Program Numbers:

	2011MY / 2012MY
Designated Corporate Customer:	28HBR / 28HCR
Fleet:	28HBH / 28HCH
Supplier:	28HBJ / 28HCJ

Revision Dates:
January 4, 2011
April 4, 2011
April 12, 2011
May 31, 2011
June 16, 2011
July 11, 2011
August 17, 2011
December 21, 2011
+ January 5, 2012

Program Period:
+ January 1, 2011 through January 2, 2013

Program Overview:
Chrysler Affiliate Rewards is made available to select companies designated by Chrysler as listed within the eligibility section below and the list of eligible companies posted on DealerCONNECT. The program is designed to recognize companies, associations, and organizations which have a special business relationship with Chrysler or its affiliates, as well as Chrysler supported marketing events where Affiliate Rewards 'Preferred Price' coupons are distributed.

Eligible participants (as defined in the Customer Eligibility section below) have the ability to purchase or lease up to two (2) Chrysler Group 2011MY or 2012MY new and unused vehicles at the Preferred Price. The preferred price is a maximum of 1% below factory invoice plus a $75 administration fee per calendar year, as long as the designated company remains on Chrysler's company eligibility list.

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

Eligible Sale Types:
Retail purchase (Type 1/B)
Retail Lease (Type L/E)

Fleet type sales are NOT eligible under this program.

Model Eligibility:
+ 2011 MY – Expires as of 2-29-12
Chrysler, Jeep, Dodge, Ram vehicles
Excluding all Dodge Viper models
Excluding all SRT and SRT8 models

2012 MY
Chrysler, Jeep, Dodge, Ram vehicles
Fiat 500
Excluding all Dodge Viper models
Excluding all SRT and SRT8 models
Ineligible Models:
As of 8-17-11: All 2011 and 2012 Model Year SRT models are not eligible.

Used vehicles, demonstrators with odometer mileage exceeding 7,500 miles, Special Bid, DRAC and any vehicles sold to daily rental or Fleet Customers. Vehicles sold for export from the United States. Vehicles purchased by any broker or non-franchised dealer for the purpose of resale or lease. Replacement vehicle as a result of an arbitration award, settlement agreement, judgment, or voluntary agreement for a vehicle reacquired by Chrysler. A vehicle originally invoiced to non-domestic dealers. Vehicles purchased or "dealer-traded" from non-franchised dealers, except new vehicles acquired from qualified conversion companies.

Company Eligibility:
Eligibility requirements for each participating company are based on their relationship with Chrysler. Chrysler defines its Affiliate Rewards eligible companies as Designated Corporate Customers (DCC), Fleet companies or Supplier companies. Definitions of each group are defined below:

Designated Corporate Customer: companies, associations, and organizations which have a special business relationship with Chrysler or its affiliates as defined by Chrysler. Chrysler supported marketing events where Affiliate Rewards 'Preferred Price' coupons are distributed.

Fleet Companies: select Chrysler Fleet Account companies as defined by Chrysler. Eligible companies are required to have an active Fleet Account Number (FAN) in order to participate.

Supplier Companies: all Chrysler Production, Non-Production, and Minority Supplier Company employees and retirees. The program recognizes the important strategic business relationship between Chrysler and its suppliers.

Customer Eligibility:
Designated Corporate Customer: employees, retirees, spouses, surviving spouse, and same sex domestic partner as recognized by the eligible DCC company. Members of eligible organizations are also eligible to participate in this program once they have established membership in the organization for a minimum of 30 days.

Fleet Companies: employees, retirees, spouses, surviving spouse, and same sex domestic partner as recognized by the eligible Fleet company.

Supplier Companies: employees, retirees, spouses, surviving spouse, and same sex domestic partner as recognized by the eligible Supplier company.

Supplemental workers, Service Agreement Workers, Independent Contractors and inactive on-roll employees are not eligible to participate in this Program under DCC, Fleet or Supplier.

Eligible employees or individuals who do not comply with the Rules and Provisions may be suspended from the Program.

Program Elements:

1. Companies determined as eligible by Chrysler will be required to enroll into the Affiliate Rewards program. A representative of the company (usually an employee within the HR department of the eligible company) will serve as the Program Administrator.

2. Upon enrollment into the program, Chrysler will provide each eligible company, association or organization with a unique six (6) digit 'company code' number. Each eligible entity will communicate their unique 'company code' to their eligible employees, retirees or members.

3. An eligible customer interested in participating in the Affiliate Rewards Program will access the website www.chrysleraffiliates.com or by calling Affiliate Rewards Program Headquarters at (888)444-4321. The participant will be required to enter their unique company code and complete an electronic form to generate a control number.

4. The control number generated will be a unique 12-digit alphanumeric number which should be printed and brought to the dealership at the time of purchase. All control numbers MUST be generated in the name of the eligible employee or retiree regardless if the vehicle is purchased by the spouse, surviving spouse or same sex domestic partner.

5. The intended buyer (employee, retiree, member, spouse, surviving spouse, or same sex domestic partner) must provide the eligible employee's unique 'control number' and proof of eligibility documentation to any participating Chrysler, Jeep, Dodge, Ram dealership or FIAT Studio for audit verification purposes. Copies of this documentation must be kept in the deal jacket.

Appropriate documentation includes:

Employee	Current pay stub, W2 or company photo ID badge
Retiree	Copy of pension check, direct deposit receipt, company retiree ID badge, W2 or healthcare ID card with company name identified
Spouse	Marriage license or similar documentation showing relationship to eligible employee
Surviving Spouse	Appropriate documentation showing relationship to deceased eligible employee
Same Sex Domestic Partner	Documentation from eligible customer showing same residency as eligible employee/retiree AND documentation showing domestic partner on file with the eligible companies HR department. For states that recognize Same Sex Marriage, a marriage license is also acceptable proof.
Member	Membership card or other documentation showing current membership with the organization

6. Program 'control numbers' in the form of pre-printed Affiliate Rewards coupons may also be obtained through Chrysler sponsored or supported marketing events.

7. Participating dealers must call Program Headquarters at (888)444-4321 to confirm the validity of the Chrysler Affiliate Rewards 'control number' provided by the intended buyer and to ensure it has not previously been claimed.

8. A completed Pricing and Acknowledgement Form must also be completed and signed by the customer and retained by the selling dealer for each sales transaction. The form is located within this document at the end of the rules page.

Preferred Price:
A participating dealer submitting a claim under this program must sell or lease the vehicle at the Preferred Price (a maximum of 1% below factory invoice plus a $75 administration fee).

The dealer must show the participant a copy of the Factory Invoice.

Dealer installed options are negotiable between the participant and the dealer, and must be itemized and individually priced on a fully executed Bill of Sale and on the Pricing and Acknowledgement Form signed by the dealer and the purchaser/lessee. A net Bill of Sale without detail is not acceptable.

The dealer price to purchaser/lessee is calculated by adding dealer-installed options and/or Over Allowance on Trade amounts to the Preferred Price. The participant may not be charged for any preparation fees, delivery and handling charges, service or overhead fees, or any other such delivery fees under this program. Documentation fees are allowable under the respective governing State in which the vehicle is titled. Documentation fees may not exceed those normally charged on any other sales transaction.

Administration Fee:
Each participant must pay a $75 program administration fee to help offset the cost necessary to support this program.

Dealer Reimbursement:
Payments under Chrysler Affiliate Rewards will be made as part of the weekly DealerCONNECT incentive claim processing system. Incentive payments will be processed and made to dealers by EFT (Electronic Funds Transfer) or as a debit or credit against their monthly parts account. The $75 administration fee paid to the selling dealer by the participating customer will be deducted from the 2% payment made to the selling dealer by Chrysler. Participating dealers retain 1% of the 2% payment paid to dealers by Chrysler for all eligible 'Preferred Price' vehicle sales.

Other Conditions:
The participant involved in the purchase or lease of a vehicle under the program is required to read, understand and acknowledge receipt of the Program Rules and Provisions before purchasing or leasing a vehicle under the program.

- A control number is assigned under the program and is only valid during the calendar year in which it is issued.
- All information provided by a participant in connection with the purchase or lease of a new vehicle must be accurate.
- Purchased / leased vehicles can be licensed and titled in the name of the participant or business name as allowable under state law. Proof of business ownership must be placed in the sales jacket. All control numbers MUST be generated in the name of the eligible employee or retiree regardless if the vehicle is purchased by the spouse, surviving spouse or same sex domestic partner.
- The following paperwork must be kept in the sales jacket to validate the connection between the buyer and ownership to the business. Small Business Owner / Preferred Price customers must provide <u>one</u> of the following to be considered eligible:
    1. Copy of government document showing business tax identification number and

business name.
2. Business incorporation documents.
3. State, County, or municipal business license.
4. Copy of government document showing nonprofit tax identification number and business name.
5. Federal or State Income Tax forms showing operation as a business entity.
6. Enrolled BusinessLink customer number.
7. A fleet account number.
8. Copy of DBA or assumed name documentation.
10. States tax license.
11. Workman's compensation/commercial general liability insurance.
12. State or federal forms with Federal tax ID.
13. A complete copy of the most recent original tax return form 1040 and all related schedules (including Schedule C or F) that were filed with the IRS.

- Proof of insurance in the name of the lease customer, business, or both is required.
- Leased vehicles may be leased through any lending institution and the lessee must be in the name of the participant or business.
- Person or company leasing a vehicle must do so for a minimum of 1 year.
- Additional allowances (except those paid under other Chrysler consumer incentive programs or available Employee Bonus Cash) free equipment, special service offers, gifts, or other premiums are not allowed.
- The customer is responsible for selecting a participating dealer. Authorized dealers are under no obligation to participate in this program.

Dealers are solely responsible for the complete and accurate reporting of their retail sales and claims payment.

No person, including dealership personnel and eligible company employees, may sell or barter customer 'Control Numbers' associated with this program. Dealers understand and agree that any payment by Chrysler that is the result of the inaccurate reporting of vehicle sales and/or payment claims will be charged back to the dealer's monthly account.

The dealer must review program rules with each participant, obtain his/her signature on the completed Pricing and Acknowledgement Form and provide a signed copy of the completed applicable paperwork to the participant.

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/TDM programs

These programs are not compatible with the following program types:
o Chrysler Employee Advantage program
o Chrysler CDI program
o Chrysler Employee Advantage – Friends program
o Dealership Employee Purchase Program

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

Chrysler Group LLC – Affiliate Rewards Program
Pricing & Acknowledgement Form

Dealer Name | Dealer Code | Delivery Date

Customer Initials

Preferred Price (designated on invoice as "PP") $ _____ ☐

Documentation Fee (if applicable) $ + _____

National/Regional Consumer Rebate (if applicable) $ - _____

Total Price of Purchase **$** _____ ☐

Non-Factory Installed Options or Conversion Package – use attachment if necessary
(Price determined between Dealer and Customer – not a part of Program.)

Description	**Price**	
_____	$ _____	☐
_____	$ _____	☐
Total Options	**$** _____	☐
Over allowance on Trade (for financing purposes only)	$ - _____	☐
TOTAL	**$** _____ (Excludes tax* and License)	☐

Chrysler Service Contract (if applicable) ☐

Code _____ $ _____

Lease Acquisition Fee	$ _____	☐
Lease Total	**$** _____	☐

CUSTOMER:

I, the customer signing below represents to Chrysler that (1) the dealer has reviewed with me a copy of the Program Rules and Provisions ("Rules"); that (2) I have read and understand the Rules; (3) I will comply with the Rules; (4) I am eligible to participate in the Program.

Customer Name:

(Print Name) | (Signature) | (Date)

VIN NUMBER: **CONTROL NUMBER:**

SELLING DEALERSHIP:

The selling dealership through the signature of its authorized representative below, represents to Chrysler that (1) it has provided a copy of the Program Rules and Provisions ("Rules") to the Customer; (2) it has read, understood and agrees to comply with the Rules; and (3) any non-compliance with the Rules by the dealership or anyone acting on its behalf may result in (a) the recovery by charge back or otherwise of sales fees paid to the dealership, or incurred as an obligation to the dealership by Chrysler, and (b) the termination or suspension of the dealership from participation in the Program. *The dealer is responsible for the proper calculation of the applicable sales tax, if any, owed to the taxing authority(s) with respect to the vehicle purchased/leased under this Program. This Pricing & Acknowledgement Form is not to be used by the participating dealer in the proper calculation of the sales tax base.

Authorized Dealership Signature_____ Date: _____