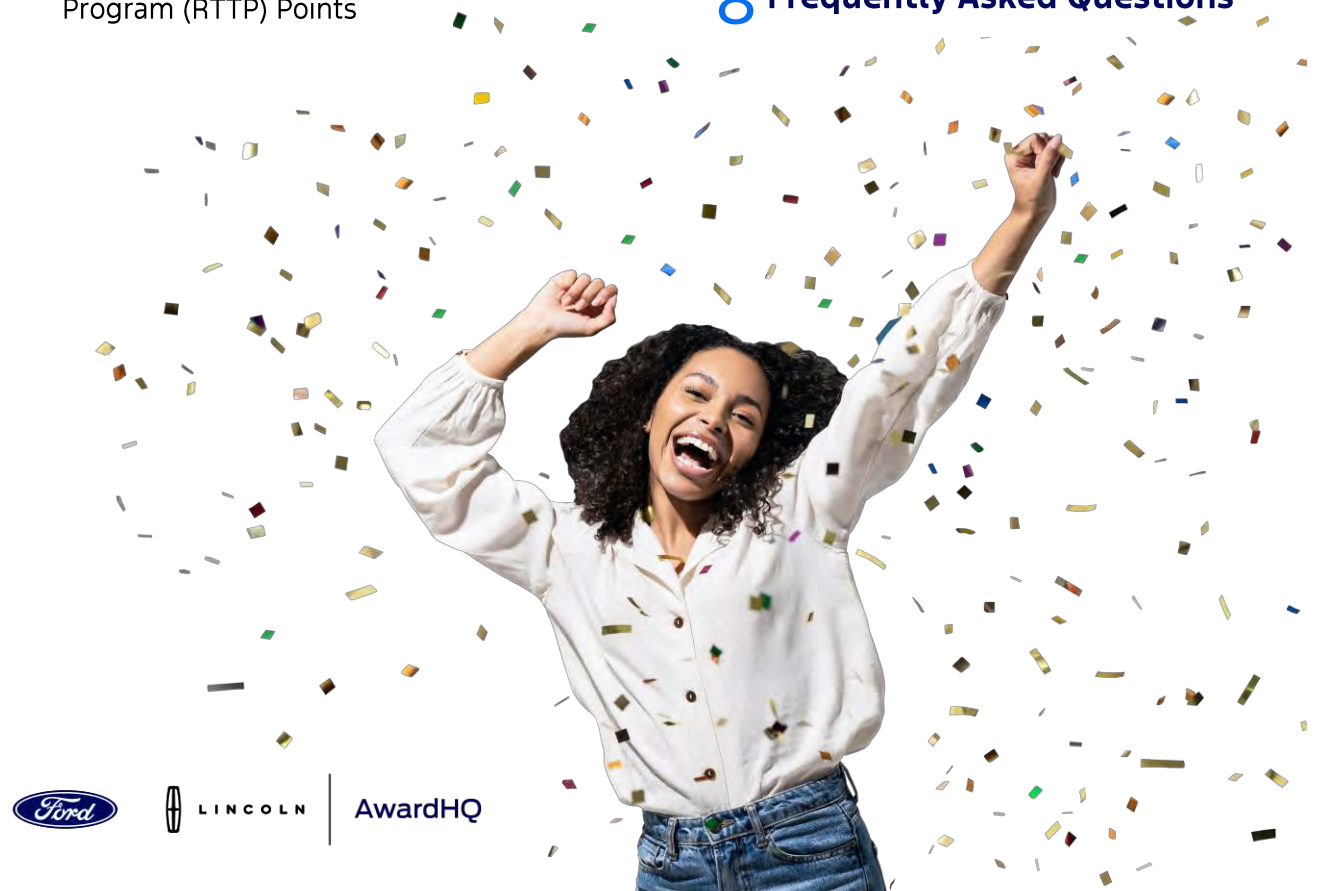
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How it Works

What Is AwardHQ?

AwardHQ is the award platform used by Ford to distribute dealership incentives in the form of AwardHQ Points that are redeemable on AwardHQ.com. AwardHQ is your online catalog of reward options with thousands of items to choose from.

Your AwardHQ Points

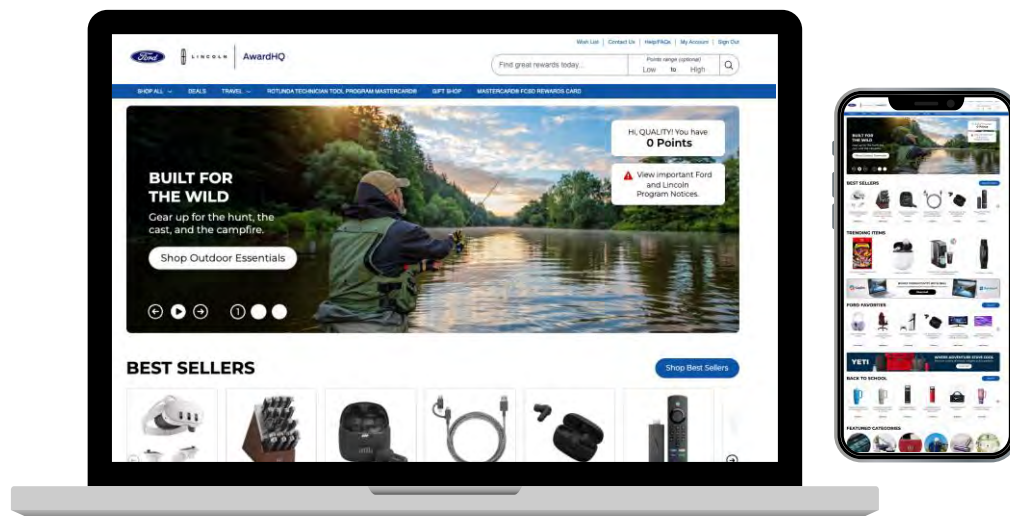
Points are earned for accomplishing Ford incentive program goals. Refer to FMCDealer or your manager for more information about individual incentives and eligibility. You have the opportunity to earn Points from several different regional and national incentive programs. Points are “banked” from multiple programs into one centralized account. These Points can then be used to redeem for items available on AwardHQ, your redemption headquarters.

How Much Are Your Points Worth?

AwardHQ lists the cost of each item in Points; 1 Point can be redeemed to receive \$1 in purchasing value.

Adding Supplemental Funds to a Redemption

You also have the ability to add personal funds (such as a credit card) to complete a redemption in AwardHQ if you are a little short on the Points needed. Just make sure you have a minimum of 50% of the required Points in order to add supplemental funds.



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Getting Started

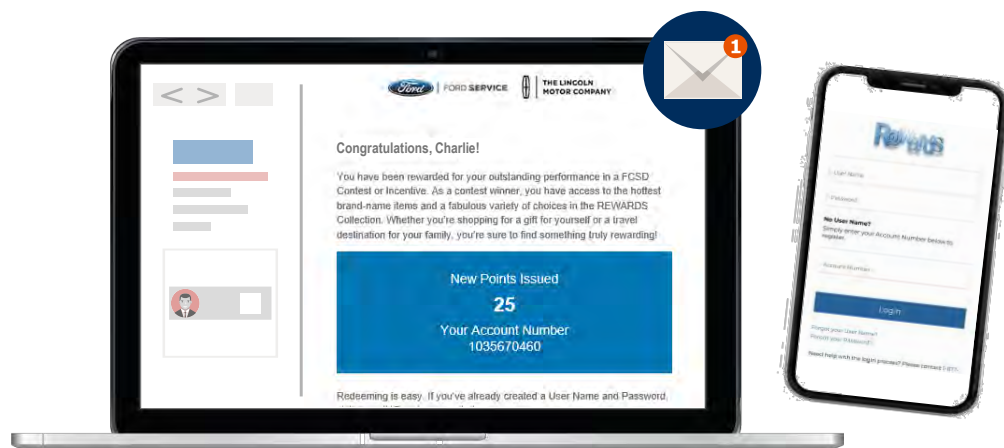
Initial Points Earnings

The first time AwardHQ Points are earned, here's what happens:

- AwardHQ Points will automatically be deposited into a personalized award account at AwardHQ.com.
 - You will receive an email notification with directions on how to spend your Award Points.
 - The email will be sent from **Ford AwardHQ** to your email address registered in **STARS**.
 - Please log into STARS and confirm that the email address displayed on the Employee Profile screen under the Contact Information section is your preferred email address.
 - After you receive an email notification from Ford AwardHQ, you need to register your Account Number on AwardHQ.com and create a unique Username and Password. Once registered, if you forget your Username or Password, you may request a reset at AwardHQ.com.
 - If you need help with the login process or have misplaced your AwardHQ Account Number, you may contact customer service at 844-600-FORD (844-600-3673).
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Subsequent Points Earnings

- Subsequent award payouts will be automatically added to your online AwardHQ account.
- If you already have a registered AwardHQ account as a result of Award Points earned in a prior year, any new Award Points will be automatically added to this same account.
- Every time Award Points are deposited into your AwardHQ account, you will receive an email notification. The email will be sent from **Ford AwardHQ** to your email address registered in **STARS**.
- Please log into STARS and confirm that the email address displayed on the Employee Profile screen under the Contact Information section is your preferred email address.
- If you earn Award Points in several different Ford contests or incentives, your Points will be consolidated and stored in a single AwardHQ account.



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What to Expect

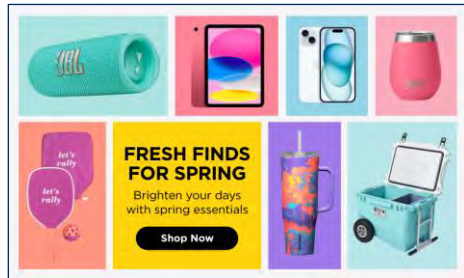
AwardHQ is your online catalog of reward options with thousands of items to choose from. Points are redeemable for merchandise, gift cards, travel, experiences, and more. You can also donate your Points to many specially selected charity organizations, or you may choose to convert your Points to the prepaid Mastercard® FCSD Rewards Card.* However you choose to spend your Points, it all starts at AwardHQ.com.

If you would like to browse AwardHQ as a guest, without logging in, [CLICK HERE](#).

* This Card is issued by Comerica Bank pursuant to a license by Mastercard® International Incorporated. Mastercard is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated.

Best Brands

Brand-savvy shoppers know who is the best of the best, and those brands can be found on AwardHQ. Look for lifestyle imagery or brand logos displayed on the site so you can shop from featured brands. Want to see all the brands available? Click "Shop by Brand" from the home page.



Seasonality

Each season or holiday is a new, fresh time to welcome celebrations and happy occasions. You are probably continuously looking for ways to prepare for these events. Featured campaigns are presented on the site to create an easy shopping experience just for you.

NEW!

Rotunda Technician Tool Program (RTTP) Points

Access professional-grade tools by converting your AwardHQ points to Ford RTTP points.

You can now convert your AwardHQ points into Ford RTTP points – giving you direct access to the tools you rely on every day.

Use your RTTP Points to shop for professional-grade tools at: <https://www.rotundatechtools.com>.



Rewards Collection

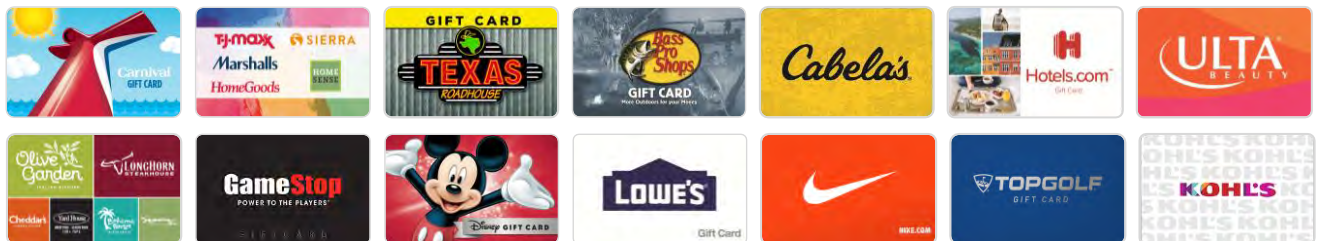
Merchandise

AwardHQ includes thousands of name-brand merchandise items in a variety of categories.

ELECTRONICS	VIDEO GAMES	HOUSEWARES	TOOLS	GIFTING
				

Gift Cards

Redeem for a number of physical and e-gift cards.



... and so many more!

Travel

Using the self-book travel tool, you can find airfare, hotel, rental cars, and exciting experiences around the world.



Charitable Giving

Redeem Points for a number of charitable giving options.



AwardHQ

Site Experience

Mobile Responsive

Access AwardHQ from your desktop, laptop, or mobile device.

The Home Page

The AwardHQ home page is continually updated with new featured rewards. Scroll through the latest products, brands, and curated seasonal collections.

Search & Browse

Search by point range, product type ("speakers"), name brand ("Samsung"), or item number. You can also browse content using the product category tabs on the home page.

Wish List

See an item you like but aren't ready to redeem right now? Add the item to your Wish List and save it for later. Access your Wish List through the site navigation.

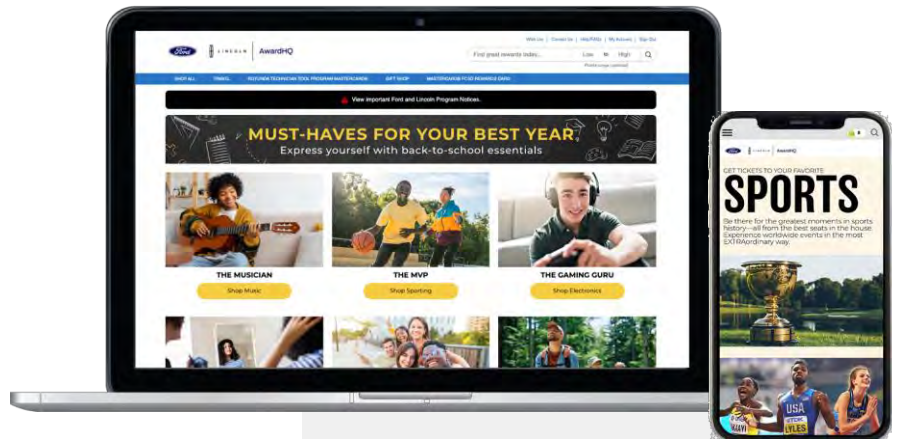
My Account Info

Click on My Account to view your Points balance, as well as the history of awards and redemptions posted to your account.

How To Redeem

To redeem, simply add the desired reward to your shopping bag, select Checkout, and follow the onscreen prompts.

Don't forget, you can supplement remaining cost for rewards using a personal credit card if you pay at least 50% with Points.



- ✓ Mobile responsive
- ✓ Robust search engine
- ✓ Wish List
- ✓ Personalized content
- ✓ Points balance information
- ✓ Recommended products



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Frequently Asked Questions

How do I access AwardHQ?

Visit www.AwardHQ.com and log in with your Username and Password.

First-Time Users: Every time Points are deposited into your AwardHQ account, you will receive an email notification. The email will be sent from **Ford AwardHQ** to your email address registered in **STARS**. This email will include a personal 10-digit AwardHQ Account Number and directions for creating an account on www.AwardHQ.com. Enter this number into the Account Number field and click Continue Registration to set up a Username and Password.

Will I be sent a new AwardHQ account number each time I win an incentive?

No. New Points earned will be loaded to your existing AwardHQ Account Number year over year.

What should I do if I don't know my AwardHQ account number?

Please contact AwardHQ at 844-600-FORD (844-600-3673) and the Customer Service representative will assist you.

Do points expire?

All Points issued in 2025 will expire on June 30, 2026.

2026-issued Points will expire on June 30, 2027.

I have a question about my account or orders placed on AwardHQ. Who should I contact?

AwardHQ Customer Service Specialists are committed to providing the highest level of service. Contact them via one of these methods:

- **Phone:** Call 844-600-FORD (844-600-3673) from 8:00 a.m. to 4:30 p.m. Central Time, Monday through Friday. Note: Customer Service will be closed during all major holidays.
- **Email:** Simply click the [Contact Us](#) button located on AwardHQ.com at the top of every page and complete the Contact Us form. An AwardHQ Customer Service Specialist will assist you with your order, questions, or item/return information.
- **Other questions can be routed to Dealers Ask Ford:** If you have a question about the amount of Points you received (or have not received) please contact Dealers Ask Ford via FMCDealer. If you have converted Award Points to the FCSD Rewards Card and have a question about the ship-to address or if it's been more than four weeks and you have not yet received your card, please also reach out to Dealers Ask Ford.



Scan QR code to browse AwardHQ as a guest without logging in.