

Program Number: 39CCA / 39CCA1  
Bonus Consumer Cash Allowance: \$500  
April 3, 2012

COLLEGE GRADUATE  
BONUS CONSUMER CASH PROGRAM  
OFFICIAL PROGRAM RULES

PROGRAM PERIOD:

April 3, 2012 through September 4, 2012

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) or lease (Type Sale L or E) of an eligible vehicle.

Fleet purchases reported as retail (B/E) 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: 39CCA – Type 1/B and L/E sales**

<b>Eligible Models 2012 MY</b>	<b>Cash Allowance</b>
Chrysler 200 Convertible	\$500
Jeep Wrangler (2 DR. & 4 DR)	\$500
Dodge Caliber	\$500
Dodge Avenger ( <b>excluding SE</b> )	\$500
Dodge Charger	\$500
Dodge Challenger	\$500
RAM LD Quad	\$500
RAM LD Crew	\$500

**Program ID: 39CCA1 – Type sales 1/B**

<b>Eligible Models</b>	<b>Cash Allowance</b>
<b>2012 MY</b>	
Chrysler 200 Sedan ( <b>excluding LX</b> )	\$500
Jeep Compass	\$500
Jeep Patriot	\$500
Jeep Liberty	\$500
Dodge Journey ( <b>excluding AVP</b> )	\$500
FIAT 500 Hatchback	\$500
FIAT 500 Cabrio	\$500

\*\*\*: Abarth & all SRT models are ineligible for this incentive.

**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
- 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 or, if a lease, on the signed 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.

**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 or E 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

(TJT.39CCA/1 4-3-12)