

Program Number: 39CEB
February 20, 2013
May 1, 2013
July 24, 2013
August 8, 2013
September 5, 2013
October 1, 2013
+ January 2, 2014

2014 MY MILITARY BONUS CONSUMER CASH OFFICIAL PROGRAM RULES

PROGRAM PERIODS:

+ February 20, 2013 through **January 5, 2015**

PROGRAM TYPE:

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

PROGRAM DESCRIPTION:

This program offers a \$500 cash allowance to be applied toward the retail purchase (Type Sale 1/B) or lease (Type Sale L/E) of an eligible vehicle. Eligible consumers include: active military, active military reserve, retired military (honorably discharged), and retired military reserve (honorably discharged). Honorably discharged veterans and 100% disabled veterans are eligible within 12 months of discharge date.

PARTICIPATING DEALERS:

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

MODEL ELIGIBILITY:

2014 MY

Dodge, Ram, Chrysler, Jeep, FIAT vehicles – effective 7-2-13

Dart SE, Grand Cherokee SRT and Viper models are ineligible for this program.

Grand Cherokee, Patriot, Compass – effective 2-20-13

Fiat 500e is ineligible for this program.

CONSUMER ELIGIBILITY:

Eligible consumers include: active military, active military reserve, retired military (honorably discharged), and retired military reserve (honorably discharged). Honorably discharged veterans and 100% disabled veterans are eligible within 12 months of discharge date.

Eligible branches of the military are: Army, Navy, Air Force, Marines, Coast Guard and National Guard.

All eligible personnel must present qualifying documentation (as outlined in the first paragraph of Dealer Responsibility) that clearly reflects their eligibility status, to a franchised Chrysler dealer in the United States at the time of retail purchase of an eligible vehicle.

The vehicle sale or 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.

Spouses of deceased military members who meet the eligibility criteria above are eligible to participate.

The eligible retail purchase or lease customer must assign the cash allowance to the selling dealer. The retail purchaser's order must show the cash allowance as having been applied to the vehicle's purchase price, or in the case of a lease customer, as reducing the total lease obligation (12 month minimum lease term).

When the qualifying documentation presented bears a former or changed name, the customer must substantiate the former/changed name with a copy of legal documentation, (i.e., marriage certificate, divorce decree, court order). The dealer must retain copy of the name change documentation to verify customer eligibility.

DEALER RESPONSIBILITY:

For active personnel a copy of their Leave and Earnings Statement (pay stub) must be retained in the sales jacket, for recently discharged military personnel (within twelve months of purchase) a copy of their DD-214 must be retained, and for retired military a copy of their Retirement Account Statement or 1099R must be retained. For disabled vets, a copy of the individuals VA Summary of Benefits Letter stating a Service-Connected disability of 100% proves their military permanent disability.

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.

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 Lease cash programs
- o National or Regional Consumer Lease Loyalty cash programs
- o All other Certificate programs
- o Chrysler Employee Advantage program
- o Dealership Employee Purchase Program
- o Chrysler Affiliate Rewards Programs

This program is not compatible with the following program types:

- o USAA Member Certificate program (39CBW1/39CBW2)
- o Any vehicle sold or leased to a registered Fleet Customer, regardless of whether a Fleet Allowance or payments are available or claimed.

(rev: 1-2-14 39CEB)