

Program Number: 38CLZA
Cash Allowance: \$1,000

August 23, 2019
+ November 4, 2019
+ January 3, 2020

NEW HOLLAND EQUIPMENT – 2020 MY
CONSUMER BONUS CASH PROGRAM
OFFICIAL PROGRAM RULES

PROGRAM PERIOD:

August 23, 2019 through January 4, 2021

PROGRAM TYPE: Bonus Cash

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

PROGRAM DESCRIPTION:

This program offers eligible New Holland Equipment Owners a \$1,000 Consumer Bonus Cash allowance applied towards the retail purchase (Type Sale 1/B) or lease (Type Sale L/E) of an eligible vehicle.

Fleet Commercial Non-VIP and VIP customers are eligible to receive the retail consumer incentives if the purchased or leased vehicle is from a dealer's retail ordered stock. These must be reported as Type of Sale B or E and Fleet incentives cannot be claimed.

PARTICIPATING DEALERS:

All franchised FCA US LLC Ram dealers who agree to abide by these Official Program Rules are eligible to participate.

MODEL ELIGIBILITY:

2020 MY	
<u>Ram Brand</u>	<u>Cash Allowance</u>
Ram 1500	\$1,000
Ram 2500/3500	\$1,000
Ram ProMaster Van	\$1,000
Ram ProMaster City	\$1,000

CONSUMER ELIGIBILITY:

Customers who have purchased or leased a new and unused eligible New Holland Equipment from an authorized New Holland dealer on or after January 1, 2017 will receive a \$1,000 Consumer Bonus Cash allowance to be used towards the purchase or lease of an eligible vehicle. Customer must provide proof of New Holland Equipment purchase or lease at the time of sale in order to be eligible to receive the cash allowance. Each eligible New Holland Equipment purchase may only be used to qualify for one (1) incentive and the same New Holland Equipment purchase may not be used to qualify for multiple vehicle purchases/leases.

ELIGIBLE PROOF OF CASE PURCHASE/LEASE:

New Holland Dealer Sales Agreement showing a new and unused eligible New Holland Equipment was purchased or leased from a franchised New Holland dealer. Ensure the eligible product(s) are clearly noted on the agreement.

ELIGIBLE NEW HOLLAND EQUIPMENT:

The following New Holland equipment that has been purchased or lease new and unused from a New Holland franchised dealer is eligible:

- Round Balers
- Large & Small Square balers
- Disc & Sickle Mower-Conditioners
- SP Windrowers
- SP Forage Harvesters
- T4/4000 Series Tractors
- T5/5000 Series Tractors
- T6/6000 Series Tractors
- TD5000 Series Tractors
- TS6000 Series Tractors
- TV6070 Bidirectional Tractors
- T7/7000
- T8/8000
- T9/9000
- CR / CX Combines
- Guardian Sprayers
- Air Cart
- Air Drills
- Powerstar 75
- T4000 Specialty Tractors
- Skid Steers
- Compact Track Loaders
- Tractor Loader Backhoes
- Tractor Loaders
- Compact Excavators
- Compact Wheel Loaders
- Self-Propelled Bale Wagons

ADDITIONAL REQUIREMENTS:

If the New Holland equipment is purchased or leased in a Business Name and the vehicle is purchased or leased in an individual's name, the customer must provide proof of ownership to document that the individual customer is the business owner.

Commercial customers must provide one of the following to be considered for eligibility:

- 1) Copy of government document showing business tax identification number & business name
- 2) Business incorporation documents
- 3) State, County or municipal business license
- 4) Copy of government document showing non-profit tax identification number & business name
- 5) Federal or State Income Tax forms showing operation as a business entity
- 6) Enrolled BusinessLink customer number
- 7) A fleet account number
- 8) Business License
- 9) Copy of DBA or assumed name documentation
- 10) Sales tax license
- 11) Workman's compensation/commercial general liability insurance
- 12) State or federal forms with federal tax ID
- 13) A complete copy of the most recent original tax return form 1040 and all related schedules (including schedule C or F) that were filed with the IRS

NOTE: Commercial driver's license is NOT an eligible form of identification

NOTE: If BusinessLink ID or Business Account Number is used to document eligibility, the dealership should retail proof of business ownership obtained at the time of BusinessLink or Business Account Number enrollment.

The end user is permitted to purchase or lease and receive benefit of this cash allowance on all eligible vehicles purchased or leased during the program period.

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.

The cash allowance must not be combined with customer down payment or other dealer provided discounts.

DEALER RESPONSIBILITY:

Dealer must verify consumer eligibility and retain proof of residency in the deal jacket.

Any claim reported through DealerCONNECT without required proof of eligibility may result in a dealer chargeback, or non-payment of a dealer claim.

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 Consumer Loyalty cash programs
- o FCA Employee/Retiree New Vehicle Purchase program
- o Friends program
- o FCA Affiliate Rewards programs
- o Dealership Employee Purchase Program
- o Target Direct Mail/Marketing Coupon Programs
- o Web e-Incentive Programs
- o Farm Bureau Member Certificate Program

This program is not compatible with the following program types:

- o Combo Cash and APR Programs
- o Special APR (XXAL3C / XXAL3C) or Stand-Alone APR Programs
- o % Off MSRP Programs
- o Case Construction Equipment Consumer Bonus Cash Allowance (40CL1B)
- o Case IH Consumer Cash Allowance (40CL1A)
- o TRUEECAR/USAA Private Targeted Offer Program

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