



# MULTI-CHANNEL MARKETING

The right offer, to the right customer, at the right time. Each customer connects with information in different ways, that's why Chrysler Capital's marketing approach must have targeted, regional messages and great offers available to the FCA US customer in every touch point.

## ALLEGIANCE TEAM

The customer's first point of contact for all lease-end activities, the Chrysler Capital Allegiance Team is their group of lease-end experts. For any questions regarding steps taken, team members are here to guide customers along the way and provide answers.



## BILLING STATEMENT

With 96 percent of the 1.2 million Chrysler Capital customers receiving billing statements, we are keeping the right FCA US product offerings in front of our customers month after month. In 2016, more than 300 unique campaigns were delivered, 70 national and 236 regional monthly campaigns.



## DIGITAL MEDIA

Quality video production creates connection and memory. In partnership with FCA US, Chrysler Capital leverages amazing vehicle assets and imagery to produce loyalty and incentive videos promoting the FCA US family of brands.



## DIRECT MAIL

Snail mail still has its place in the digital age ... and still creates response. Every incentive period, Chrysler Capital works with each Business Center to design a targeted, regional mail piece, month-after-month for lease customers.



## EMAIL

Chrysler Capital sent more than 6.6 million marketing communications in 2016. From automated brand and nameplate-specific email campaigns, Business Center requested incentive offer emails, and product launch support for the all-new Chrysler Pacifica, to lease pull-ahead campaigns, email is a key touch point for driving the customer back to the dealer showroom.



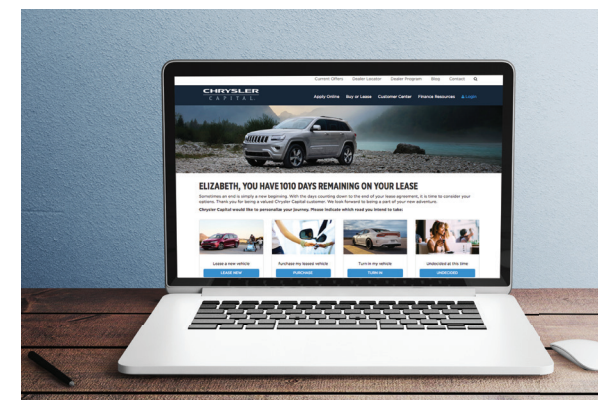
## MYACCOUNT PORTAL

Chrysler Capital customers can log in to manage their account, make a payment, update their preferences and also link out to their Personal Loan or Lease webpage.



## PERSONAL LEASE WEBPAGE

As the expiry clock ticks down on a Chrysler Capital lease customer, they are invited to explore their lease-end options, declare intent and learn more about the rewards of loyalty through their personal webpage.



# LEASE LOYALTY CAMPAIGN SUMMARY



MONTHS FROM CONTRACT MATURITY DATE

# LEASE LOYALTY CUSTOMER TIMELINE

Chrysler Capital strives to engineer a lease experience that creates a second selling opportunity for both FCA US and the dealer. We provide opportunity in the form of leads, qualified applicants, pre-approved consumers, and getting the dealer's customer back in their showroom. For lease customers, marketing messages come into the picture 12 months from lease maturity.

INTERNAL CONFIDENTIAL

## 12 MONTHS

EMAIL  
BILLING STATEMENT

Marketing level: Nameplate

Content: Highlights the current year model and latest product features the recipient drives today

CTA: Brand Sites

Marketing level: Brand

Content: Promotes the vehicle brand and benefits of staying in the family

CTA: ChryslerCapital.com/Offers

## 8 MONTHS

EMAIL  
MYACCOUNT PORTAL  
PERSONAL LEASE PAGE

Marketing level: Account

Content: Invites the customer to view their Personal Lease webpage

CTA: Visit Your Lease Page

Marketing level: Account

Content: Invites the customer to view their Personal Lease webpage

CTA: Visit Your Lease Page

Marketing level: Account

Content: Customers can view their lease information, originating dealer, current offers, etc.

CTA: Declare Intent

## 6 MONTHS

DIRECT MAIL  
BILLING STATEMENT  
DIRECT MAIL  
EMAIL

Marketing level: All-Brands

Content: Educates the customer on their lease-end-options and how the process works

CTA: Chrysler Capital Allegiance Team and ChryslerCapital.com/Offers

Marketing level: Brand

Content: Showcases all vehicle models in the brand family

CTA: View Current Offers

Marketing level: Brand

Content: Promotes the vehicle brand and benefits of staying in the family

CTA: ChryslerCapital.com/Lease-end

Marketing level: Regional

Content: Advertises regional incentive offers

CTA: Originating Dealer Information

## 5 MONTHS

EMAIL  
DIGITAL MEDIA

Marketing level: All-Brands

Content: Invites the customer to watch a short lease loyalty video located on their Personal Lease webpage

CTA: Review Your Options

Marketing level: All-Brands

Content: Promotes the benefits of re-leasing with Chrysler Capital and staying in the FCA US family of products

CTA: View Current Offers

## 4 MONTHS

DIRECT MAIL

Marketing level: Account

Content: Explains the lease-end options to the customer

CTA: Chrysler Capital Allegiance Team

## 3 MONTHS

EMAIL  
BILLING STATEMENT  
ALLEGIANE TEAM

Marketing level: All-Brands

Content: Points the customer to their Personal Lease Page

CTA: Your Personal Lease Page

Marketing level: Regional

Content: Promotes incentives by brand

CTA: Visit Your Dealer

Marketing level: Account

Content: Confirm customer intent and answer any questions

## 2 MONTHS

ALLEGIANE TEAM

Marketing level: Account

Content: Schedule pre-inspection







## WHERE SOPHISTICATION MEETS INNOVATION

### No reason for compromise.

\$(First\_Name), thank you for being a valued Chrysler Capital customer. We hope you enjoyed your Chrysler Capital experience and look forward to being a part of your next journey.

[Visit your dealer](#) to test drive the newest Chrysler 300 today and take advantage of the same great service you experience with your current vehicle, as well as eligibility for Chrysler Capital loyalty rewards.

EXPLORE



### DRIVE PROUD

Athletic elegance paired with sophisticated style, designed with purpose. Chrysler 300's grace and attitude demand your attention.

### FEATURES YOU'LL LOVE

- Standard leather-trimmed, heated front seats
- Leather-wrapped steering wheel
- Keyless Enter-n-Go®
- Parkview® rear back-up camera



### SCULPT YOUR STYLE WITH:



**PEACE OF MIND**  
Over 80 available safety and security features



**EFFICIENCY**  
Up to 31-highway mpg



**CONNECTIVITY**  
8.4-inch Uconnect® system with optional accesses

EXPLORE

#### CONNECT WITH US

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This message was sent by:  
Santander Consumer USA Inc.  
P.O. Box 961245 | Fort Worth, TX 76161

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#### ABOUT US

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Chrysler is a registered trademark of FCA US LLC.





## DRIVING LOYALTY AT EVERY TURN

Over 100 years of innovation

\$(First\_Name), thank you for being a valued Chrysler Capital customer. We hope you enjoyed your Chrysler Capital experience and look forward to joining you as you embark on a new journey.

[Visit your dealer](#) to test drive the newest Dodge Charger today and take advantage of the same great service you experience with your current vehicle, as well as eligibility for Chrysler Capital loyalty rewards.

EXPLORE



### LET THEM SEE YOU FLEX

The power of a classic muscle car combined with the smooth efficiency of modern-day engineering that is truly a reflection of you.

### FEATURES YOU'LL LOVE

- Dual-zone temperature control
- Up to 31-highway mpg
- Ready Alert Braking and Rain Brake Support come standard
- Available Blind Spot Monitoring and Parkview® Rear Back-up Camera



### DRIVE PERFORMANCE WITH:



#### PEACE OF MIND

Over 80 available safety and security features



#### SPACE FOR EVERYONE

America's only four-door muscle car



#### POWER

Select from four available engines

EXPLORE

#### CONNECT WITH US

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Dodge is a registered trademark of FCA US LLC.





## **WELCOME TO LOYALTY. ENJOY THE REWARDS.**

Stay in the Chrysler family and take advantage of exclusive loyalty rewards.

When you purchase a new Chrysler vehicle through Chrysler Capital, you may be eligible for additional incentives and/or bonus cash.

**VISIT [CHRYSLERCAPITAL.COM/OFFERS](http://CHRYSLERCAPITAL.COM/OFFERS)**

**OR YOUR ORIGINATING DEALER TO EXPLORE AVAILABLE OFFERS IN YOUR AREA.**



Chrysler is a registered trademark of FCA US LLC.





Sometimes the end is simply  
**A NEW BEGINNING**

`\${First\_Name}`, Chrysler Capital has you in mind as you approach the end of your lease term. So, we created a personalized webpage to guide you through lease end.

[VISIT YOUR LEASE PAGE](#)

Use your page to:



View your  
lease details



Personalize  
your journey



View current  
vehicle offers



Find your  
nearest dealer

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Jeep is a registered trademark of FCA US LLC.



## Welcome to Chrysler Capital MyAccount

View statements, payment history, and more account info below. You can also [manage your accounts](#)

Tip: Did you know you could add Reference Contacts and approve them to speak on your behalf, right from your account? [Click here to manage references](#)

MBXOZ J VWGOF

ACCOUNT 6953514 TYPE Lease STATUS Current

### Your Personalized Lease Experience

PFMNY R CBNGL, Sometimes the end is simply a new beginning. Chrysler Capital has you in mind as you approach the end of your lease term. So, we created a personalized webpage to guide you through lease end.

User your page to:

- View your lease details
- Personalize your journey
- View current vehicle offers
- Find your nearest dealer

[View My Lease Page](#)

2014 DODGE CHARGER  
VIN: 1B4MKOKI2LU765466

MAKE A RENT PAYMENT

**\$256.01**

DUE ON: 3/14/2017

[View other payment options](#)

MOST RECENT RENT  
PAYMENT

**\$256.01**

RECEIVED ON  
2/14/2017

NEXT RENT  
PAYMENT DUE

**\$256.01**

DUE ON 3/14/2017

[View Online  
Statements](#)

[View Payment History](#)





## ELIZABETH, YOU HAVE 1010 DAYS REMAINING ON YOUR LEASE

Sometimes an end is simply a new beginning. With the days counting down to the end of your lease agreement, it is time to consider your options. Thank you for being a valued Chrysler Capital customer. We look forward to being a part of your new adventure.

Chrysler Capital would like to personalize your journey. Please indicate which road you intend to take:



Lease a new vehicle

LEASE NEW



Purchase my leased vehicle

PURCHASE



Turn in my vehicle

TURN IN



Undecided at this time

UNDECIDED

### Your Lease Details -



#### Your Lease Details

<b>Your Vehicle</b> 2017 Jeep Compass	<b>Days Remaining</b> 1010
<b>Mileage Allowance</b> No Data	<b>Lease Term</b> 36 months
<b>Contract Start</b> January 16th, 2017	<b>Contract End</b> January 16th, 2020



#### Your Nearest Dealer

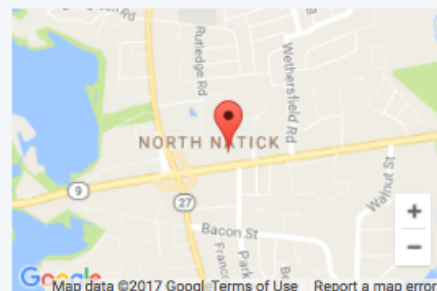
Brigham-Gill  
Motorcars Inc

FIND A DEALER

817 WORCESTER  
ST  
Natick, MA  
01760

(508) 655-4200

[View dealer website](#)





# CHRYSLER

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C A P I T A L .



LEASE-END GUIDE

REFUEL ADVENTURE  
DISCOVER WHERE LOYALTY CAN TAKE YOU



Upgrade your adventure. Upgrade your fun. Take advantage of loyalty rewards and great offers currently available on Jeep® brand vehicles when you stay in the Chrysler Capital family.

[VIEW CURRENT OFFERS](#)



**JEEP® CHEROKEE**



**JEEP® GRAND CHEROKEE**



**JEEP® WRANGLER**



**JEEP® RENEGADE**



**JEEP® PATRIOT**



**JEEP® COMPASS**

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# CHRYSLER

C A P I T A L.

**SOMETIMES THE END IS SIMPLY A NEW BEGINNING**

**Lease end is just around the corner. Are you familiar with the benefits you have, as an existing customer, when you enter into a new lease with Chrysler Capital?**

**Visit [ChryslerCapital.com/lease-end](http://ChryslerCapital.com/lease-end) to learn about some of your available options and to explore exclusive Chrysler Capital lease offers. Then contact your originating dealer for more details.**

**\*OFFER DISCLAIMER:**

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LEASE A 2017 RAM 1500 EXPRESS CREW CAB V6 4x4

FOR WELL-QUALIFIED FCA US EMPLOYEES

**\$199** PER MONTH FOR 36 MONTHS\*

\$0 SECURITY DEPOSIT | \$2,883 DUE AT SIGNING

\*Well-qualified FCA US employees can lease a new 2017 Ram 1500 Express Crew Cab V6 4x4: \$199 a month for 36 months with \$2,883 due at signing. Amount due at signing includes down payment of \$2,683, first monthly payment of \$199 and a \$0 security deposit. Tax, title and license are extra. Based on 2017 Ram 1500 Express Crew Cab V6 4x4 total MSRP \$40,605 and net capital cost of \$27,371. Lease-end purchase option is \$20,709 plus tax, title and license. Customer is responsible for disposition fee of \$395 (less if required by state law), excess wear & tear and \$0.25 cents per mile over 10,000 miles per year due at end of lease term. Dealer participation may affect final negotiated price and applicable taxes. NOT ALL CUSTOMERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. Special financing is available for a limited time to qualified buyers through Chrysler Capital and participating Ram dealers. Offer valid June 1, 2017 - July 5, 2017. MUST take delivery by July 5, 2017.



**CHRYSLER**

C A P I T A L .

P.O. Box 961275  
Fort Worth, TX 76161-1275

FIRST CLASS  
PRESORTED  
U.S. POSTAGE  
**PAID**  
HEBRON, OH  
Permit No. 600

<<First\_Name>> <<Last\_Name>>  
<<Address\_Line\_1>>  
<<Address\_Line\_2 >>  
<<City>>, <<State>> <<Zip\_code>>

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GLBC

**CHRYSLER**  
C A P I T A L .



FIND YOUR PATH

<<First\_Name>>,  
In appreciation of your loyalty, you have been exclusively selected to receive the enclosed offers. We look forward to continuing to serve your auto finance needs on the road ahead.

Take advantage of these special offers from June 1, 2017 - July 5, 2017.

OFFERS EXCLUSIVELY FOR: <<First\_Name>> <<Last\_Name>>  
YOUR VEHICLE: <<Model\_Year>> <<Make>> <<Model>>

**DRIVE**  
**AND**  
**DISCOVER**

<<DEALER\_NAME\_DBA>>  
<<Dealer\_Address\_Line\_1>>  
<<Dealer\_Address\_Line\_2>>  
<<Dealer\_City>>, <<Dealer\_State>> <<Dealer\_Zip\_Code>>  
<<Dealer\_Phone>>

PURCHASE A 2017 RAM 1500 EXPRESS CREW CAB

**2.9%** APR FOR 60 MONTHS\*\* PLUS **\$3,250** BONUS CASH\*\*\*

\*\*Finance a 2017 Ram 1500 Express Crew Cab. Not all buyers will qualify for Chrysler Capital financing. 2.9% Annual Percentage Rate (APR) for 60 months available to eligible customers who finance a new, unused or unlicensed 2017 Ram 1500 Express Crew Cab through Chrysler Capital. NOT ALL BUYERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. APR may not be combined with any other Customer Cash or lease offer. Monthly payment for every \$1,000 financed is 2.9% APR - 60 months = \$17.92. The rate advertised can vary based on creditworthiness and terms of credit. Not compatible with any rebates. Offer valid June 1, 2017 - July 5, 2017. Must take retail delivery from dealer stock by July 5, 2017. Specific vehicles are subject to availability. Dealer sets final actual price. Cannot be combined with any other offer. Contact a participating Ram dealer for details.

\*\*\*Eligible vehicle: 2017 Ram 1500 Express Crew Cab. Residency restrictions apply. Eligible residents can earn up to \$3,250 in total savings applied toward the purchase of a 2017 Ram 1500 Express Crew Cab from June 1, 2017 - July 5, 2017. \$3,250 in total savings that may be available is the combination of \$500 National Chrysler Capital Bonus Cash, \$1,000 National Type 1/B Bonus Cash, \$1,000 Regional Bonus Cash and \$750 National Returning Lessee Bonus Cash. Financing for well-qualified buyers. Not all buyers will qualify. Customers must finance through Chrysler Capital. Eligible vehicles must be delivered during the program period June 1, 2017 - July 5, 2017.



## LEASE A 2017 CHRYSLER PACIFICA TOURING L

FOR WELL-QUALIFIED FCA US EMPLOYEES

**\$299** PER MONTH FOR 42 MONTHS\*

**\$0 SECURITY DEPOSIT | \$2,328 DUE AT SIGNING**

\*Well-qualified FCA US employees can lease a new 2017 Chrysler Pacifica Touring L: \$299 a month for 42 months with \$2,328 due at signing. Amount due at signing includes down payment of \$2,028, first monthly payment of \$299 and a \$0 security deposit. Tax, title and license are extra. Based on 2017 Chrysler Pacifica Touring L total MSRP \$36,090 and net capital cost of \$28,631. Lease-end purchase option is \$16,241 plus tax, title and license. Customer is responsible for disposition fee of \$395 (less if required by state law), excess wear & tear and \$0.25 cents per mile over 10,000 miles per year due at end of lease term. Dealer participation may affect final negotiated price and applicable taxes. NOT ALL CUSTOMERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. Special financing is available for a limited time to qualified buyers through Chrysler Capital and participating Chrysler dealers. Offer valid June 1, 2017 – July 5, 2017. MUST take delivery by July 5, 2017.



## LEASE A 2017 DODGE CHALLENGER R/T

FOR WELL-QUALIFIED FCA US EMPLOYEES

**\$199** PER MONTH FOR 24 MONTHS\*

**\$0 SECURITY DEPOSIT | \$1,984 DUE AT SIGNING**

\*\*Well-qualified FCA US employees can lease a new 2017 Dodge Challenger R/T: \$199 a month for 24 months with \$1,984 due at signing. Amount due at signing includes down payment of \$1,784, first monthly payment of \$199 and a \$0 security deposit. Tax, title and license are extra. Based on 2017 Dodge Challenger R/T total MSRP \$37,480 and net capital cost of \$30,366. Lease-end purchase option is \$25,861 plus tax, title and license. Customer is responsible for disposition fee of \$395 (less if required by state law), excess wear & tear and \$0.25 cents per mile over 10,000 miles per year due at end of lease term. Dealer participation may affect final negotiated price and applicable taxes. NOT ALL CUSTOMERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. Special financing is available for a limited time to qualified buyers through Chrysler Capital and participating Dodge dealers. Offer valid June 1, 2017 – July 5, 2017. MUST take delivery by July 5, 2017.



## LEASE A 2017 JEEP GRAND CHEROKEE LAREDO 4x4

FOR WELL-QUALIFIED FCA US EMPLOYEES

**\$259** PER MONTH FOR 36 MONTHS\*

**\$0 SECURITY DEPOSIT | \$1,648 DUE AT SIGNING**

\*Well-qualified FCA US employees can lease a new 2017 Jeep Grand Cherokee Laredo 4x4: \$259 a month for 36 months with \$1,648 due at signing. Amount due at signing includes down payment of \$1,389, first monthly payment of \$259 and a \$0 security deposit. Tax, title and license are extra. Based on 2017 Jeep Grand Cherokee Laredo 4x4 total MSRP \$35,790 and net capital cost of \$29,419. Lease-end purchase option is \$20,400 plus tax, title and license. Customer is responsible for disposition fee of \$395 (less if required by state law), excess wear & tear and \$0.25 cents per mile over 10,000 miles per year due at end of lease term. Dealer participation may affect final negotiated price and applicable taxes. NOT ALL CUSTOMERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. Special financing is available for a limited time to qualified buyers through Chrysler Capital and participating Jeep dealers. Offer valid June 1, 2017 – July 5, 2017. MUST take delivery by July 5, 2017.



## LEASE A 2017 JEEP RENEGADE LATITUDE 4x4

FOR WELL-QUALIFIED FCA US EMPLOYEES

**\$179** PER MONTH FOR 36 MONTHS\*

**\$0 SECURITY DEPOSIT | \$1,617 DUE AT SIGNING**

\*Well-qualified FCA US employees can lease a new 2017 Jeep Renegade Latitude 4x4: \$179 a month for 36 months with \$1,617 due at signing. Amount due at signing includes down payment of \$1,437, first monthly payment of \$179 and a \$0 security deposit. Tax, title and license are extra. Based on 2017 Jeep Renegade Latitude 4x4 total MSRP \$26,120 and net capital cost of \$18,055. Lease-end purchase option is \$11,754 plus tax, title and license. Customer is responsible for disposition fee of \$395 (less if required by state law), excess wear & tear and \$0.25 cents per mile over 10,000 miles per year due at end of lease term. Dealer participation may affect final negotiated price and applicable taxes. NOT ALL CUSTOMERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. Special financing is available for a limited time to qualified buyers through Chrysler Capital and participating Jeep dealers. Offer valid June 1, 2017 – July 5, 2017. MUST take delivery by July 5, 2017.



## PURCHASE A 2017 CHRYSLER PACIFICA TOURING L

**0%** APR FOR 60 MONTHS\*\* **PLUS** **\$3,500** BONUS CASH\*\*\*

\*\*Finance a 2017 Chrysler Pacifica Touring L. Not all buyers will qualify for Chrysler Capital financing. 0% Annual Percentage Rate (APR) for 60 months available to eligible customers who finance a new, unused or unlicensed 2017 Chrysler Pacifica Touring L through Chrysler Capital. NOT ALL BUYERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. APR may not be combined with any other Customer Cash or lease offer. Monthly payment for every \$1,000 financed is 0% APR – 60 months = \$16.67. The rate advertised can vary based on creditworthiness and terms of credit. Not compatible with any rebates. Offer valid June 1, 2017 – July 5, 2017. Must take retail delivery from dealer stock by July 5, 2017. Specific vehicles are subject to availability. Dealer sets final actual price. Cannot be combined with any other offer. Contact a participating Chrysler dealer for details.

\*\*\*Eligible vehicle: 2017 Chrysler Pacifica Touring L. Residency restrictions apply. Eligible residents can earn up to \$3,500 in total savings applied toward the purchase of a 2017 Chrysler Pacifica Touring L from June 1, 2017 – July 5, 2017. \$3,500 in total savings that may be available is the combination of \$500 Chrysler Capital Bonus Cash, \$500 National Drive and Discover Bonus Cash and \$2,500 National Type 1/B Returning Lessee Bonus Cash. Financing for well-qualified buyers. Not all buyers will qualify. Customers must finance through Chrysler Capital. Eligible vehicles must be delivered during the program period June 1, 2017 – July 5, 2017.

## PURCHASE A 2017 DODGE CHALLENGER R/T

**1.9%** APR FOR 60 MONTHS\*\* **PLUS** **\$3,500** BONUS CASH\*\*\*

\*\*Finance a 2017 Dodge Challenger R/T. Not all buyers will qualify for Chrysler Capital financing. 1.9% Annual Percentage Rate (APR) for 60 months available to eligible customers who finance a new, unused or unlicensed 2017 Dodge Challenger R/T through Chrysler Capital. NOT ALL BUYERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. APR may not be combined with any other Customer Cash or lease offer. Monthly payment for every \$1,000 financed is 1.9% APR – 60 months = \$17.48. The rate advertised can vary based on creditworthiness and terms of credit. Not compatible with any rebates. Offer valid June 1, 2017 – July 5, 2017. Must take retail delivery from dealer stock by July 5, 2017. Specific vehicles are subject to availability. Dealer sets final actual price. Cannot be combined with any other offer. Contact a participating Dodge dealer for details.

\*\*\*Eligible vehicle: 2017 Dodge Challenger R/T. Residency restrictions apply. Eligible residents can earn up to \$3,500 in total savings applied toward the purchase of a 2017 Dodge Challenger R/T from June 1, 2017 – July 5, 2017. \$3,500 in total savings that may be available is the combination of \$1,250 National Type 1/B Bonus Cash, \$1,000 Regional Chrysler Capital Bonus Cash, \$750 Regional Bonus Cash and \$500 National Returning Lessee Bonus Cash. Financing for well-qualified buyers. Not all buyers will qualify. Customers must finance through Chrysler Capital. Eligible vehicles must be delivered during the program period June 1, 2017 – July 5, 2017.

## PURCHASE A 2017 JEEP GRAND CHEROKEE (EXCLUDES SRT\*)

**2.9%** APR FOR 60 MONTHS\*\* **PLUS** **\$1,000** BONUS CASH\*\*\*

\*\*Finance a 2017 Jeep Grand Cherokee (excludes SRT). Not all buyers will qualify for Chrysler Capital financing. 2.9% Annual Percentage Rate (APR) for 60 months available to eligible customers who finance a new, unused or unlicensed 2017 Jeep Grand Cherokee (excludes SRT) through Chrysler Capital. NOT ALL BUYERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. APR may not be combined with any other Customer Cash or lease offer. Monthly payment for every \$1,000 financed is 2.9% APR – 60 months = \$17.92. The rate advertised can vary based on creditworthiness and terms of credit. Not compatible with any rebates. Offer valid June 1, 2017 – July 5, 2017. Must take retail delivery from dealer stock by July 5, 2017. Specific vehicles are subject to availability. Dealer sets final actual price. Cannot be combined with any other offer. Contact a participating Jeep dealer for details.

\*\*\*Eligible vehicle: 2017 Jeep Grand Cherokee (excludes SRT). Residency restrictions apply. Eligible residents can earn up to \$1,000 in total savings applied toward the purchase of a 2017 Jeep Grand Cherokee (excludes SRT) from June 1, 2017 – July 5, 2017. \$1,000 in total savings that may be available is \$250 National Bonus Cash and \$750 National Returning Lessee Bonus Cash. Financing for well-qualified buyers. Not all buyers will qualify. Customers must finance through Chrysler Capital. Eligible vehicles must be delivered during the program period June 1, 2017 – July 5, 2017.

## PURCHASE A 2017 JEEP RENEGADE LATITUDE

**1.9%** APR FOR 60 MONTHS\*\* **PLUS** **\$1,000** BONUS CASH\*\*\*

\*\*Finance a 2017 Jeep Renegade Latitude. Not all buyers will qualify for Chrysler Capital financing. 1.9% Annual Percentage Rate (APR) for 60 months available to eligible customers who finance a new, unused or unlicensed 2017 Jeep Renegade Latitude through Chrysler Capital. NOT ALL BUYERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. APR may not be combined with any other Customer Cash or lease offer. Monthly payment for every \$1,000 financed is 1.9% APR – 60 months = \$17.48. The rate advertised can vary based on creditworthiness and terms of credit. Not compatible with any rebates. Offer valid June 1, 2017 – July 5, 2017. Must take retail delivery from dealer stock by July 5, 2017. Specific vehicles are subject to availability. Dealer sets final actual price. Cannot be combined with any other offer. Contact a participating Jeep dealer for details.

\*\*\*Eligible vehicle: 2017 Jeep Renegade Latitude. Residency restrictions apply. Eligible residents can earn up to \$1,000 in total savings applied toward the purchase of a 2017 Jeep Renegade Latitude from June 1, 2017 – July 5, 2017. \$1,000 in total savings that may be available is the combination of \$500 National Bonus Cash and \$500 National Returning Lessee Bonus Cash. Financing for well-qualified buyers. Not all buyers will qualify. Customers must finance through Chrysler Capital. Eligible vehicles must be delivered during the program period June 1, 2017 – July 5, 2017.



## JUST BECAUSE YOUR LEASE IS EXPIRING, IT DOESN'T MEAN IT'S THE END OF THE ROAD.

Our commitment to a positive lease experience has never been stronger. We want you to know that, as a member of the Chrysler Capital family, you may be eligible for exclusive loyalty rewards when you re-lease through Chrysler Capital.

**Review your options and view a short video on your personal lease page.**

Then, contact the Chrysler Capital Allegiance Team to take the next step toward your new vehicle.

[REVIEW YOUR OPTIONS](#)

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This message was sent by:

Chrysler Capital

P.O. Box 961275 | Fort Worth, TX 76161

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### ABOUT US

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cDate

cName

cAddressLine1

cAddressLine2

cCity, cState, cZip

Dear cFirstName,

We are delighted to have you as a part of the family and hope you have been pleased with your leasing experience. Your Chrysler Capital Lease Agreement will end in approximately 90 days, so now is the perfect time to begin considering your end-of-lease options and obligations. As you contemplate your alternatives, Chrysler Capital would like you to be as informed as possible of the choices available to you.

There are several options available as you near the end of your lease. Here are a few possibilities:

• **LEASE A NEW FCA US VEHICLE**

- Drive a brand new FCA US vehicle with state-of-the-art technology and enjoy all the same benefits you have with your current Chrysler Capital lease.
- For more details visit [www.chryslercapital.com/lease-end](http://www.chryslercapital.com/lease-end) or contact the Chrysler Capital Allegiance Team at 855-383-0558.

• **PURCHASE A NEW FCA US VEHICLE**

- Enjoy the long-term benefits of traditional financing with Chrysler Capital when you choose to purchase a new vehicle.
- For details visit [www.chryslercapital.com/lease-end](http://www.chryslercapital.com/lease-end) or contact the Chrysler Capital Allegiance Team at 855-383-0558.

• **OWN YOUR CURRENT VEHICLE**

- Purchase your current leased vehicle at the price stated in your lease agreement with the benefit of alleviating excess wear and mileage obligations.
- Financing is available for qualified applicants. Contact the Chrysler Capital Allegiance Team at 855-383-0558 to begin the purchase process.

A Chrysler Capital Allegiance Team representative will be in contact with you to review the above options in more detail and ensure any questions you may have are answered. If your intent is to turn in your lease, it will be necessary to schedule an appointment to determine wear and use on the vehicle. You will be contacted to schedule an inspection at a time and location that works best for you.

We hope Chrysler Capital is your first choice for your future lease or purchase options of Chrysler, Dodge, Jeep®, Ram and FIAT® vehicles. As always, if you have questions or concerns regarding your lease or lease-end options, please contact the Chrysler Capital Allegiance Team at 855-383-0558.

Sincerely,

Your Chrysler Capital Allegiance Team



## IMPATIENCE PAYS. THIS IS HOW.

Your current lease is expiring soon, but there's no reason to wait. You can re-lease any of the great FCA US vehicles through Chrysler Capital now with NO EARLY TERMINATION FEES.

In addition, you may be eligible for other loyalty rewards like a waived disposition fee and exclusive lease-loyalty incentives.

Access your personal lease page to review your options. Then, contact the Chrysler Capital Allegiance Team to take the next step toward driving a new vehicle.

[YOUR PERSONAL LEASE PAGE](#)

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**CHRYSLER**

C A P I T A L.

CALIFORNIA REGION

LEASE A

**2017 DODGE CHALLENGER SXT**  
**\$229/MONTH\*** FOR 36 MONTHS

**\$2,969** DUE AT SIGNING, **\$0** SECURITY DEPOSIT

**TAKE ADVANTAGE OF THIS LEASE OFFER BEFORE MAY 31, 2017!**  
**VISIT YOUR LOCAL DODGE DEALER TO APPLY.**

DODGE

**\*OFFER DISCLAIMER:**

Lease a new 2017 Dodge Challenger SXT: \$229 a month for 36 months with \$2,969 due at signing. Amount due at signing includes down payment of \$2,740, first monthly payment of \$229 and a \$0 security deposit. Tax, title and license are extra. Based on 2017 Dodge Challenger SXT total MSRP \$28,090 and net capital cost of \$24,329. Lease-end purchase option is \$16,292 plus tax, title and license. Customer is responsible for disposition fee of \$395 (less if required by state law), excess wear & tear and \$0.25 cents per mile over 12,000 miles per year due at end of lease term. Dealer participation may affect final negotiated price and applicable taxes. NOT ALL CUSTOMERS WILL QUALIFY. Higher rates apply for customers with lower credit ratings. Residency restrictions apply. Special financing is available for a limited time to qualified buyers through Chrysler Capital and participating Dodge dealers. Offer valid May 2, 2017 through May 31, 2017. MUST take delivery by May 31, 2017. Dodge is a registered trademark of FCA US LLC.