

Program Numbers: **NEW PROGRAM IDS AS OF 8-23-14**

- 1) Member Companies and Their Employees: 40CFU5 / 40CFU6 (Type Sale B/E)
- 2) Same Household as the Employee of a Member Company / NFIB Chapter and National Employees: 40CFU7 / 40CFU8 (Type Sale 1/L)

August 23, 2014
January 6, 2015
+ January 13, 2015

**NATIONAL FEDERATION OF INDEPENDENT BUSINESSES
2015 MODEL YEAR
OFFICIAL PROGRAM RULES**

PROGRAM PERIOD: August 23, 2014 through January 4, 2016

PROGRAM TYPE: Consumer Bonus Cash

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

1) **PROGRAM DESCRIPTION: MEMBER COMPANIES & THEIR EMPLOYEES 40CFU5 / 40CFU6 (Type Sale B/E)**

This program offers eligible current National Federation of Independent Businesses. (NFIB) MEMBER COMPANIES AND THEIR EMPLOYEES a \$500 cash allowance to be applied toward the Business purchase (Type Sale B) or lease (Type Sale E) of an eligible vehicle for day-to-day business use (Type Sale B or E). Although the vehicle is registered and titled in the name of an individual (i.e., member company employee), Member Companies and their employees are eligible for On-The-Job allowances).

In NVDR, in the Business Name Field, input the individual's first and last name, followed by the words (NFIB EMPLOYEE). See NVDR example below:

For NVDR: Business Name Field: Joe Jones (NFIB EMPLOYEE)

Proof of NFIB Company Membership and proof of employment (see '**Customer Eligibility**' for detailed requirements).

Note: NFIB Member Companies and employees that qualify as a Fleet (purchase (5) or more in one year or have a minimum of (15) vehicles in operation) can obtain a Fleet Account Number (FAN) by calling 1-800-999-FLEET. Members that qualify as a Fleet can receive their choice of Retail Incentives or the Fleet Street Program plus receive the On-The-Job incentive. Sale must be reported as a Type 3 or 5. (Note: Member's claiming Fleet/Retail Incentives and On-The-Job (type sale 3/5) **do not** qualify for this \$500 offer). Depending on the size of the Fleet, the customer may qualify for the alternative Fleet Empowerment Program. Contact your SBSS or Fleet Regional Account Manager for details.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program.

2) **PROGRAM DESCRIPTION: SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and NATIONAL FEDERATION OF INDEPENDENT BUSINESSES CHAPTER & NATIONAL EMPLOYEES 40CFU7 / 40CFU8 (Type Sale 1/L)**

This program offers HOUSEHOLD RESIDENTS of National Federation of Independent Businesses (NFIB) Member Company Employees AND NFIB Inc. Employees a \$500 cash allowance to be applied toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle.

Household members of NFIB employees claiming 40CFU7 / 40CFU8 are **ineligible** for the On-The-Job program.

National Federation of Independent Businesses Chapter and National Employees are also eligible for \$500 cash allowance toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle. NFIB Chapter and National employees are **ineligible** for the On-The-Job program.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program

Sales to Chrysler Group dealers are not eligible for National Federation of Independent Businesses incentives.

Companies and individuals must be members of NFIB for 30 days to be eligible for these incentives.

PARTICIPATING DEALERS:

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

CUSTOMER ELIGIBILITY:

1) NFIB MEMBER COMPANIES & THEIR EMPLOYEES 40CFU5 / 40CFU6 (Type Sale B/E)

Customer must be currently employed by or be the owner of the NFIB Member company. The following documentation will be provided to the dealer:

- Print a Certificate with Member ID and Address from www.nfib.com/membervantage
 - 'Member Since' date on the NFIB certificate must be 30 days prior to sale (transaction) date in order to receive the Chrysler incentive and allowances.
- Proof of current employment or ownership of the NFIB member company (paystub or company ID badge).
- Picture ID (driver's license and/or company ID with photo)

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and NATIONAL FEDERATION OF INDEPENDENT BUSINESSES CHAPTER AND NATIONAL EMPLOYEES 40CFU7 / 40CFU8 (Type Sale 1/L)

Individuals residing at the same residence as the NFIB Member Company employee / NFIB INC employee must provide the following documentation.

- Same documentation as required for MEMBER COMPANY & THEIR EMPLOYEES (above), establishing that the company listed is a current NFIB member or an employee of NFIB Inc.
- Proof of residence in the same household as the eligible member.
 - Driver's license of member employee
 - Driver's license of household resident

National Federation of Independent Businesses, Chapter and National employees must provide the following documentation:

- Proof of current employment by NFIB, Inc. (paystub or company ID badge).
- Picture ID (driver's license and/or company ID with photo)

Sales must be reported as Type Sale 1 or L and are NOT compatible with any On-the-Job programs.

The incentive is not transferable to anyone outside the original Member's household/address.

DEALER RESPONSIBILITY:

It is the dealer's responsibility to verify the customer's eligibility based on the proof required. Dealer must retain proof of program eligibility documentation outlined above – reference specific Customer Eligibility.

1) MEMBER COMPANIES & THEIR EMPLOYEES

NOTE: This is Type Sale B or E (40CFU5/40CFU6). The dealer must claim both the National Federation of Independent Businesses Member Employee program code AND the appropriate On-The-Job Commercial Allowance code.

Members of NFIB with required proof of membership for 30 days prior to purchase or lease of an eligible vehicle are eligible for a \$500 cash allowance and one of four On-The-Job program options. Date of Membership is noted on the proof of NFIB membership certificate.

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and NATIONAL FEDERATION OF INDEPENDENT BUSINESSES CHAPTER & NATIONAL EMPLOYEES i.e., Individuals residing in the same household AND employees of NFIB Inc.

For member questions, the dealer may contact NFIB National directly at 1-800-634-2669 (1 800 NFIB NOW). The NFIB Customer Service person can provide the appropriate documentation via email if necessary. However, it is imperative that required proof documentation is **attained at the time of sale and retained in the deal jacket.**

The total consumer incentive payment must be clearly shown 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 cash allowance must not be combined with customer down payment or other dealer provided discounts.

In the case of a lease, the minimum term must be no less than 12 months.

Any claim reported through DealerCONNECT without required proof of eligibility could result in a dealer chargeback, or non-payment of a dealer claim.

1) MEMBER COMPANIES AND THEIR EMPLOYEES: 40CFU5 (Type Sale B)

MODEL ELIGIBILITY:

2015 Model Year

Chrysler Brand

200 (excluding LX)

Town & Country

Dodge Brand

Dart (excluding SE)

Grand Caravan (excluding AVP)

Journey (excluding AVP)

Ram Brand

Ram Cargo Van

FIAT Brand

500L

2) MEMBER COMPANIES AND THEIR EMPLOYEES: 40CFU6 (Type B/E)

MODEL ELIGIBILITY:

2015 Model Year

Chrysler Brand
300 / 300C (excluding SRT)

Dodge Brand
Charger (excluding SRT)
Durango

Jeep Brand
Grand Cherokee (excluding SRT)
Cherokee

+ Ram Brand
Ram 1500/2500/3500 Pickups – All cabs
Ram 3500/4500/5500 Chassis Cabs
Ram ProMaster Van
+ Ram ProMaster City – Effective 1-6-2015

3) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and NATIONAL FEDERATION OF INDEPENDENT BUSINESSES. CHAPTER & NATIONAL EMPLOYEES: 40CFU7 (Type Sale 1)

MODEL ELIGIBILITY:
2015 Model Year

Chrysler Brand
200 (excluding LX)
Town & Country

Dodge Brand
Dart (excluding SE)
Grand Caravan (excluding AVP)
Journey (excluding AVP)

Ram Brand
Ram Cargo Van

FIAT Brand
500L

4) MEMBER COMPANIES AND THEIR EMPLOYEES: 40CFU8 (Type 1/L)

MODEL ELIGIBILITY:
2015 Model Year

Chrysler Brand
300 / 300C (excluding SRT)

Dodge Brand
Charger (excluding SRT)
Durango

Jeep Brand
Grand Cherokee (excluding SRT)
Cherokee

+ Ram Brand
Ram 1500/2500/3500 Pickups – All cabs
Ram 3500/4500/5500 Chassis Cabs
Ram ProMaster Van
+ Ram ProMaster City – Effective 1-6-2015

PROGRAM COMPATIBILITY:

This program is 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 Lease Cash programs
- National or Regional Lease Rate programs
- National or Regional Dealer Cash programs
- All Target Direct Mail / Certificate programs
- On-The-Job Commercial Vehicle programs

This program is not compatible with the following program types:

- Dealership Employee Purchase programs
- Friends programs
- Chrysler Affiliate Rewards programs
- Chrysler Employee Advantage program

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40CFU5 (Type Sale B)

40CFU6 (Type Sale B/E)

40CFU7 (Type Sale 1)

40CFU8 (Type Sale 1/L)