

# November 2012 Mid-Atlantic Incentive Summary - 2012 MY Vehicles (all)

Effective Dates: 11/1/2011 - 11/30/2011

\*\*\* 2012 Model Year Vehicles Only \*\*\*

| Revised: 11/1/11 at 4:30pm            | Customer Cash Allowance (Type 1 ONLY) | Ally/Chase APR 36/48/60/72 (In Lieu of Customer & Dealer Cash) | Ally Lease Rate | MABC Lease Cash (Type L/E Only - SEE RULES) | 200 Limited and S Model Dealer Cash Program | Snow Plow Bonus Cash (See Rules) | Select Outdoorman Model Dealer Cash (See Rules) | SLT "G" Pkg Bonus Cash (See Rules) | MABC Commercial Stimulus Bonus Cash (Type B & E Sales Only) | Returning Lessee/ (SEE RULES, SOME SALE TYPES EXCLUDED) | Conquest Lease Bonus Cash (SEE RULES, SOME SALE TYPES EXCLUDED) | TOTAL Available Consumer Rebates (non-lease, non-military) | Other Programs                                    |
|---------------------------------------|---------------------------------------|--|-----------------|---|---|----------------------------------|---|------------------------------------|---|---|---|--|---|
|                                       | PROGRAM ID:                           | 35CC1  | APR35C          | 35LC3G                                      | 35LC1                                       | C06C                             | N/A   | C07C                               | 38CCU   | MACCE   | 38CC31/38CC32   | MACCB1/MACCB12   |   |
| 200 Sedan (excl. LX)                  | \$2,000                               | 0/0/0/1.9  | Special         | \$2,000                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$2,000  | 90 Day Deferred Payments (1)                      |
| 200 Sedan Limited/ S only             | \$2,000                               | 0/0/0/1.9  | Special         | \$2,000                                     | \$500                                       | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$2,000  | 90 Day Deferred Payments (1)                      |
| 200 Convertible                       | \$1,000                               | 0/0.9/1.9/3.9  | STD             | \$1,000                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,000  | 90 Day Deferred Payments (1)                      |
| 300 Sedan                             | \$1,500                               | 0/0.9/1.9/3.9  | Special         | \$2,000                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,500  | 90 Day Deferred Payments (1)                      |
| 300C (excl SRT)                       | \$1,500                               | 0/0.9/1.9/3.9  | Special         | \$3,500                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,500  | 90 Day Deferred Payments (1)                      |
| Town & Country                        | \$1,000                               | 0/0.9/1.9/3.9  | Special         | \$2,000                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,000  | 90 Day Deferred Payments (1)                      |
| Caliber                               | \$0                                   | 0/2.9/3.9/5.9  | STD             | \$0   | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$0  | 1-2-3 Dealer Program/90 Day Deferred Payments (1) |
| Avenger                               | \$2,500                               | 0/0/0/0  | STD             | \$2,500                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$2,500  | 90 Day Deferred Payments (1)                      |
| Charger (ex SRT)                      | \$1,500                               | 0/0.9/1.9/3.9  | Special         | \$500                                       | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,500  | 90 Day Deferred Payments (1)                      |
| Challenger (ex SRT)                   | \$1,500                               | 0/0.9/1.9/3.9  | STD             | \$1,500                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,500  | 90 Day Deferred Payments (1)                      |
| Journey AVP                           | \$500                                 | 0/1.9/2.9/4.9  | STD             | \$500                                       | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$500  | 90 Day Deferred Payments (1)                      |
| Journey(excl AVP)                     | \$1,000                               | 0/1.9/2.9/4.9  | Special         | \$2,250                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,000  | 90 Day Deferred Payments (1)                      |
| Grand Caravan AVP                     | \$0                                   | STD  | STD             | \$0   | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$0  | 90 Day Deferred Payments (1)                      |
| Grand Caravan (excl AVP)              | \$1,000                               | 0/0.9/1.9/3.9  | Special         | \$1,500                                     | \$0   | \$0                              | \$0   | \$0                                | \$1,000   | \$1,000   | \$1,000   | \$2,000  | 90 Day Deferred Payments (1)                      |
| Durango                               | \$1,000                               | 0/0.9/1.9/3.9  | Special         | \$3,500                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,000  | 90 Day Deferred Payments (1)                      |
| Ram 1500 Reg Cab                      | \$2,500                               | 0/1.9/2.9/4.9  | STD             | \$2,500                                     | \$0   | \$0                              | \$0   | \$0                                | \$1,000   | \$1,000   | \$1,000   | \$3,500  | 90 Day Deferred Payments (1)                      |
| Ram 1500 Quad Cab                     | \$2,500                               | 0/1.9/2.9/4.9  | Special         | \$2,500                                     | \$0   | \$0                              | \$850   | \$2,500                            | \$1,000   | \$1,000   | \$1,000   | \$3,500  | 90 Day Deferred Payments (1)                      |
| Ram 1500 Crew Cab                     | \$2,500                               | 0/1.9/2.9/4.9  | Special         | \$2,500                                     | \$0   | \$0                              | \$850   | \$2,500                            | \$1,000   | \$1,000   | \$1,000   | \$3,500  | 90 Day Deferred Payments (1)                      |
| Ram 2500/3500                         | \$2,500                               | 0/1.9/2.9/4.9  | STD             | \$2,500                                     | \$0   | \$500                            | \$0   | \$0                                | \$1,000   | \$1,000   | \$1,000   | \$3,500  | 90 Day Deferred Payments (1)                      |
| Ram 3500/4500/5500 (Chassis Cab Only) | \$1,500                               | 0/2.9/3.9/5.9  | STD             | \$1,500                                     | \$0   | \$500                            | \$0   | \$0                                | \$1,000   | \$1,000   | \$1,000   | \$2,500  | 90 Day Deferred Payments (1)                      |
| Ram CV                                | \$0                                   | STD  | STD             | \$0   | \$0   | \$0                              | \$0   | \$0                                | \$1,000   | \$1,000   | \$1,000   | \$1,000  | 90 Day Deferred Payments (1)                      |
| Wrangler 2 Door                       | \$0                                   | STD  | STD             | \$0   | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$0  | 90 Day Deferred Payments (1)                      |
| Wrangler 4 Door                       | \$0                                   | STD  | STD             | \$0   | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$0  | 90 Day Deferred Payments (1)                      |
| Compass Sport                         | \$500                                 | 0/1.9/2.9/4.9  | STD             | \$0   | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$500  | 90 Day Deferred Payments (1)                      |
| Compass Latitude/Limited              | \$500                                 | 0/1.9/2.9/4.9  | Special         | \$2,000                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$500  | 90 Day Deferred Payments (1)                      |
| Patriot Sport                         | \$500                                 | 0/1.9/2.9/4.9  | STD             | \$0   | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$500  | 90 Day Deferred Payments (1)                      |
| Patriot Latitude/Limited              | \$500                                 | 0/1.9/2.9/4.9  | Special         | \$2,000                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$500  | 90 Day Deferred Payments (1)                      |
| Liberty                               | \$3,000                               | 0/0/0/1.9  | Special         | \$4,500                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$3,000  | 90 Day Deferred Payments (1)                      |
| Grand Cherokee(Excl SRT)              | \$1,000                               | 0/1.9/1.9/3.9  | Special         | \$1,000                                     | \$0   | \$0                              | \$0   | \$0                                | \$0   | \$1,000   | \$1,000   | \$1,000  | 90 Day Deferred Payments (1)                      |

(1) Payment Deferral Not Available in Pennsylvania (unless customer APR is 0%) or Washington DC

Dealer Cash Program
  Lease Only Program

Change From Previous Update



Not Official - See Program Rules AND Utilize Incentive Configurator for Requirements and Program Compatibility.