

Program Number: WECEU
Cash Allowance = \$500 Bonus Cash

ARIZONA FIRST RESPONDER BONUS CASH
OFFICIAL PROGRAM RULES

PROGRAM PERIOD:

May 1, 2014 through June 2, 2014

PROGRAM TYPE: Bonus Cash

Refer to Incentive Rules Manual (Gold Book) and Incentive Summary Communications.

PROGRAM DESCRIPTION:

This program offers a \$500 cash allowance to be applied toward the retail purchase (Type Sale 1/B) or lease (Type Sale L/E) of an eligible vehicle. Eligible consumers include: State, County, City and Township employed active Police Officers, Firemen and EMTs in the state of Arizona only.

PARTICIPATING DEALERS:

All franchised Chrysler Group LLC dealers who agree to abide by these Official Program Rules are eligible to participate.

MODEL ELIGIBILITY:

2014 MY

All Chrysler, Jeep, Dodge, Ram and Fiat vehicles

Grand Cherokee, Wrangler, all SRT models and Viper models are ineligible for this program.

CONSUMER ELIGIBILITY:

Eligible consumers include: State, County, City and Township employed active Police Officers, Firemen and EMTs in the state of Arizona only.

All eligible personnel must present qualifying documentation (as outlined in the first paragraph of Dealer Responsibility) that clearly reflects their eligibility status, to a franchised Chrysler dealer in the state of Arizona at the time of retail purchase of an eligible vehicle.

The vehicle sale or lease must be registered in either the name of the eligible participant or registered in the name of an immediate family member living in the same household.

Spouses of deceased Police Officers, Firemen and EMTs who died in the line of duty who meet the eligibility criteria above are eligible to participate.

The eligible retail purchase or lease customer must assign the cash allowance to the selling dealer. The retail purchaser's order must show the cash allowance as having been applied to the vehicle's purchase price, or in the case of a lease customer, as reducing the total lease obligation (12 month minimum lease term).

When the qualifying documentation presented bears a former or changed name, the customer must substantiate the former/changed name with a copy of legal documentation, (i.e., marriage certificate,

divorce decree, court order). The dealer must retain copy of the name change documentation to verify customer eligibility.

DEALER RESPONSIBILITY:

A copy of currently employed Police Officers, Firemen and EMTs Earnings Statement (pay stub) must be retained in the sales jacket as proof of employment. If spouse died in the line of duty a copy of their death certificate and a letter from department human resources verifying the loss of life while on the job as either a Police Officer, Fireman or EMT must be retained in sales jacket as proof of employment.

The total consumer incentive payment must be clearly shown as a separate line item reduction in the calculation of the purchase price on the signed FINAL buyer's order/purchase contract or if a lease, on the FINAL lease contract on the "Rebates and Non-Cash Credits" line. This computation must be done at the time of sale or lease, and must be identified on the buyer's order or purchase contract as a sales incentive/rebate.

PROGRAM COMPATIBILITY:

These programs are compatible with the following program types, providing the vehicle meets all program eligibility requirements:

- o Automobility Program
- o National or Regional Consumer Cash Allowance/APR programs
- o National or Regional Lease programs
- o National or Regional Consumer Lease cash programs
- o National or Regional Consumer Lease Loyalty cash programs
- o All other Certificate programs
- o Chrysler Employee Advantage program
- o Dealership Employee Purchase Program
- o Chrysler Affiliate Rewards Programs

(5-1-14 WECEU)