

Program Number: 39CGK
Cash Allowance: \$1,000
August 20, 2015
+ December 10, 2015

N45 RECALL TRADE-IN BONUS CASH PROGRAM
OFFICIAL PROGRAM RULES

PROGRAM PERIOD:

+ August 20, 2015 through **January 2, 2017**

PROGRAM TYPE: Bonus Cash

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

PROGRAM DESCRIPTION:

This program offers eligible consumers a cash allowance towards a retail or commercial purchase or lease, with the trade-in of a Grand Cherokee (1993 – 1998 Model Year) included in recall N45 and are not yet remedied under the recall. The \$1,000 Bonus Cash allowance is to be applied toward the retail or commercial purchase (Type Sale 1 or B) or lease (Type Sale L or E) during the program period.

Vehicles sold or leased to a registered Fleet customer (Type sales 2, 3 and 5) are eligible for this program, in lieu of Fleet incentives. NOTE: this incentive excludes orders for a Fleet Volume Incentive Program (VIP) customer and orders for special government bid customers. Contact the Fleet Information Center for assistance. Refer to Fleet published Program Rules for further details.

To be eligible for this incentive offer, the retail customer must meet all eligibility requirements, must be named on the Title and/or Owner's Registration on a retail contract and possess a clean title for trade-in.

The eligible trade-in vehicles, upon trade-in, must have the N45 recall completed by the participating dealership. In order to claim the N45 Recall Trade-In Bonus Cash (ID # 39CGK) payment, the dealer must input the proper warranty claim showing recall completion.

Should the owner of an eligible N45 Recall Grand Cherokee choose any one of the below two (2) options as outlined in the Safety Recall Notice, that owner would no longer qualify for the N45 Recall Trade-In Bonus Cash 39CGK:

- \$100 unrestricted gift card for N45 recall completion
- \$1,000 MOPAR parts/service incentive

PARTICIPATING DEALERS:

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

MODEL ELIGIBILITY:

PROGRAM ID: 39CGK– Type 1/B and L/E sales

Eligible Models

Cash Allowance

2015 & 2016 MY

All Chrysler, Dodge, Jeep, Ram and FIAT Brand Products

\$1,000

Excluding: 200 LX, Dart SE, Viper, all SRT models, 500e, 500 Pop Hatchback

CONSUMER ELIGIBILITY:

Eligible customers must reside in the United States.

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 trade-in vehicle must be a Jeep Grand Cherokee (1993 – 1998 Model Year) that is included the N45 recall and has yet to be remedied under the recall, registered in conformance with applicable state law and with an appropriate state department of motor vehicles and must be titled for a minimum of 30 days to qualify for this program.

The new FCA vehicle must be registered in the name of the eligible purchaser or lessee or their immediate family member living in the same household and should be consistent with registration information of the Jeep Grand Cherokee that was traded in. The traded in vehicle cannot be repurchased by the same customer for a minimum of 30 days.

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. A copy of the entire vehicle registration (front and back) and proof of N45 Recall eligibility must be retained in the deal jacket for verification of customer eligibility. To perform eligibility search, utilize the existing TDM search tool via DealerCONNECT and enter the last eight digits of the VIN in the certificate number field.

The eligible trade-in vehicle must have the N45 Recall completed by the participating dealership. If the N45 recall has not been completed on the eligible trade-in, the dealer will be unable to claim the N45 Recall Trade-In Bonus Cash (ID # 39CGK).

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 Lease programs
- o National or Regional Consumer Loyalty cash programs
- o Chrysler Employee/Retiree New Vehicle Purchase/Lease program
- o Friends program
- o Chrysler Affiliate Rewards programs
- o Dealership Employee Purchase Program
- o 2015 Stock Allowance programs

This program is not compatible with the following program types:

- o Combo Cash and Combo APR
- o Special APR (XXAF3C)

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