

Program Number: 38CEY3  
March 12, 2013  
September 10, 2013  
+ January 2, 2014

NATIONAL ASSOCIATION OF REALTORS 2014 MY  
EMPLOYEE (TYPE 1/L) SALES PROGRAM  
OFFICIAL PROGRAM RULES

+PROGRAM PERIOD: February 20, 2013 through **January 5, 2015**

PROGRAM TYPE: Consumer Bonus Cash

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

PROGRAM DESCRIPTION:

This program offers eligible National Association of Realtors Employees a \$500 cash allowance to be applied toward the retail purchase or lease (Type Sale 1 or L) of an eligible vehicle.

Eligible vehicles must be delivered during the program period.

There is no sold order protection for this program.

PARTICIPATING DEALERS:

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

PARTICIPATING DEALERS:

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

MODEL ELIGIBILITY:

Eligible Models: Eligible as of 8-1-13  
2014 MY

Dodge Dart (excluding SE)

Chrysler Brand

200 Sedan (excluding LX)  
300 / 300C (excluding SRT)  
Town & Country

Dodge Brand

Charger (excluding SRT)  
Challenger (excluding SRT)  
Avenger  
Journey (excluding AVP)  
Grand Caravan (excluding AVP)  
Durango

Jeep Brand

Grand Cherokee (excluding SRT) – effective 2-20-13  
+ Cherokee – effective 1-3-14

Ram Brand

Ram 1500/2500/3500 Quad, Crew, Mega Cab Pickup Models only

FIAT Brand

500L – effective 7-1-13

CUSTOMER ELIGIBILITY:

This program is for National Association of Realtors **employees** AND NAR member **family members** in same household. ***If customer is a National Association of Realtors member (REALTOR); program 38CEY1 should be used.***

National Association of Realtors employees must provide proof of employment to be eligible. Proof includes either a current pay stub, W2 or company photo ID badge.

The vehicle sale or lease must be registered in either the name of the eligible participant/business or registered in the name of an immediate family member living in the same household.

The incentive is not transferable to anyone outside the original customer's household/address. Proof of address and/or immediate family relationships required.

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.

In the case of a lease, the minimum term must be no less than 12 months.

The cash allowance must not be combined with customer down payment or other dealer provided discounts.

DEALER RESPONSIBILITY:

Employee/staff of the local, state and national associations/boards of Realtors® must provide proof of employment to be eligible. Proof includes either a current pay stub, W2 or company photo ID badge. The employment verification must state the employer is an Association or Council of REALTORS® or 'STATE Association of REALTORS®' (Examples: *California Association of REALTORS®*, *Women's Council of REALTORS®* – there are 1400 different REALTOR® employers) A copy of the employment verification must be retained by the selling dealer in the deal jacket for verification of this program.

It is the dealer's responsibility to verify the customer's eligibility based on the proof required.

Any claim reported through DealerCONNECT without required proof of eligibility could result in a dealer chargeback, or non-payment of a dealer claim.

#### 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

This program is not compatible with the following program types:

- Chrysler Employee Advantage program
- Certain Designated Individual (CDI) program
- Dealership Employee Purchase programs
- Friends programs
- Chrysler Affiliate Rewards programs
- On-The-Job Commercial Vehicle programs
- Associated Builders and Contractors, Inc. programs

(rev.1-2-14.38CEY3)

# National Association of Realtors

## Customer Acknowledgement Form

\_\_\_\_\_  
VIN

\_\_\_\_\_  
Dealer Code

\_\_\_\_\_  
Delivery Date

### Select Customer Relationship to National Association of Realtors:

#### NAR Incentive

#### Eligible Incentive

Member of National Association of Realtors

\$500 Bonus Cash Allowance PLUS  
On-The-Job 2 Year No Charge Lube-Oil-Filter

Dealer must claim both the National Association of Realtors Member program (38CDY1) AND the appropriate On-The-Job Commercial LOF Allowance program (38CDE for gas or 38CDF for diesel engine). The vehicle must be registered to the NAR Member. NVDR Type Must be B or E.

Employee of National Association of Realtors

\$500 cash allowance

Dealer must claim the National Association of Realtors Employee program (38CDY3). National Association of Realtors employee must show proof of employment to be eligible. NVDR type Must be 1 or L.

Family member of NAR Member (Same Household)

\$500 cash allowance

Dealer must claim the National Association of Realtors Employee program (38CDY3). NVDR must be in the name of the family member and NOT the NAR Members name. NVDR type Must be 1 or L.

#### **Customer Affidavit:**

As the customer claiming this Chrysler Group LLC **National Association of Realtor & ON THE JOB** Commercial Bonus Certificate Incentive, I certify that I meet at least one of the customer eligibility criteria listed here. I further acknowledge that these criteria and the list of eligible vehicles and incentive options have been reviewed with me prior to purchase or lease.

\_\_\_\_\_  
Customer Signature

\_\_\_\_\_  
Date