

VOLUME ONE

# BUSINESS LINK



## BUSINESS LINK

The fast lane for small business.



[www.FCAWorkVehiclesUS.com](http://www.FCAWorkVehiclesUS.com)



LETTER FROM **TIM TESSMAR**

- 02. WELCOME LETTER
- 03. MAKING SMALL BUSINESS NEEDS A PRIORITY
- 04. CHOOSING A DELIVERY VAN
- 05. VEHICLE SPOTLIGHT: RAM PROMASTER CITY
- 06. BUYING A COMMERCIAL TRUCK: WHAT TO LOOK FOR?
- 07. RAM PROMASTER CITY TAKES A ROAD TRIP
- 08. HARDWORKING HIGHLIGHT: REAL PEOPLE. REAL WORK.
- 09. FLEXIBLE FINANCING WITH TRAC
- 10. BUSINESSLINK®'S PARTNER ORGANIZATIONS
- 12. ON THE JOB™ INCENTIVES

Dear Friends of **BusinessLink®**,

Welcome to the first issue of **BusinessLink®** Magazine! The **BusinessLink®** program is all about connecting small business owners like you with the vehicles and service providers that understand their unique needs. In the pages and stories that follow, you'll get a better understanding of how we do that.

Ultimately, **BusinessLink®** saves you time, money and hassles. It all starts with a robust combination of commercial vehicles and value-adding benefits. FCA offers a wide range of commercial vehicles to **BusinessLink®** members, ranging from the Jeep Grand Cherokee to the Ram ProMaster®. **BusinessLink®** makes financing your fleet easy with exclusive ON THE JOB™ benefits and Chrysler Capital's small business financing.

When it comes to maintaining your fleet, **BusinessLink®** gives small business owners the convenience they need to keep things running smoothly. Priority next-available-bay service, extended service hours and alternative transportation options get you back on the road as quickly and effortlessly as possible.

**BusinessLink®** dealers put small business owners first because they know firsthand the challenges of running a local business. Whether you need to find the vehicle that will work for you or you need to customize the vehicle you've already chosen, your local **BusinessLink®** dealer will deliver high-quality service and expertise.

Get to know **BusinessLink®** and the benefits that your free membership will bring your small business. We're confident that there's no better partner for the road ahead than FCA Commercial Vehicles.

Sincerely,

Tim Tessmar  
 Head of Small Business Sales & Operations  
 FCA US LLC – Retail Sales Operations



# FCA BUSINESS LINK<sup>®</sup> MAKES SMALL BUSINESS NEEDS A PRIORITY

03.

When your profits rely on business vehicles, FCA US LLC has the expertise you need. With a world-class inventory, around-the-clock attention and no annual fee, BusinessLink<sup>®</sup> puts small business owners in the driver's seat.

Designed with small businesses in mind, BusinessLink<sup>®</sup> connects business owners with the vehicles and service they need to tackle the road ahead. It all starts with a no-purchase-necessary membership. There is no fee to enroll, and there is no annual fee to retain your membership after that. With a membership, a business has access to a well-rounded fleet of FCA's high-performance vehicles, including cars, trucks and utility vans. Not to mention, BusinessLink<sup>®</sup> offers members ON THE JOB<sup>™</sup> incentives<sup>1</sup> to help with purchasing, customizing and servicing their vehicles.

These incentives include:

- No-Extra-Charge 2-Year Gas/Diesel Lube-Oil Filter Service
- Up to \$1,000 Commercial Graphics Allowance
- Up to \$1,000 Equipment/Upfit Allowance
- All-new Bosch Power Tool Packages
- Mopar Service Contract

Most importantly, members are connected with a BusinessLink<sup>®</sup> dealer near them, to ensure that they receive around-the-clock attention and first-rate service. At their BusinessLink<sup>®</sup> location, members can expect next-available-bay service, extended service and repair hours, free shuttle

service and 24/7 towing services. Free loaner vehicles are also available for selected models.

BusinessLink<sup>®</sup> dealers know firsthand what it means to be in small business, and FCA US LLC gives them the resources they need to serve the small businesses in their communities. A BusinessLink<sup>®</sup> membership makes it easy to build and brand your business' fleet of commercial vehicles. With the added service benefits, you'll be able to maintain your fleet with help of knowledgeable pros right in your neighborhood.

**BUSINESS LINK**

The fast lane for small business.



To register for your  
**FREE BusinessLink<sup>®</sup> membership:**

All you'll need are your business or nonprofit tax ID number, business incorporation documents, business certificate or license number and a federal or state income tax return.

Simply head to your local BusinessLink<sup>®</sup> dealer, or begin your registration online at [www.FCAWorkVehiclesUS.com](http://www.FCAWorkVehiclesUS.com).

1. ON THE JOB<sup>™</sup> is a retail incentive program. See your dealer for official program rules. Offer ends 01/04/2016. Inquire about eligibility by calling 877-ONTHEJOB or by logging into FCAWorkVehiclesUS.com. The purchaser or lessee must be a qualified commercial customer for more than 30 days prior to the date of the vehicle purchase. An official ON THE JOB<sup>™</sup> Customer Acknowledgement Form must be signed by the customer (provided by the dealer).

## CHOOSING A DELIVERY VAN FOR DENSE, URBAN AREAS

The requirements and challenges of operating a delivery service in an urban area are different from those in suburban or rural areas. In cities, trips tend to be shorter in distance, but heavy traffic can mean spending just as much time on the road. Narrow streets and heavy pedestrian traffic are common in urban areas too, and parking can be a real challenge.

Businesses in urban markets may find that a delivery van is a better choice than an open vehicle like a pickup truck for several reasons. Security is certainly a factor in densely populated areas, and a van allows you to lock up tools and cargo. You work hard to provide high-quality service to your customers. Loss from theft can not only damage your ability to respond to customers quickly and effectively, but can also eat into your business' profits.

Before shopping for a van to handle urban deliveries, consider the following criteria and features to find one that's well suited to your needs.

### SIZE

For some businesses, a full-size van is a must. Oversized cargo requires significant volume and large door openings, and full-size vans offer more space and easier access than smaller ones. The Ram ProMaster® is an example of a full-size cargo van that can swallow huge parcels or a massive load of smaller ones. The ProMaster is also versatile and is available in a range of sizes. Ram offers three chassis choices — 1500, 2500 and 3500 — along with two roof heights and three wheelbase lengths. A ProMaster can accept a forklift's pallet of cargo in either its side or rear doors.

Of course, larger vehicles have their drawbacks in urban settings. Parallel parking a long van in the city can be tricky, and a high roof can present problems in a parking deck. Thankfully, business owners with smaller cargo can choose a smaller van, like the new Ram ProMaster City™. If these smaller vans fit your delivery needs, you'll save money on fuel and improve your chances of finding a parking space or getting your vehicle as close to the delivery point as possible.

### MANEUVERABILITY

A smaller van can be easier to drive on narrow city streets too, thanks to a tighter turning radius and narrower, shorter exterior dimensions. The comparison between a full-size van and a compact cargo van is similar to that of a limousine and a typical sedan. A limo may carry more people, but cutting a right-hand turn with its extended length requires more care.

Regardless of size, both the Ram ProMaster® and Ram ProMaster City™ offer some technology to make parking easier. A backup camera is available for either vehicle, as is the ParkSense® system, which gives the driver audible warnings when the vehicle approaches an obstacle at low speeds.

### ECONOMY

Some say more is always better. But for urban delivery, the best vehicle suits your needs without going overboard. Just enough space and capability means minimizing fuel wasted on pushing extra weight.

The ProMaster City™ is the fuel economy king of the bunch, rated at 29 mpg<sup>3</sup> highway with a 4-cylinder engine and 9-speed automatic transmission.

The delivery van options available today are many and varied, just like the businesses that use them. Because a vehicle purchase is such an important investment for your business, think carefully about your needs before making a decision. The right van will help you complete urban deliveries quickly and efficiently, meeting customers' needs and maintaining pride in the quality of your work.



Learn more at [FCAWorkVehiclesUS.com](https://www.FCAWorkVehiclesUS.com)



## VEHICLE SPOTLIGHT: RAM PROMASTER CITY™

05.



**O**ptimized for businesses in urban areas, the Ram ProMaster City™ brings big capacity to small streets. With three points of entry, high fuel economy and a Best-in-Class payload rating<sup>1</sup> of 1,883 pounds (cargo van only), the ProMaster City™ blends the benefits of Ram's ProMaster series with the maneuverability and efficiency that urban areas demand. Whether you're looking for a reliable delivery van or a 5-passenger wagon to move you and your equipment around town, the Ram ProMaster City™ will wind you through the crowded streets, without asking you to compromise on power.

To maneuver the weekday rush downtown, you shouldn't have to sacrifice capacity and durability. The ProMaster City™'s smaller size makes it more manageable for busy city streets than other ProMaster models, yet it maximizes the space it does offer to create a Best-in-Class cargo capacity<sup>1</sup>. At 131.7 cubic feet (cargo van only), the ProMaster City™'s capacity accommodates almost anything you want to carry. Its Best-in-Class wheel-to-wheel cargo width of 48.4 inches<sup>1</sup> will even allow you to easily fit pallets on the floor of the van. With sliding doors on both sides and rear doors that swing open 180 degrees, you can load your pallets and cargo whichever way is most convenient. That's especially important when it comes to crowded city blocks and parallel parking spots.

The ProMaster City™ also allows you to make the most of its cargo space with plenty of customization options. The flat floor, near-vertical walls and minimal trim provide a blank canvas for you to upfit your vehicle with the add-ons that you need to safely carry equipment, inventory or just about anything else. When you take advantage of BusinessLink®'s ON THE JOB™ incentives<sup>2</sup>, your \$500 upfit allowance will make it even easier to customize the ProMaster City™ based on your business' specific needs.

For those deliveries or service calls that do require you to leave the city, the ProMaster City™ will get you there efficiently, with fewer stops at the gas station. It gets up to 29 miles per gallon<sup>3</sup> on the highway, with a highway driving range of 464 miles. Around town, the ProMaster City™ has a fuel economy of up to 21 miles per gallon<sup>3</sup>. When you get to your destination, the ProMaster City™'s available rear back-up camera will help you maneuver into any parking spot, whether it's a parallel spot on a busy street, a narrow alleyway or a winding driveway.

When your trip from point A to point B includes narrow city streets and heavy traffic, count on the Ram ProMaster City™ for its maneuverability and durability. Its city-friendly size and efficiency will complement your Main Street location without compromising on the space you need. Visit your local Ram dealer today to customize a ProMaster City™ for your small business.

1. Based on latest available competitive information. Class is small commercial van segment. 2. ON THE JOB™ is a retail incentive program. See your dealer for official program rules. Offer ends 01/04/2016. Inquire about eligibility by calling 877-ONTHEJOB or by logging into FCAWorkVehiclesUS.com. The purchaser or lessee must be a qualified commercial customer for more than 30 days prior to the date of the vehicle purchase. An official ON THE JOB™ Customer Acknowledgement Form must be signed by the customer (provided by the dealer). 3. EPA estimated MPG 24L engine and nine speed automatic transmission, 4x2. Actual mileage may vary.

## BUYING A COMMERCIAL TRUCK: WHAT DO YOU REALLY NEED TO LOOK FOR?

**P**erhaps your business is booming after years of hard work and persistence, or maybe you're just getting started. Either way, you need a commercial truck to help you get jobs done efficiently and effectively. Whether you're replacing an old vehicle or starting fresh with your first pickup or van, you need the right one to suit the demands of your business.

Before you start researching different models, think about what you expect from a work vehicle. First and foremost, what will you carry to your job site or delivery location? Answering that question will help you determine how much cargo space you'll need. Is your load particularly heavy, or do you need to pull a trailer? If so, your vehicle should have the capability to meet those needs. Finally, fuel costs are an important consideration for any business vehicle, so finding one that's efficient on fuel is always important.

### CARGO SPACE



Vans are the kings of cargo space. The largest Ram ProMaster®, for example, can swallow up to 463 cubic feet of cargo, the equivalent of more than 57 boxes measuring 2' by 2' by 2'. Compared to pickups, vans

also offer better security for your cargo. If you're hauling valuable copper pipe, leaving it in the open bed of a pickup may not be wise. For those with smaller, lighter loads, a compact van like the Ram ProMaster City™ is a great solution.

While pickup trucks can't match the cargo space of a full-size van, the versatility of these vehicles is tough to beat. Open beds make loading and unloading simple, even for loose cargo like bulk sand or gravel. And if even the largest ProMaster van can't handle your large or heavy load, pickups offer a wider range of payload and towing capabilities.

### LOAD CAPACITY AND TOWING CAPABILITY



Vans may carry the biggest volume of cargo inside, but pickups are the leaders when it comes to hauling very heavy loads or towing massive trailers. The Ram 5500 Chassis Cab is the ultimate example of this capability, with a maximum GVWR of more than 19,500 lbs. or the ability to tow an astounding 29,600 lbs.

Chassis Cabs offer a wide variety of vehicle upfit configurations, weight ratings, engine and drivetrain choices, cab styles and towing capacities.

Please consult a towing chart at [www.ramtrucks.com/en/towing\\_guide/](http://www.ramtrucks.com/en/towing_guide/) to find one that suits your business' everyday needs.

### FUEL EFFICIENCY

So many factors contribute to fuel efficiency: vehicle size and weight, engine and transmission specifications and even driving style. In choosing a commercial vehicle, you want a truck or van that gets the job done without going overboard. Buying a vehicle with more capacity than you really need can drive up your fuel costs.

The temptation to buy more truck than you need is strong, but the resourceful business owner should resist it. Instead, find one that can handle your needs while delivering the best possible efficiency. Your bottom line will prove this strategy to be wise.

As you narrow your list of vehicles that suit your business' basic needs, you can begin to look for other characteristics and features that you think will be helpful, such as parking sensors, a backup camera or heated seats. Convenience and comfort features like these are available on a range of models, including lighter, more efficient ones and heavy-duty trucks with extreme capabilities. The factors you really need to consider, though, are the ones that get the job done. The right commercial truck or van for your business is up to handling that task with a balance of ease and efficiency.



# RAM PROMASTER CITY™ TAKES A ROAD TRIP

On June 29, 2015, the Independent We Stand team set off on their “Main Streets Make Us Better” road trip in a new 2015 Ram ProMaster City™. The ProMaster City™ was graciously provided for the trip by Ram Trucks and BusinessLink®. With Best-in-Class\* cargo capacity, of 131.7 cubic feet and Best-in-Class\* payload up to 1,883 lbs., there was more than enough room for four adults, plus luggage and camera equipment. The ProMaster City™ was the perfect vehicle for the occasion.

The purpose of the “Main Streets Make Us Better” road trip was to raise awareness for America’s

Main Streets – and the small businesses on them – like the independently owned FCA US LLC dealers. Independent We Stand visited 22 cities, from Detroit to Boston, over a period of five days. They interviewed over 40 business owners – from hardware stores to boutiques – about why they think it is so important for consumers to buy, eat, drink, shop and even stay at small locally-owned businesses.

Independent We Stand started in Detroit, Michigan. The team visited five surrounding cities without having to fill up the gas tank, thanks to the Ram ProMaster City™’s estimated 21 City MPG and 29 Highway MPG\*\*. It was hard enough finding independent gas stations, so they were lucky that they could plan accordingly.

Keeping organized on the trip was made easier with the overhead shelf system, storage trays and in-dash storage. The overhead shelf system kept all their paperwork out of the way, but easily accessible; while the in-dash storage provided perfect compartments for collateral materials like business cards.

Their Ram ProMaster City™ was equipped with a 5.0-inch UConnect® Touchscreen with GPS navigation, which made navigation through cities like Cleveland and Boston straightforward and more importantly – hands-free. Further, the Parkview® Rear Back-Up Camera provided much needed parallel parking assistance; while the 60/40 split rear doors made the team’s unloading process effortless.

Along the way the Independent We Stand team gathered small independent business owners’ opinions of the new vehicle. The independent business owners they interviewed that had an opportunity to see and explore the vehicle were intrigued and eager to learn more about capabilities and different models. For the outdoor power equipment dealers, it was a perfect size and had plenty of space. Steve Ritzau, of Mrs. G’s Appliances, in Lawrence Township, Pennsylvania, loved the back-up camera and Patrick Kennedy, owner of Superior Woodcraft Custom Cabinets, in Doylestown, noted that it would be perfect for their deliveries in the city.

Whether you’re on a road trip, picking up supplies or making a delivery, the 2015 ProMaster City™ does more than get you from point A to point B; it keeps your small business, or organization, going and growing.

Learn more about Independent We Stand at [www.IndependentWeStand.org](http://www.IndependentWeStand.org)

## HARDWORKING HIGHLIGHT: REAL PEOPLE. REAL WORK.



### CHRIS SKINNER

#### RAM 4500 Chassis Cab

The Barn Yard & Great Country Garages  
Ellington, CT

#### *"We're a family business. Our name is what matters most."*

My father and grandfather started The Barn Yard in 1984, designing, building and delivering fully assembled sheds for our customers. Twenty-seven years later, our family business is doing better than we ever expected. We even recently expanded our offerings to include custom barns and garages. Today I'm assistant vice president of business, running the shed and storage building part of the business. I'm responsible for running sales meetings, ordering inventory and coming up with promotions. But I'm also still very hands-on, which is why I drive a Ram 4500. It looks great pulling up to customers' homes and it always gets the job done.

#### *Why I Chose the Ram 4500 Chassis Cab* **Towing / Hauling**

The buildings we're selling are heavier than ever and we need a truck that'll tow them.

#### **BusinessLink® / Dealer Relationship**

I don't have eight months to buy a vehicle. It was in stock when I needed it, and we had it on the road within two weeks.

**BUSINESS LINK**

The fast lane for small business.

CHRYSLER

DODGE

Jeep



### To register for your FREE BusinessLink® membership:

All you'll need are your business or nonprofit tax ID number, business incorporation documents, business certificate or license number and a federal or state income tax return.

Simply head to your local BusinessLink® dealer, or begin your registration online at [www.FCAWorkVehiclesUS.com](http://www.FCAWorkVehiclesUS.com).



# WE'RE ON TRAC: FLEXIBLE FINANCING OPTIONS FOR YOU!

09.



Have you ever considered leasing a vehicle, but the idea of wear and tear made you skeptical and the thought of mileage overages were just an outright headache? Chrysler Capital is now offering an open-ended lease alternative that puts those concerns to rest – Chrysler Capital Commercial TRAC leasing.

Wait – before you shake your head and move on, take a moment to consider the advantages of a TRAC lease:

- No excess mileage charges
- No wear and tear
- No security deposit
- Flexibility – fulfill your auto financing needs with a residual as low as 1%
- Rebates and available bonus cash options can be used
- Upfitted vehicles are eligible
- Chrysler Capital credit lines are available for qualified applicants

Now that we've got your attention, let us explain a little more about what a TRAC lease is.

A Terminal Rental Adjustment Clause (TRAC) lease combines the advantages of a traditional auto lease with some of the characteristics of balloon financing. When fused together to create a TRAC lease, the end result is the ultimate in flexibility – flexible payment, flexible term, flexible residual and flexible lease-end options.

If you utilize a vehicle for business purposes at least 51% of the time you are a candidate for a TRAC lease. In addition to the benefits listed above, choosing a TRAC lease over traditional financing could have substantial tax advantages if you use a sophisticated tax strategy. (You should check with a tax professional to determine what, if any, tax benefits may apply.)

What happens at the end of the contract? The choice is yours:

- Purchase the vehicle at any time during the contract period
- Trade the vehicle at any time during the contract period
- Return the vehicle upon termination of the contract and Chrysler Capital will dispose of the vehicle

## TRAC Leasing with Chrysler Capital is easy to get started!

Just submit an application through your local FCA dealer and work with your Commercial Finance Manager to structure a contract that best suits your needs.

Need more information? Check out [FCAWorkVehiclesUS.com](http://FCAWorkVehiclesUS.com)



# BONUS CASH FOR MEMBERS<sup>1</sup>

Eligible members of our partner organizations listed below may receive \$500 Bonus Cash<sup>1</sup> towards the commercial purchase or lease of select vehicles in the Chrysler, Dodge, Jeep, Ram brand lineup and the FIAT® 500L. This is in addition to current local or national incentives.

## ASSOCIATED BUILDERS AND CONTRACTORS, INC. (ABC)



A national construction industry trade association representing nearly 21,000 chapter members. Founded on the merit shop philosophy, ABC and its 70 chapters help members develop people, win work and deliver that work safely, ethically, profitably and for the betterment of the communities in which ABC and its members work. ABC's membership represents all specialties within the U.S. construction industry and is comprised primarily of firms that perform work in the industrial and commercial sectors.

## ASSOCIATIONS OF GENERAL CONTRACTORS (AGC)



The leading association for the construction industry. AGC represents more than 26,000 firms, including over 6,500 of America's leading general contractors, and over 9,000 specialty-contracting firms. More than 10,500 service providers and suppliers are also associated with AGC, all through a nationwide network of chapters.

## PLUMBING-HEATING-COOLING CONTRACTORS ASSOCIATION (PHCC)



The oldest trade association in the construction industry — and the premiere organization for the plumbing, heating, cooling professional. Since 1883, PHCC has been the leader in promotion, advancement, education and training. Today, PHCC has more than 3,500 contractor members from open and union shops, who work in the residential, commercial, new construction, industrial and service and repair industry segments.

## NATIONAL ASSOCIATION OF REALTORS (NAR)



America's largest trade association, representing over 1 million members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries. NAR is composed of residential and commercial REALTORS® who are brokers, salespeople, property managers, appraisers, counselors, and others engaged in the real estate industry. Members belong to one or more of some 1,400 local associations/boards and 54 state and territory associations of REALTORS®.

1. Vehicles must be coded as a BusinessLink® sale on the NVDR and be within the 3/36 Basic Limited Warranty period. Vehicles shown with upfit equipment, bodies or components from an independent supplier. See owner's manual for information on Alterations and Warranties.



## SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA)



A North American trade association for snow & ice industry professionals. SIMA is a non-profit trade association with a focus on training related to snow plowing, ice management, and business management. SIMA is proud to support thousands of small businesses, entrepreneurs, and hardworking people in the industry.

## NATIONAL FEDERATION OF INDEPENDENT BUSINESSES (NFIB)



350,000 small and independent business owners united by one clear mission: to promote and protect rights to own, operate and grow small businesses.

## NATIONAL FUNERAL DIRECTORS ASSOCIATION (NFDA)



Platinum Sponsor  
2015

The world's leading funeral service association, serving 19,700 individual members who represent more than 10,000 funeral homes in the United States and internationally. From its headquarters in Brookfield, Wisconsin, and its Advocacy office in Washington, D.C., NFDA informs, educates, and advocates helping members to enhance the quality of service they provide to families.

## NATIONAL ASSOCIATION OF REMODELERS INDUSTRY (NARI)



The medium for business development, a platform for advocacy and the principal source for industry intelligence. NARI connects homeowners with its professional members and provides tips and tricks so that the consumer has a positive remodeling experience. NARI is an organization of high-quality remodeling professionals. Its members are committed to integrity, high standards, professional education, ethics and market recognition.

## NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO)



Propels women entrepreneurs into economic, social and political spheres of power worldwide by strengthening the wealth creating capacity of members, promoting economic development within the entrepreneurial community, creating innovative and effective change in the business culture, building strategic alliances and affiliations, and transforming public policy and influencing opinion makers.

## SOCIETY OF AMERICAN FLORISTS



A national trade association that represents all segments of the U.S. floral industry. Its 7,000 members are the industry's top retailers, growers, wholesalers, importers, manufacturers, suppliers, educators, students and allied organizations. SAF is the face and voice of a strong, unified floral industry in Washington, D.C.

See our full list of partner organizations at [FCAWorkVehiclesUS.com](http://FCAWorkVehiclesUS.com)



# ON THE JOB™ INCENTIVES.

Whether you're building a fleet of vehicles for your business and employees or just looking for a reliable ride from the office to the job site, BusinessLink®'s ON THE JOB™ incentives<sup>1</sup> make it easier to purchase, customize and service the commercial vehicle that will work for you. Specifically intended to meet many small business needs, these incentives help keep you and your business on the road to success.

## SERVICE ALLOWANCES

To keep your vehicle running smoothly, many ON THE JOB™ incentives<sup>1</sup> deal with common service needs. For instance, BusinessLink® offers a no-extra-charge two-year gas engine lube-oil-filter service contract to make regular service stops hassle-free. For diesel-engine vehicles, BusinessLink® offers a no-extra-charge four-year lube-oil-filter service contract.

And, for the first time ever, ON THE JOB™ incentives<sup>1</sup> now include an up to \$1,000 allowance towards the purchase of Mopar Service and Preventative Maintenance Plans. These plans offer robust protection for your commercial vehicles, including five-year/100,000-mile complete mechanical coverage on more than 5,000 mechanical components. Plus, the prepaid coverage helps you avoid expensive repairs that could sideline your fleet unexpectedly.

## COMMERCIAL EQUIPMENT/UPFIT ALLOWANCES

Each small business has unique needs, based on industry, location, size and more. With ON THE JOB™ incentives<sup>1</sup>, you can upfit and customize your vehicle to satisfy your business' particular needs. Take advantage of up to a \$1,000 upfit allowance to upgrade your vehicle with commercial equipment, such as a snow plow or cargo accessories.



## COMMERCIAL GRAPHICS PROGRAM ALLOWANCES

When you have to compete with national chains, every opportunity for affordable advertising counts. ON THE JOB™ incentives<sup>1</sup> can provide you with a commercial graphics allowance to turn your new work vehicle into a mobile billboard. Allowances range from \$250 to \$1,000, depending on your needs.

## ALL-NEW BOSCH® POWER TOOL PACKAGES

In addition to these benefits, ON THE JOB™ incentives<sup>1</sup> include your choice of several Bosch® power tool kits valued at \$500. Available only for certain Ram models.

Combined with the personal service and high-performing vehicles that come with a BusinessLink® membership, these incentives keep the cost of doing business down and the quality of the job up. For a complete list of ON THE JOB™ incentives<sup>1</sup> and program rule, visit [www.FCAWorkVehiclesUS.com](http://www.FCAWorkVehiclesUS.com) or with your local BusinessLink® dealer today. Once you purchase your commercial vehicle, provide your dealer with a copy of any qualifying document, including your fleet account number or business license to learn more about the incentives that will work best for your business.

1. ON THE JOB™ is a retail incentive program. See your dealer for official program rules. Offer ends 01/04/2016. Inquire about eligibility by calling 877-ONTHEJOB or by logging into [FCAWorkVehiclesUS.com](http://FCAWorkVehiclesUS.com). The purchaser or lessee must be a qualified commercial customer for more than 30 days prior to the date of the vehicle purchase. An official ON THE JOB™ Customer Acknowledgement Form must be signed by the customer (provided by the dealer).

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