

Program Number: 40CEG  
May 20, 2014

MEMORIAL DAY MILITARY APPRECIATION 2014  
BONUS CASH  
OFFICIAL PROGRAM RULES

PROGRAM PERIODS:

May 20, 2014 through June 2, 2014

PROGRAM TYPE: BONUS CASH

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:

- Currently inactive military reserve
- All veterans who were honorably discharged, regardless of discharge date
- Retired military that were honorably discharged are not eligible for this additional offer as they are eligible for Military Bonus cash (39CDB, 39CEB).

PARTICIPATING DEALERS:

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

MODEL ELIGIBILITY:

**2013 MY**

Dart

FIAT 500 / 500C / Abarth

**The following models are excluded from this program:**

Dart SE

**2014 MY**

Dodge, Ram, Chrysler, Jeep, FIAT vehicles

**The following models are excluded from this program:**

FIAT 500e

Dart SE

Grand Cherokee SRT

Viper

## CONSUMER ELIGIBILITY:

Eligible consumers include: Currently inactive military reserve and all veterans that were honorably discharged (Retired military that were honorably discharged are not eligible for this additional offer).

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

All eligible personnel must present their military I.D., discharge papers (DD-214 form), or other documentation 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 military I.D. or discharge papers are presented that 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 this 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 and for honorably discharged military personnel a copy of their DD-214 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:

- Automobility Program
- National or Regional Consumer Cash Allowance/APR programs
- National or Regional Lease programs
- National or Regional Consumer Lease cash programs
- National or Regional Consumer Lease Loyalty cash programs
- All other Certificate programs
- Chrysler Employee Advantage program
- Dealership Employee Purchase Program
- Chrysler Affiliate Rewards Programs
- Stock Allowance programs

This program is not compatible with the following program types:

- Military Consumer Cash (39CCB / 39CDB / 39CEB)
- USAA Member Certificate program (39CBW1/39CBW2 & 39CEW1/39CEW2)

o Any vehicle sold or leased to a registered Fleet Customer, regardless of whether a Fleet Allowance or payments are available or claimed.

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