

Program Numbers:

- 1) Member Companies and Their Employees: 40CEN1 / 40CEN2 (Type B/E)
- 2) Same Household as the Employee of a Member Company or SIMA Employee 40CEP1 / 40CEP2 (Type 1/L)

January 2, 2014
March 1, 2014
December 3, 2014
+ January 6, 2015

**SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA)
2014 MODEL YEAR
OFFICIAL PROGRAM RULES**

+ PROGRAM PERIOD: February 20, 2013 through **June 30, 2015**

PROGRAM TYPE: Consumer Bonus Cash

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

**1) PROGRAM DESCRIPTION: MEMBER COMPANIES & THEIR EMPLOYEES
(40CEN1 and 40CEN2)**

This program offers eligible current SNOW AND ICE MANAGEMENT ASSOCIATION. (SIMA) MEMBER COMPANIES AND THEIR EMPLOYEES a \$500 cash allowance to be applied toward the Commercial 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 (SIMA EMPLOYEE). See NVDR example below:

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

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

Note: SIMA 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).

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 SNOW AND ICE MANAGEMENT ASSOCIATION MEMBER COMPANY or SIMA Inc. EMPLOYEE (40CEP1 and 40CEP2)

This program offers HOUSEHOLD RESIDENTS of SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA) Member Company Employees and SIMA 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 / SIMA Inc. employees claiming 40CEP1 or 40CEP2 are **ineligible** for the On-The-Job program.

SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES are also eligible for \$500 cash allowance toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle. SIMA 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

PARTICIPATING DEALERS:

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

CUSTOMER ELIGIBILITY:

1) SIMA MEMBER COMPANIES & THEIR EMPLOYEES (40CEN1 and 40CEN2) – Type Sale B or E

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

- A copy of the customer's company page from the SIMA online member directory (<http://www.SIMA.org> > Find A Member (tab) > Click on the State to Find the Contractor by Name> print screen OR a copy of a current communication from SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA) that identifies the customer's company as a Member of the Association
- Proof of current employment or ownership of the SIMA member company (paystub or company ID badge).
- Picture ID (driver's license and/or company ID with photo)

Sales must be reported as either Type B or E and are compatible with applicable On-the-Job programs. Vehicle can be registered in the name of the individual Member Company employee, the Member Company owner or the Member Company business name.

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES (40CEP1 and 40CEP2) Type Sale 1 or L

Individuals residing at the same residence as the SIMA Member Company employee / SIMA 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 SIMA member or an employee of SIMA Inc.
- Proof of residence in the same household as the eligible member.
 - Driver's license of member employee
 - Driver's license of household resident

SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES must provide the following documentation:

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

Sales must be reported as Type 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 (40CEN1 / 40CEN2). The dealer must claim both the SNOW AND ICE MANAGEMENT ASSOCIATION Member Employee program code AND the appropriate On-The-Job Commercial Allowance code.

2) **SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES** i.e., Individuals residing in the same household AND employees of SIMA Inc.

If questions, the dealer may contact SIMA Chapter of Member Company or contact SIMA National at 414-375-1940 or Info@sima.org request an immediate email correspondence of current communication (referenced above) to be **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: 40CEN1 (Type B)

Eligible Models
2014 Model Year

Ram Brand
Ram Cargo Van

Fiat Brand
500L

+ INELIGIBLE AS OF 1-6-2015

Town & Country
Dart
Grand Caravan
Journey

1) MEMBER COMPANIES AND THEIR EMPLOYEES: 40CEN2 (Type B/E)

Eligible Models
2014 Model Year

Chrysler Brand
300 / 300C (excluding SRT)

Dodge Brand
Charger (excluding SRT)
Durango

Ram Brand

Ram 1500/2500/3500 Pickups – All cabs
Ram 3500/4500/5500 Chassis Cabs
ProMaster (all models)

+ INELIGIBLE AS OF 1-6-2015

Avenger
Grand Cherokee
Cherokee

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES: 40CEP1 (Type 1)

Eligible Models
2014 Model Year

Ram Brand

Ram Cargo Van

Fiat Brand

500L

+ INELIGIBLE AS OF 1-6-2015

Town & Country
Dart
Grand Caravan
Journey

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES: 40CEP2 (Type 1/L)

Eligible Models
2014 Model Year

Chrysler Brand

300 / 300C (excluding SRT)

Dodge Brand

Charger (excluding SRT)
Durango

Ram Brand

Ram 1500/2500/3500 Pickups – All cabs
Ram 3500/4500/5500 Chassis Cabs
ProMaster (all models)

+ INELIGIBLE AS OF 1-6-2015

Avenger
Grand Cherokee
Cherokee

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

Last rev.1.5.15
40CEN1 / 40CEN2
40CEP1 / 40CEP2

Program Numbers:

- 1) Member Companies and Their Employees: 40CFN1 / 40CFN2 (Type Sale B/E)
- 2) Same Household as the Employee of a Member Company or SIMA Employee
40CFP1 / 40CFP2 (Type Sale 1/L)

June 18, 2014

January 6, 2015

+ January 13, 2015

**SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA)
2015 MODEL YEAR
OFFICIAL PROGRAM RULES**

PROGRAM PERIOD: June 1, 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 40CFN1 / 40CFN2 (Type Sale B/E)

This program offers eligible current SNOW AND ICE MANAGEMENT ASSOCIATION. (SIMA) MEMBER COMPANIES AND THEIR EMPLOYEES a \$500 cash allowance to be applied toward the Commercial purchase (Type Sale B) or lease (Type Sale E) of an eligible vehicle for day-to-day business use. 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 (SIMA EMPLOYEE). See NVDR example below:

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

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

Note: SIMA 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 Sale 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).

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 SNOW AND ICE MANAGEMENT ASSOCIATION MEMBER COMPANY or SIMA Inc. EMPLOYEE 40CFP1 / 40CFP2 (Type Sale 1/L)

This program offers HOUSEHOLD RESIDENTS of SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA) Member Company Employees and SIMA 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 / SIMA Inc. employees claiming 40CFP1 / 40CFP2 are **ineligible** for the On-The-Job program.

Snow and Ice Management Association Employees are also eligible for \$500 cash allowance toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle. SIMA 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

PARTICIPATING DEALERS:

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

CUSTOMER ELIGIBILITY:

1) SIMA MEMBER COMPANIES & THEIR EMPLOYEES 40CFN1 / 40CFN2 (Type Sale B/E)

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

- A copy of the customer's company page from the SIMA online member directory (<http://www.SIMA.org> > Find A Member (tab) > Click on the State to Find the Contractor by Name> print screen OR a copy of a current communication from SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA) that identifies the customer's company as a Member of the Association
- Proof of current employment or ownership of the SIMA member company (paystub or company ID badge).
- Picture ID (driver's license and/or company ID with photo)

Sales must be reported as Type Sale B or Type Sale L and are compatible with applicable On-the-Job programs. Vehicle can be registered in the name of the individual Member Company employee, the Member Company owner or the Member Company business name.

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES 40CFP1 / 40CFP2 (Type Sale 1/L)

Individuals residing at the same residence as the SIMA Member Company employee / SIMA 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 SIMA member or an employee of SIMA Inc.
- Proof of residence in the same household as the eligible member.
 - Driver's license of member employee
 - Driver's license of household resident

SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES must provide the following documentation:

- Proof of current employment by SIMA, 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 Type Sale 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 (40CFN1/40CFN2). The dealer must claim both the SNOW AND ICE MANAGEMENT ASSOCIATION Member Employee program code AND the appropriate On-The-Job Commercial Allowance code.

2) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES i.e., Individuals residing in the same household AND employees of SIMA Inc.

If questions, the dealer may contact SIMA Chapter of Member Company or contact SIMA National at 414-375-1940 or Info@sima.org request an immediate email correspondence of current communication (referenced above) to be **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: 40CFN1 (Type Sale B)

MODEL ELIGIBILITY:

Eligible Models
2015 Model Year

Chrysler Brand
200 (excluding LX)

The following models are eligible as of 8-5-14

Chrysler Brand
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: 40CFLN2 (Type B/E) – eligible as of 8-5-14

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 SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES: 40CFP1 (Type Sale 1)

MODEL ELIGIBILITY:

Eligible Models

2015 Model Year

Chrysler Brand

200 (excluding LX)

The following models are eligible as of 8-5-14

Chrysler Brand

Town & Country

Dodge Brand

Dart (excluding SE)

Grand Caravan (excluding AVP)

Journey (excluding AVP)

Ram Brand

Ram Cargo Van

FIAT Brand

500L

4) SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY / and SNOW AND ICE MANAGEMENT ASSOCIATION EMPLOYEES: 40CFP2 (Type 1/L) – eligible as of 8-5-14

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

Rev.01/13/15

40CFN1 (Type Sale B)

40CFN2 (Type Sale B/E)

40CFP1 (Type Sale 1)

40CFP2 (Type Sale 1/L)