



Deliver to:

- ☐ Dealer Principal
- ☐ General Manager
- ☐ Sales Manager
- ☐ Service Manager

Subject: Deceptive Sales and Marketing Activities

FCA US LLC ("FCA US") has recently become aware that a small number of our dealers are engaging in deceptive sales and marketing conduct that seeks to take advantage of vehicle safety recall notifications for their own financial advantage. For example, we are in possession of copies of mailers that seek to grab the consumers' attention by using misleading headlines such as "Important Recall Inspection and Buyback Information" or "Important Recall Notice."

In some cases, the mailers do not relate to recalls or buybacks but instead seek to lure customers into the showroom by inaccurately suggesting that their vehicles are defective in some way and subject to a safety recall. Moreover, federal regulations permit only manufacturers to send safety recall notification to vehicle owners. These mailers further suggest that the customer's vehicle be used as a trade-in for the purchase of a new vehicle, which in some cases is misrepresented as subject to a "buyback" program. This type of sales, marketing and advertising is unacceptable and will not be tolerated.

This type of deception not only interferes with the important purposes of vehicle safety recall notifications but may also constitute violations of state and federal laws against false and misleading advertising. Further, this deception is in direct violation of every FCA US dealer's obligation under its Sales and Service Agreements to advertise only in a manner that will develop customer confidence in the dealer and FCA US products. Your Sales and Service Agreements also expressly prohibit the use of any advertising tending to mislead or deceive the public. We appreciate that most of you abide by the required advertising and marketing standards and do not engage in the type of deception regarding recall notices that we have highlighted in this notice. We cannot, however, allow this type of misleading and deceptive conduct to continue even among the very few that we have discovered.

Thank you for your cooperation and continued dedication to the FCA US brands.

Sincerely,

A handwritten signature in blue ink, which appears to read "Al Gardner", is enclosed within a light blue oval border.

Al Gardner

Head of Dealer Network Development