

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)

March 12, 2013  
September 10, 2013  
October 10, 2013  
+ January 2, 2014

**SNOW AND ICE MANAGEMENT ASSOCIATION (SIMA)  
2014 MODEL YEAR  
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.

**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 Chrysler Group 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](mailto: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)**

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models  
2014 Model Year

Chrysler Brand  
200 (excluding LX)  
Town & Country

Dodge Brand  
Dart (excluding SE non-Aero)  
Grand Caravan (excluding AVP)  
Journey (excluding AVP)

Ram Brand  
Ram Cargo Van

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

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models  
2014 Model Year

Chrysler Brand  
300 / 300C (excluding SRT)

Dodge Brand

Avenger  
Charger (excluding SRT)  
Durango  
Jeep Brand  
Grand Cherokee (excluding SRT) – effective 2-20-13

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

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

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models  
2014 Model Year

Chrysler Brand  
200 (excluding LX)  
Town & Country

Dodge Brand  
Dart (excluding SE non-Aero)  
Grand Caravan (excluding AVP)  
Journey (excluding AVP)

Ram Brand  
Ram Cargo Van

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

MODEL ELIGIBILITY: Eligible as of 8-1-13

Eligible Models  
2014 Model Year

Chrysler Brand  
300 / 300C (excluding SRT)

Dodge Brand  
Avenger  
Charger (excluding SRT)  
Durango

Jeep Brand  
Grand Cherokee (excluding SRT) – effective 2-20-13

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

**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.1.2.14  
40CEN1 / 40CEN2  
40CEP1 / 40CEP2