



February 14th – 28th





CHRYSLER

DODGE



Jeep



SRT

- Incentive Enhancements
- Marketing Plan
- Appointment Setting Focus
- Q & A



Presidents' Day Spike

Mid Atlantic

Business Center



SALESMANSHIP

NATURAL INDUSTRY

48,000+

Estimated MABC Industry
After Presidents' Day

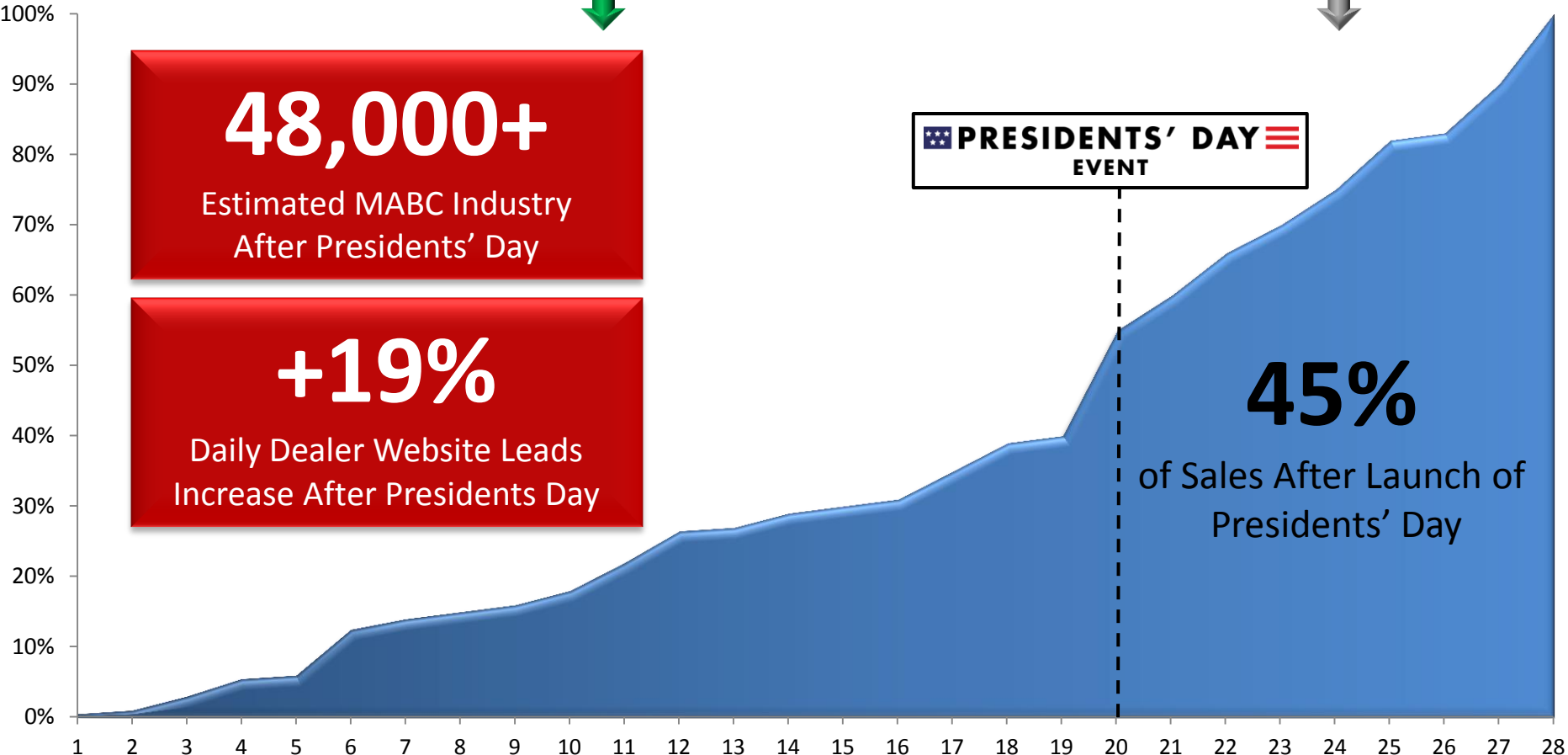
+19%

Daily Dealer Website Leads
Increase After Presidents Day

 **PRESIDENTS' DAY** 
EVENT

45%

of Sales After Launch of
Presidents' Day





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February 14th – February 28th ONLY

Incremental \$500 Retail Bonus Cash

2017 Chrysler Pacifica
2017 Jeep Patriot
2017 Dodge Grand Caravan
2017 RAM LD Crew *(Big Horn only)*
2017 RAM LD Quad *(Express/Tradesman only)*
2016 FIAT 500X

MABC
Exclusive





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Super Spins up to \$250

Super Spin Vehicles

\$100

17MY Pacifica

\$150

17MY Patriot

\$250

17MY Grand Caravan

17MY LD Crew

17MY LD Quad

16MY 500X



February 14th – 28th Only!!



Retail Stack Positions





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\$1,500 Retail Consumer Cash

+

\$500 CCAP Bonus Cash

+

\$1,000 in Consumer Cash Coupons (exc LX)

+

\$1,000 Conquest BC (Honda/Toyota only, exc LX/Touring)

+

\$500 Presidents' Day Retail Bonus Cash

=

TOTAL SAVINGS

\$4,500



0% for 60 APR

+

\$500 CCAP Bonus Cash

+

\$1,000 in Consumer Cash Coupons (exc LX)

+

\$1,000 Conquest BC (Honda/Toyota only, exc LX/Touring)

+

\$500 Presidents' Day Retail Bonus Cash

=

0% for 60 +

\$3,000



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\$1,750 Retail Consumer Cash

+

\$500 CCAP Bonus Cash

+

\$500 Bonus Cash

+

\$500 Retail Consumer Cash (*Sport*)

+

\$1,000 Trade-in Bonus Cash

+

\$500 Presidents' Day Retail Bonus Cash

=

TOTAL SAVINGS

\$4,750



\$119 for 36 months
\$2,499 due at signing





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\$1,250 Retail Consumer Cash

+

\$500 CCAP Bonus Cash

+

\$1,000 Retail Bonus Cash *(1/B)*

+

\$500 Subprime Bonus Cash *(SE only)*

+

\$500 Presidents' Day Retail Bonus Cash

=

TOTAL SAVINGS

\$3,750

\$199 for 36 months
\$2,899 due at signing



2017 LD Crew Big Horn

Mid Atlantic

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\$2,750 Retail Consumer Cash

+

\$500 Chrysler Capital BC

+

\$1,000 Retail Bonus Cash (1/B)

+

\$1,250 BC or RBC (DMA dependent)

+

\$750 Bonus Cash (V6 Big Horn)

+

\$3,751 Avg Dealer Discount (Big Horn)

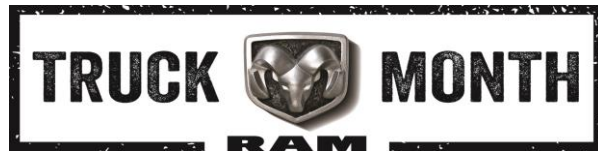
+

\$500 Presidents' Day Retail Bonus Cash

=

TOTAL SAVINGS

\$10,501



\$259 for 36 months
\$2,999 due at signing



2017 LD Quad Express/Tradesman

Mid Atlantic
Business Center



\$2,750 Retail Consumer Cash

+

\$500 Chrysler Capital BC

+

\$1,000 Retail Bonus Cash (1/B)

+

\$750 BC or RCC (DMA dependent)

+

\$1,250 Bonus Cash (Express/Tradesman V6)

+

\$500 Presidents' Day Retail Bonus Cash

=

TOTAL SAVINGS

\$6,750



\$219 for 36 months
\$219 due at signing



2016 FIAT 500X

PRESIDENTS' DAY 
EVENT

Mid Atlantic

Business Center



CHRYSLER

DOODGE



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SRT

\$500 Retail Consumer Cash

+

\$1,000 Bonus Cash

+

\$750 Retail Bonus Cash *(exc Trekking+/Lounge)*

+

\$2,500 Dealer Cash Coupons *(stack up to 5)*

+

\$500 Presidents' Day Retail Bonus Cash

=

TOTAL SAVINGS

\$5,250



\$289 for 36 months
\$289 due at signing



February 2017 Planning Calendar



CHRYSLER

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	9	7	8	9	10	11
12	13	14 MABC Incentive Starts!	15	16 Pres Day eBlast #1	17	18
Presidents' Day Tier 2 Messaging						
19	20	21	22	23 Pres Day eBlast #2	24	25
Presidents' Day Tier 2 Messaging						
26	27	28	PRESIDENTS' DAY EVENT		TRUCK MONTH	
Presidents' Day Tier 2 Messaging			Sales Close		RAM	

Presidents' Day Assets

Mid Atlantic Business Center



PRESIDENTS' DAY EVENT

2017 ALL-NEW CHRYSLER PACIFICA LIMITED

0% APR FINANCING FOR 60 MOS.

-PLUS-

\$2,000 TOTAL BONUS CASH

INCLUDES \$500 PRESIDENTS' DAY BONUS CASH FOR CURRENT HONDA AND TOYOTA VEHICLE OWNERS

2017 IIHS TOP SAFETY PICK+

WHEN EQUIPPED WITH THE ADVANCED SAFETYTEC PACKAGE ON THE LIMITED TRIM.

APPLIES TO VEHICLES BUILT AFTER AUGUST 2016.

HURRY, OFFER ENDS SOON!

[VIEW INCENTIVES](#)

0% APR FINANCING FOR 60 MONTHS EQUALS \$16.67 PER MONTH PER \$1,000 FINANCED FOR WELL-QUALIFIED BUYERS REGARDLESS OF DOWN PAYMENT WHEN FINANCED THROUGH CHRYSLER CAPITAL. NOT ALL BUYERS WILL QUALIFY. NO TRADE-IN OR VEHICLE REQUIRED. CURRENT VEHICLE MUST BE REGISTERED TO CONSUMER FOR 30 DAYS PRIOR TO PURCHASE TO BE ELIGIBLE. RESIDENCY RESTRICTIONS APPLY. OFFER ENDS 2/28/17. CHRYSLER IS A REGISTERED TRADEMARK OF FCA US LLC.

2017 **JEEP PATRIOT SPORT**

PRESIDENTS' DAY EVENT

Jeep

[VIEW INVENTORY](#)

TRADE-IN AND GET:

\$4,750

TOTAL CASH ALLOWANCE

INCLUDES \$500 PRESIDENTS' DAY BONUS CASH WHEN FINANCED THROUGH CHRYSLER CAPITAL

TRADE-IN VEHICLE MUST BE REGISTERED TO CONSUMER FOR 30 DAYS PRIOR TO PURCHASE TO BE ELIGIBLE. FINANCING FOR WELL-QUALIFIED BUYERS THROUGH CHRYSLER CAPITAL. NOT ALL BUYERS WILL QUALIFY. RESIDENCY RESTRICTIONS APPLY. OFFER ENDS 2/28/17. JEEP IS A REGISTERED TRADEMARK OF FCA US LLC.

TRUCK MONTH

RAM

HURRY IN FOR A GREAT DEAL

[CLICK TO VIEW INCENTIVES](#)

2017 RAM 1500 BIG HORN CREW CAB

WITH A V6 ENGINE

WITH \$500 TRUCK MONTH BONUS CASH GET:

\$10,501

TOTAL VALUES

(TOTAL VALUES INCLUDE \$500 TRUCK MONTH BONUS CASH, \$6,250 TOTAL CASH ALLOWANCE AND \$3,751 REGIONAL AVERAGE DEALER DISCOUNT VS MSRP.)

WHEN FINANCED THROUGH CHRYSLER CAPITAL

HURRY, OFFER ENDS FEBRUARY 28TH

AVERAGE DEALER DISCOUNT IS BASED ON A REGIONAL SALES SURVEY OF AVERAGE VARIANCE BETWEEN MSRP AND NEGOTIATED VEHICLE PRICE OFFERED BY SELECT REGIONAL RAM DEALERS BEFORE ADVERTISED INCENTIVES ARE APPLIED. DISCOUNT MAY VARY BASED ON OPTION PACKAGE AND FEATURES, FINANCING TERMS, AVAILABILITY AND OTHER FACTORS; DEALER DETERMINES VEHICLE PRICE. FINANCING FOR WELL-QUALIFIED BUYERS. NOT ALL BUYERS WILL QUALIFY. RESIDENCY RESTRICTIONS APPLY. OFFER ENDS 2/28/17. RAM IS A REGISTERED TRADEMARK OF FCA US LLC.

TRUCK MONTH

RAM

HURRY IN FOR A GREAT DEAL

\$500 TRUCK MONTH BONUS CASH

ON 2017 RAM 1500 EXPRESS & TRADESMAN QUAD CAB AND BIG HORN CREW CAB

HURRY, OFFER ENDS FEBRUARY 28TH!

[VIEW INVENTORY](#)

RESIDENCY RESTRICTIONS APPLY. OFFER ENDS 2/28/17. RAM IS A REGISTERED TRADEMARK OF FCA US LLC.

PRESIDENTS' DAY EVENT

2016 FIAT 500X EASY

\$2,750

TOTAL CASH ALLOWANCE

INCLUDES \$500 PRESIDENTS' DAY BONUS CASH

[VIEW INVENTORY](#)

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Presidents' Day Tier II eBlast

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Business Center



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Campaign: Presidents' Day e-Blast Multi-touch with 2 deployments.

- **Target:** 2 Million Recipients (current CJDR owners and competitive owners)
- **Deployment Dates:** February 16th and 23nd
- **Message:** Limited Time Only - \$500 Retail Bonus Cash

100% MABC
FUNDED



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PRESIDENTS' DAY EVENT

FOR A LIMITED TIME, GET UP TO
\$500 PRESIDENTS' DAY BONUS CASH*
OFFER ENDS 2/28/17

NEW 2017 RAM 1500 CREW CAB BIG HORN 4x4 UP TO \$10,501 TOTAL SAVINGS* VIEW INVENTORY	
NEW 2017 RAM 1500 QUAD CAB EXPRESS 4x4 LEASE FOR \$219/MO. FOR 36 MO.* WITH \$219 DUE AT SIGNING VIEW INVENTORY	
NEW 2017 JEEP PATRIOT SPORT FWD LEASE FOR \$119/MO. FOR 36 MO.* WITH \$2,999 DUE AT SIGNING VIEW INVENTORY	
NEW 2017 CHRYSLER PACIFICA TOURING PLUS 0% APR FOR 60 MONTHS + \$2,000 TOTAL CASH* VIEW INVENTORY	
NEW 2017 DODGE GRAND CARAVAN UP TO \$3,250 TOTAL SAVINGS* VIEW INVENTORY	
2016 FIAT 500L TREKKING 4WD UP TO \$5,250 TOTAL SAVINGS* VIEW INVENTORY	

CLICK BELOW TO FIND YOUR CLOSEST DEALER

[Chrysler](#) [Dodge](#) [Jeep](#) [RAM](#) [Mopar](#)



Execution





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Jeep



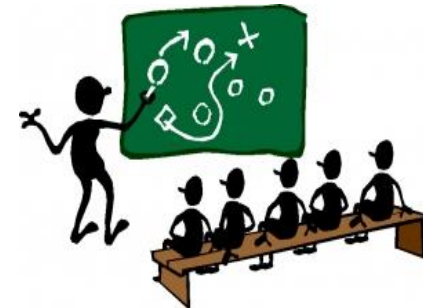
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Utilize and display POS Material

- Kits arrived on February 5th – check your Parts Dept.

Build a List of High Potential Customers

- Utilize Data Mining tool to create list (DealerWizard, Auto Alert, etc.)
- Target Lease Maturities with added Returning Lessee on Pacifica, Patriot and LD Quad



Optimize Phone Calls

- Answer phone calls with “Presidents’ Day” script

Treat Presidents’ Day like an event

- Welcome all customers (virtual and physical showroom) to the “Presidents’ Day Event”



CHRYSLER

DOODGE



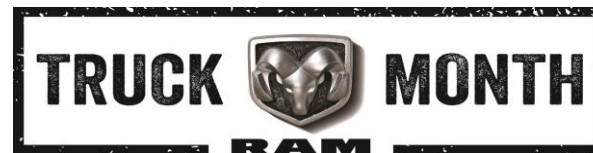
Jeep



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- ☐ \$500 INCREMENTAL Retail Bonus Cash 2/14– 2/28 on 6 vehicles
- ☐ Super Spins on “Presidents’ Day” models up to \$250 per model
- ☐ Tier 2 / Tier 3 Advertising
- ☐ Create event atmosphere in the dealership





Q & A