

Program Numbers:

- 1) Member Companies and Their Employees: 40CGW1 / 40CGW2 (Type Sale B/E)
- 2) Employees of NAHB and Same Household as the Employee of a Member Company: 40CGW3 / 40CGW4 (Type Sale 1/L)

January 5, 2016

**NATIONAL ASSOCIATION OF HOME BUILDERS (NAHB)
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: MEMBER COMPANIES & THEIR EMPLOYEES 40CGW1 / 40CGW2 (Type Sale B/E)

This program offers eligible current National Association of Home Builders (NAHB) 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. See NVDR example below:

For NVDR: Business Name Field: Joe Jones

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

Note: NAHB 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: EMPLOYEES OF NAHB AND HBA STAFF and SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY 40CGW3 / 40CGW4 (Type Sale 1/L)

This program offers EMPLOYEES OF NAHB AND HBA STAFF and HOUSEHOLD RESIDENTS of National Association of Home Builders (NAHB) Member Company Employees a \$500 cash allowance to be applied toward the Retail purchase (Type Sale 1) or lease (Type Sale L) of an eligible vehicle.

NAHB and HBA Employees and Household members claiming 40CGW3/40CGW4 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) NAHB MEMBER COMPANIES & THEIR EMPLOYEES 40CGW1 / 40CGW2 (Type Sale B/E)

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

- A copy of the customer's company page from the NAHB online member directory (<http://www.NAHB.org> > Find NAHB Members > print screen OR a copy of a current communication from National Association of Home Builders (NAHB) that identifies the customer's company as a Member of the Association
- Proof of NAH Membership (Proof of Membership Form available on NAHB member site www.nahb.org/fca)
- Proof of current employment or ownership of the NAHB 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 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) PROGRAM DESCRIPTION: EMPLOYEES OF NAHB AND HBA STAFF and SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY 40CGW3 /40CGW4 (Type Sale 1/L)

Individuals residing at the same residence as the NAHB Member Company employee must provide the following documentation.

- Proof of current employment for employees of NAHB and HABA (paystub or company ID badge).
- Same documentation as required for MEMBER COMPANY & THEIR EMPLOYEES (above), establishing that the company listed is a current NAHB member.
- Proof of residence in the same household as the eligible member.
 - Driver's license of member 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 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 / E (40CGW1/40CGW2). The dealer must claim both the National Association of Home Builders Member Employee program code AND the appropriate On-The-Job Commercial Allowance code.

2) **EMPLOYEES OF NAHB AND HBA STAFF and SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY** i.e., Individuals residing in the same household.

If questions, the dealer may contact NAHB Chapter of Member Company or contact NAHB National at 703-812-2061 and 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: 40CGW1 (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) MEMBER COMPANIES AND THEIR EMPLOYEES: 40CGW2 (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) EMPLOYEES OF NAHB AND HBA STAFF and SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY: 40CGW3 (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

2) EMPLOYEES OF NAHB AND HBA STAFF and SAME HOUSEHOLD as the EMPLOYEE of a MEMBER COMPANY: 40CGW4 (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

Rev.01/05/16

40CGW1 (Type Sale B)

40CGW2 (Type Sale B/E)

40CGW3 (Type Sale 1)

40CGW4 (Type Sale 1/L)