

Program Number: 40CEE
Bonus Cash: \$500
April 1, 2014

2014 COLLEGE GRADUATE
RETAIL BONUS CONSUMER CASH PROGRAM
OFFICIAL PROGRAM RULES

PROGRAM PERIOD:

April 1, 2014 through September 30, 2014

PROGRAM TYPE: Bonus Cash

Refer to the latest version of the Incentive Program Rules Manual (referred to as the Gold Book) and Incentive Summary Communications.

PROGRAM DESCRIPTION:

This program offers eligible consumers, as described in the consumer eligibility section, a bonus consumer cash allowance of \$500 applied toward the retail purchase (Type Sale 1 or B) of an eligible vehicle.

Fleet purchases reported as retail (type B) are not eligible for this program.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program.

PARTICIPATING DEALERS:

All Chrysler, Jeep, Dodge, RAM or FIAT franchised Chrysler Group LLC dealers who agree to abide by these Official Program Rules are eligible to participate.

MODEL ELIGIBILITY:

Program ID: <u>40CEE – Type 1/B</u>	
Eligible Models	Cash Allowance
<u>2014 MY</u>	
<u>Chrysler</u>	
200 Convertible	\$500
200 Sedan	\$500
300 Sedan	\$500
300C Sedan	\$500
Town & Country	\$500
<u>Dodge</u>	
Dodge Dart (excluding SE)	\$500
Dodge Avenger	\$500

Dodge Charger	\$500
Dodge Challenger	\$500
Dodge Journey	\$500
Dodge Grand Caravan	\$500
Dodge Durango	\$500
<u>Jeep</u>	
Jeep Compass	\$500
Jeep Patriot	\$500
Cherokee	\$500
Wrangler Sport	\$500
<u>RAM</u>	
RAM 1500 Regular Cab	\$500
RAM 1500 Quad Cab	\$500
RAM 1500 Crew Cab	\$500
<u>FIAT</u>	
Fiat 500 Hatchback	\$500
Fiat 500C Cabrio	\$500
Fiat Abarth	\$500
500L	\$500
All SRT models are excluded.	

CONSUMER ELIGIBILITY:

Eligible customers must be a college graduate or recent college graduate and must meet one of the following criteria:

- Graduating in the next 6 months with any degree
- Graduated in the last 2 years with any degree
 - Example: Graduated in May 2012, eligible until the end of the month in May 2014
- Currently enrolled in a master's or doctoral program

The total consumer incentive payment must be clearly shown as a line item reduction in the calculation of the purchase price on the signed FINAL buyer's order/purchase contract. This computation must be done at the time of sale 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 customer eligibility and retain proof of residency in the deal jacket. Consumer eligibility may be verified with one of the following pieces of documentation:

- A copy of the student's application for graduation or a letter from the student's registrar's office stating the student's intent to graduate within six months
- Copy of diploma

- Letter from college/university registrar's office showing enrollment status in Masters/Doctoral program.

The vehicle must be registered in the eligible graduate's name. The graduate's parents may be named on the title as co-signers, but the college graduate's name must appear on the title first. If a Type of Sale B is reported, the dealer must retain proof in the deal jacket of the relationship between the eligible party and the business.

Any claim reported through DealerCONNECT without 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:

- Automobility Program
- National or Regional Consumer Cash Allowance/APR programs
- National or Regional Consumer Loyalty cash programs
- Chrysler Employee/Retiree New Vehicle Purchase/Lease program
- Friends program
- Chrysler Affiliate Rewards programs
- Dealership Employee Purchase program

(rev.40CEE 3-10-14)