

Program Numbers:

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|---|---------------------------------|
| 1) Farm Owners and Their Employees:
B/E) | 40CGX1 / 40CGX2 (Type Sale |
| 2) Same Household as Owner/Employee: | 40CGX3 / 40CGX4 (Type Sale 1/L) |

January 5, 2016
+ February 8, 2016

**FARMERS IN AMERICA
2016 MODEL YEAR
OFFICIAL PROGRAM RULES**

PROGRAM PERIOD: January 5, 2016 through January 2, 2017

PROGRAM TYPE: Consumer Bonus Cash

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

1) PROGRAM DESCRIPTION: FARM OWNERS & THEIR EMPLOYEES 40CGX1 / 40CGX2 (Type Sale B/E)

This program offers eligible current FARM OWNERS 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., farm employee), their employees are eligible for On-The-Job allowances.

In NVDR, in the Business Name Field, input the individual's first and last name. See NVDR example below:

For NVDR: Business Name Field: Joe Jones

Proof of Farm ownership and proof of employment required (see '**Customer Eligibility**' for detailed requirements).

Note: Farm owners 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 OWNER/EMPLOYEE of a FARM 40CGX3 / 40CGX4 (Type Sale 1/L)

This program offers HOUSEHOLD RESIDENTS of Farmers owners and their 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 claiming 40CGX3/40CGX4 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) **FARM OWNERS & THEIR EMPLOYEES 40CGX1 / 40CGX2 (Type Sale B/E)**

+ Customer must be currently employed by or be the owner of the Farm. The following documentation will be provided to the dealer:

- Farm Owner:
 - A copy of the Schedule F tax return
 - Picture ID (driver's license and/or company ID with photo)
- Farm Employee:
 - Pay stub (proof of employment)
 - Picture ID (driver's license and/or company ID with photo)

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

2) **PROGRAM DESCRIPTION: SAME HOUSEHOLD as the OWNER OR EMPLOYEE of a FARM 40CGX3 /40CGX4 (Type Sale 1/L)**

Individuals residing at the same residence as the Farm owner or employee must provide the following documentation.

- Same documentation as required for FARM OWNERS & THEIR EMPLOYEES (above)
- Proof of residence in the same household as the eligible member
 - Driver's license of Farm employee
 - Driver's license of household resident

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 Farm owner/employee'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) **FARM OWNERS & THEIR EMPLOYEES**

NOTE: This is Type Sale B / E (40CGX1/40CGX2). The dealer must claim both the Farmers in America Owner/Employee program code AND the appropriate On-The-Job Commercial Allowance code.

2) **SAME HOUSEHOLD as the OWNER OR EMPLOYEE of a FARM** i.e., Individuals residing in the same household.

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) FARM OWNERS & THEIR EMPLOYEES: 40CGX1 (Type Sale B)

MODEL ELIGIBILITY:

Eligible Models
2016 Model Year

Chrysler Brand
200 (excluding LX)
Town & Country

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

FIAT Brand
500L

2) FARM OWNERS & THEIR EMPLOYEES: 40CGX2 (Type B/E)

MODEL ELIGIBILITY:

2016 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

3) SAME HOUSEHOLD as the OWNER OR EMPLOYEE of a FARM: 40CGX3 (Type Sale 1)

MODEL ELIGIBILITY:

Eligible Models
2016 Model Year

Chrysler Brand
200 (excluding LX)
Town & Country

Dodge Brand

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

FIAT Brand
500L

4) SAME HOUSEHOLD as the OWNER OR EMPLOYEE of a FARM: 40CGX4 (Type 1/L)

MODEL ELIGIBILITY:

2016 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

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
- Dairy Farmers of America programs

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40CGX1 (Type Sale B)
40CGX2 (Type Sale B/E)
40CGX3 (Type Sale 1)
40CGX4 (Type Sale 1/L)