

Program Number: 41CLAA - G
Cash Allowance = \$500 / \$1000 / \$1500

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

INDEPENDENT CONTRACTORS / SERVICE PROVIDERS / DISTRIBUTORS / FRANCHISEES
2020 MODEL YEAR
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 consumers, as defined in the Customer Eligibility section; a \$500, \$1,000 or \$1,500 cash allowance to be applied toward the commercial purchase (Type Sale B) or commercial lease (Type Sale E) of an eligible vehicle.

Customers **must** present proof of business ownership and verification that they are an approved contractor, service provider, distributor or franchisee of company described in the Customer Eligibility section below. Dealer must retain a copy of the documents in the sales jacket.

This incentive is only for the approved distributors, independent contractors/service providers and franchisees of the companies listed under Customer Eligibility. Sales to the parent company(s) qualify for and are entitled to national fleet incentives. Contact the Regional Fleet Account Executive or the FCA Fleet hotline for national fleet incentives.

Eligible vehicles must be delivered during the program period.

PARTICIPATING DEALERS:

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

Eligible Models:

<u>2020 Model Year</u>	<u>Amount</u>
Ram ProMaster Low Roof Cargo Van	\$1,000
Ram ProMaster High Roof Cargo Van	\$1,500
Ram ProMaster Chassis Cab & Cutaway	\$1,500
Ram ProMaster City Cargo Van	\$500

CUSTOMER ELIGIBILITY:

Eligible customers must be official and approved Independent Contractor/Distributor/Franchisee associated with / working for one of the following companies. Proof of eligible Contractor / Distributor/Franchisee must match name of buyer on NVDR.

<u>Program ID</u>	<u>Eligible Customer Company</u>
41CLAA	Bryant Heating and Cooling Distributors
41CLAB	Carrier Distributors
41CLAC	Culligan Franchisees
41CLAE	Rheem/Ruud A/C Distributors
41CLAF	Trane Residential Distributors
41CLAG	Lennox Residential Distributors

Customer must provide proof of both (1) business ownership and (2) proof that they are an authorized distributor, independent contractor/service provider or franchisee. Customer must provide one of the following proofs of affiliation with one of the above companies. All documentation must be current to be applicable.

Confirmation from the parent company's website that the company is an authorized dealer/distributor is required.

www.Bryant.com

www.Carrier.com

www.Culligan.com

www.Rheem.com

www.Ruud.com

www.Trane.com

www.Lennox.com

DEALER RESPONSIBILITY:

Dealer is required to retain copies of all required supporting documents in the sales jacket, and the dealer is ultimately responsible for providing proof of customer eligibility.

The vehicle sale or lease must be registered in the name of the eligible business owner or in the business name.

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.

In the case of a lease, the minimum term must be no less than 12 months.

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

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

PROGRAM COMPATIBILITY:

This program is compatible with the following program types, providing the vehicle meets all program eligibility requirements:

- Automobility program
- Military Consumer Cash Allowance
- On-The-Job Programs
- National or Regional Consumer Cash Allowance/APR programs
- National or Regional Consumer Lease Loyalty Cash programs
- All other bonus Cash programs

This program is not compatible with the following programs.

- All Small Business Affiliate programs (i.e.; National Association of Realtors, Plumbing Heating Cooling Contractors, etc.)
- FFA program
- FCA Employee Advantage
- Dealership Employee Purchase
- FCA Affiliate Rewards programs
- Friends Program
- TRUECAR/USAA Private Targeted Offer Program

(Rev: 01-03-20. 41CLAA-H)

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