



DIRECT MAIL PROGRAM



DATA

It all starts with the list. We target consumers with established history, at key points in the life of their auto loan.



PRESCREEN

Chrysler Capital analyzes each candidate according to our lending guidelines.



OFFER

We send a personalized letter with a preapproved offer and funnel leads to your dealership.

“For over 30 months Woody Folsom CDJR in Baxley, Georgia has been taking advantage of the Chrysler Capital Direct Mail Program. It's hard to turn down a Chrysler-backed program that works and is Co-op! We gain four to eight deals a month in new cars sold from this program. That helps us hit our VGP numbers.”

Billy Gregory
General Manager - Woody Folsom

PROSPECTS RESPOND THREE DIFFERENT WAYS



Call toll free number



Go online:
www.ccapproval.com



Visit your dealership

Phone and digital leads feed directly into your CRM

SAMPLE RESULTS FROM DEALERS IN ALL THE BUSINESS CENTERS

DEALER	STATE	QTY	LEADS	RESPONSE RATE	TOTAL SOLD
Cicero	NY	5,000	119	2.38%	24
Watertown	NY	4,987	116	2.33%	20
Corbin	KY	5,000	102	2.04%	19
Bismarck	ND	4,364	96	1.88%	16
Antigo	WI	3,000	55	1.83%	11
Orangeburg	SC	10,000	82	1.64%	11
Elko	NV	4,923	79	1.60%	20
Victorville	CA	5,000	67	1.34%	37
Wynne	AR	10,000	129	1.29%	19
Bradford	PA	9,963	130	1.18%	14

PACKAGES AND PRICING

3,000 LETTERS	5,000 LETTERS	BEST VALUE 10,000 LETTERS
FCA US LLC Dealer Price \$3,450	FCA US LLC Dealer Price \$5,250	FCA US LLC Dealer Price \$10,000
Floorplan Dealer Price \$2,850	Floorplan Dealer Price \$4,250	Floorplan Dealer Price \$8,000

DID YOU KNOW?



You can use your P.A.P. funds to pay for all or part of your campaign. It's FCA US LLC approved and supported.



You can pay for the campaign through your parts account. The program is MarketCenter approved.

ORDER ONLINE

at www.chryslercapital.com/marketing or call 800.304.8518

Contact your Dealer Relationship Manager for details