

Program Numbers: **39CER**
Cash Allowance = \$1,000
February 4, 2014

2014 CY LEASE PULL-AHEAD BONUS CASH
OFFICIAL PROGRAM RULES

PROGRAM PERIOD:

February 4, 2014 through March 31, 2014

PROGRAM TYPE:

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 a \$1,000 cash allowance applied toward the retail purchase (Type Sale 1 or B) or lease (Type Sale L or E) of an eligible vehicle. TRAC transactions (type B sales) are eligible for this program.

Customers with a current Chrysler Group vehicle lease which expires between May 1, 2014 and August 31, 2014; and enter into a new purchase or lease of an eligible model are eligible to participate. No lease turn-in or trade-in is required to be eligible for this offer.

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: excludes orders for a Fleet Volume Incentive Program (VIP) customer and orders for Special Government Bid customers. Refer to Fleet published Program Rules for further details.

There is no customer order protection available on this program.

PARTICIPATING DEALERS:

All franchised Chrysler LLC dealers or FIAT Studios who agree to abide by these Official Program Rules are eligible to participate.

ELIGIBLE CONSUMERS:

Customers must have a current Chrysler Group vehicle lease which expires between May 1, 2014 and August 31, 2014.

No lease turn-in or trade-in is required to be eligible for this offer.

If the vehicle has been turned-in already it must have been within the last 30 days in order to qualify for this program.

The customer must meet all eligibility requirements and must be the Primary User on a Lease Contract (listed either as first or second) and named on the Title and/or Owner's Registration (if applicable). The primary user must be the insurer of the vehicle.

The vehicle being used to qualify for this pull-ahead program must have been registered in the name of the qualifying lessee for a minimum of 30 days prior to the new lease or purchase.

The vehicle lease must be registered in either the name of the eligible participant or registered in the name of an immediate family member living in the same household.

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 of 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.

MODEL ELIGIBILITY:

2014 MY

All Chrysler, Dodge, Jeep, Ram and FIAT models; excluding Wrangler

DEALER RESPONSIBILITY:

The new vehicle purchase or lease must be registered in the name of the eligible purchaser or lessee.

Dealer must verify customer eligibility and retain verification in the deal jacket.

The last 8 of the turn-in VIN must be entered in the Validation field on the Incentive Claim entry screen at the time this program is claimed.

PROGRAM COMPATIBILITY:

This program is 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 Rate programs
- o National or Regional Consumer Lease Cash programs
- o National or Regional Consumer Lease Loyalty cash programs
- o National or Regional Returning Lessee programs
- o National or Regional Dealer Cash programs

This program is not compatible with the following program(s):

- o Chrysler Employee Advantage program
- o Friends program
- o Certain Designated Individual (CDI) program
- o Dealership Employee Purchase program
- o Chrysler Affiliate Rewards programs

(rev.2-4-14)