

**CHRYSLER**  
CAPITAL.



# ONLINE APPLICATION PROGRAM

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## TURNING INTERNET SHOPPERS INTO PREAPPROVED BUYERS

Chrysler Capital offers a successful online program, with products to meet shoppers' needs no matter what stage they are in the purchase process. These tools convert internet shoppers into viable sale opportunities.

IN 2018



**210,445 LEADS  
GENERATED**

IN 2018

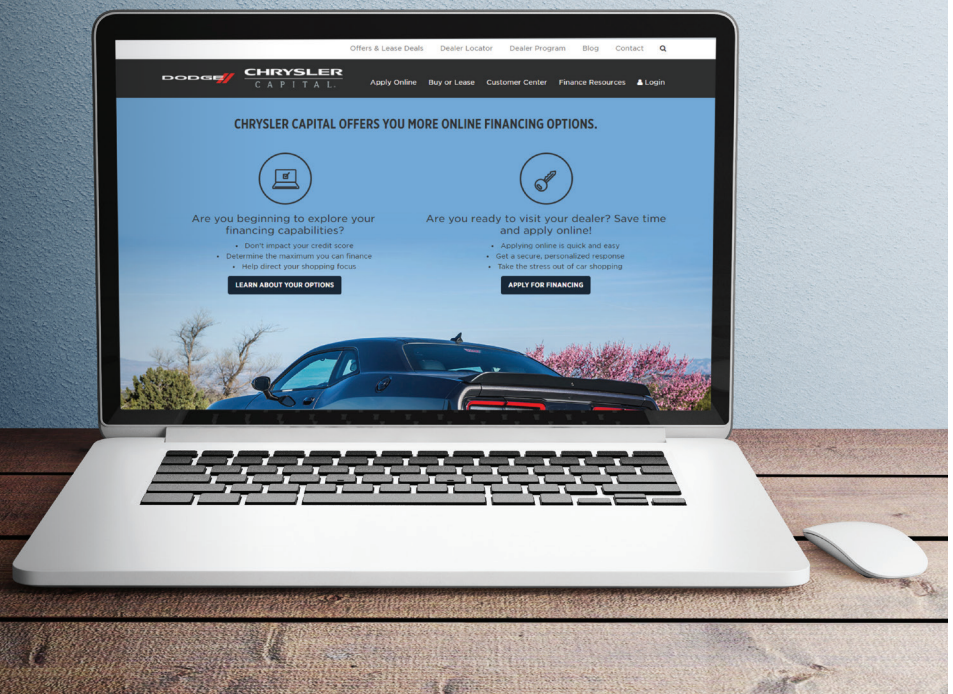


**82.17% OF LEADS GENERATED  
WERE APPROVED  
OR PREQUALIFIED**

Our program gives online shoppers the choice between beginning to learn about the finance process or, for those who are ready to visit the dealership, getting qualified with a fast preapproval. The lead information is sent directly to the dealer for follow-up, creating a tremendous opportunity to accumulate incremental sales.

### Key program features include:

- » Free to participate - there is no charge for the referrals
- » Multiple online tools for both soft inquiry leads and a full credit application
- » Pages are co-branded with the FCA US brand and dealer information
- » Direct integration into OEM and dealership websites
- » Referrals available via CRM system and Chrysler Capital Dealer Website
- » Credit applications are integrated directly with Dealertrack and RouteOne
  - Provides the ability to structure deals and submit to multiple lenders



## HOW IT WORKS

Consumers are prompted to choose a financing link, sending them to the Chrysler Capital online process. Any submission by an online shopper is 100 percent exclusive to your dealership when coming from your dealership website.

In most placements, consumers have the opportunity to decide where they are in the purchase process.

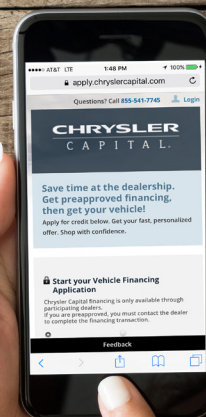
- » Are they beginning to learn about the process?
- » Or are they ready to visit a dealer with a specific vehicle in mind?

If they are early in the process, then they may elect to complete Chrysler Capital's soft inquiry tool. Though they may not be quite ready to submit a full credit application, the consumer receives feedback from Chrysler Capital about their opportunity to finance. Their lead information is sent to your CRM and the Chrysler Capital Dealer Website, giving you a great chance to help the shopper find their next vehicle.

If the online shopper is ready to submit a full credit application, they can elect to do so through Chrysler Capital. When this happens, the consumer could arrive on your lot with preapproved financing and you can be confident they qualify for financing with Chrysler Capital. All applications are sent to the Chrysler Capital Dealer Website, Dealertrack and RouteOne. Their lead information is also sent to your CRM.

## THE ONLINE FORMAT

The Chrysler Capital online tools collect necessary consumer information while continuing to be simple, smooth and secure. The online experience at Chrysler Capital is mobile-minded, as over 60 percent of shoppers utilize a mobile device.



# DEALER EXPERIENCE

The Chrysler Capital online application is easy to understand, simple to complete and highly secure. The application requires minimal input and returns a financing decision in less than 30 seconds. The application is co-branded with the OEM or dealer information, depending on the source. Additionally, all pages have been optimized for display on mobile and tablet devices.

## Chrysler Capital Online Application

- » Free to participate
- » Responsive form that is mobile-device friendly
- » Fast, automatic decisioning, 24 hours a day
- » Available on FCA Digital program websites
- » Consumer can see an “up to” finance amount but cannot see any rate or term details
- » Referrals are available on the Chrysler Capital Dealer Website Apps tab
- » Integrated with Dealertrack and RouteOne to receive applicant information
- » Hard credit inquiry

The screenshot shows the Chrysler Capital online application form for GALEANA CHRYSLER JEEP INC. The header includes the Chrysler Capital logo and a contact number. Below the header, there is a promotional banner about saving time at the dealership. The main form is titled "Start your Vehicle Financing Application" and includes sections for Personal Information, Residential Information, Employment and Income Information, and Vehicle Selection. The form is designed to be user-friendly with clear labels and input fields. A "Apply Securely Now" button is at the bottom.

CHRYSLER CAPITAL. GALEANA CHRYSLER JEEP INC

Save time at the dealership. Get preapproved financing, then get your vehicle!  
Apply for credit below. Get your fast, personalized offer. Shop with confidence.

How the application process works Help & support

Start your Vehicle Financing Application  
Chrysler Capital financing is only available through participating dealers.  
If you are pre-approved, you must contact the dealer to complete the financing transaction.

Vehicle is for personal use Vehicle is for business use

PERSONAL INFORMATION  
Your First Name \* Your Last Name \*  
Your Email \*  
Phone Number \*  
Date of Birth \*  
Social Security Number \*

RESIDENTIAL INFORMATION  
Street # \* Street Name \*  
Zipcode \* City \* State \*  
Time at Address \* Residence Type \*  
Monthly Rent/Mortgage \*

EMPLOYMENT AND INCOME INFORMATION  
Employment Status \* Time at Employer \*  
Employer \*  
Work Phone \* Job Title \*  
Annual Income \*  
† Other Annual Income

Vehicle Selection  
Vehicle of Interest (Can be changed later)  
New Used  
2019  
Make  
Model

Apply Securely Now

## Chrysler Capital Finance Options

- » Free to participate
- » Responsive form that is mobile-device friendly
- » Fast, automatic decisioning, 24 hours a day
- » Available on FCA Digital program websites
- » Consumer can see an “up to” finance amount but cannot see any rate or term details
- » Referrals are available on the Chrysler Capital Dealer Website Leads tab
- » Soft credit inquiry
- » Does not require SSN or DOB for most consumers

The screenshot shows the Chrysler Capital Finance Options form for GRIFFIN C-D-J. The header includes the Chrysler Capital logo and a contact number. Below the header, there is a promotional banner about exploring financing options. The main form is titled "Complete the form below to learn about the purchase options that may be available to you, all without affecting your credit score!" and includes sections for Personal Information, Employment and Income Information, and Vehicle Selection. The form is designed to be user-friendly with clear labels and input fields. A "Get Financing Options" button is at the bottom.

CHRYSLER CAPITAL. GRIFFIN C-D-J

Explore financing with Chrysler Capital and get started down the road to driving a new vehicle!  
• See how much you can finance through Chrysler Capital  
• Experience no impact to your credit score  
• Receive a rapid response, typically in as little as 30 seconds

Complete the form below to learn about the purchase options that may be available to you, all without affecting your credit score! Just enter a few pieces of information.

Fields marked with \* are required.

First Name \*  
Last Name \*  
Email \*  
Best Contact Phone Number \*  
Address \*  
Zip Code \*  
State \*  
City \*  
Annual Income \* †  
Last 4-digits of SSN \*

Get Financing Options  
Does not affect your credit score  
Takes less than 30 seconds  
Easy and secure

Vehicle Selection  
Vehicle of Interest (Can be changed later)  
New Used  
2019  
Make  
Model

Final Steps  
Disclosures  
I accept the following disclosures: By checking the box immediately to the left of this notice, I am providing written instructions.



# OEM WEBSITE INTEGRATION



The Chrysler Capital online tools are integrated into all FCA US brand websites. Placements are designed to stimulate consumer interest and drive the shopper closer to purchase.

By signing the Chrysler Capital dealer agreement, your dealership is automatically enrolled to receive referrals from the OEM websites. Your dealership's name appears on a list of dealers closest to the applicant's ZIP code, with the applicant selecting which dealership they would prioritize for a visit.

## Integration points on OEM website are below:

**SUMMARY**

**2019 CHARGER SXT RWD**  
\$30,715  
NET PRICE



ZIP CODE: 98102

[SEARCH NEW INVENTORY](#) [FIND A DEALER NEAR YOU](#) [GET A QUOTE](#)

Destination Charges	\$1,495	\$1,495
Down Payment	-\$3,071 (10%)	-\$3,071 (10%)
Term Duration	72 Months	48 Months
Percentage Rate (APR)	2.9%	5.184%
West 2019 Retail Bonus Cash WECCA1	-\$1,000	-
Estimated Selling Price	\$26,643	-
Estimated Capitalized Costs	-	\$27,643

[CALCULATE PAYMENT](#) [FINANCING TOOLS](#)

\*MSRP excludes destination, taxes, title and registration fees. Starting at price refers to the base model, optional equipment not included. A more expensive model may be shown. Pricing and offers may change at any time without notification. To get full pricing details, see your dealer.

## Build and Price Summary

When consumers choose their make, model and trim from scratch, they will see a link for financing. By clicking on this option, the consumer will be taken to the Chrysler Capital page, co-branded with the OEM brand logo.

## Payment Calculator

While determining their estimated monthly payment, consumers will see a link on the Payment Calculator that will direct them to the Chrysler Capital application. It will open in a new window with co-branding for the OEM brand.

**CALCULATE PAYMENT**

**2019 CHEROKEE LATITUDE PLUS 4X4**

[BUY \(\\$416\)](#) [LEASE \(\\$250\)](#)

MSRP	\$28,645
Destination Charges	\$1,495
Total Options	\$995
West BC 2019 Bonus Cash WECCA	-\$1,000
West Chrysler Capital 2019 Bonus Cash WECCA	-\$500
Down Payment (10%)	-\$ 3014
Trade-in Value	-\$ 0
Dealer Discount	-\$ 0
<b>ESTIMATED AMOUNT FINANCED</b>	<b>\$26,621</b>
<small>Includes available offers and incentives.</small>	
Annual Percentage Rate (APR)	Term Duration
<input checked="" type="radio"/> 3.9% (Chrysler's Rate)	72 Months
<input type="radio"/> 6.47 % (Third Party)	

**BUY FOR \$416**  
per month for 72 months

[UPDATE PRICING](#) [FINANCING OPTIONS](#)

Estimated monthly payment.

**Get a Quote**  
Get a quote on a vehicle priced the way you want.  
\* required

First Name \*  Last Name \*

ZIP Code \*  Phone

Email \*

[SUBMIT REQUEST](#)

FCA US LLC does not intentionally market to children under 16 years old. By submitting this request, you are confirming you are 16 years of age or older. FCA US LLC understands the importance of your online privacy. By submitting your contact information, you are asking us to contact you about purchasing a vehicle or obtaining vehicle financing. Such contact may be by telephone on behalf of FCA US LLC or an authorized dealer using automated technology. You consent and agree to that type of contact and our privacy policy when you click on the Submit button.

Other placements include the Shopping Tools and the Apply for Credit footer.



# DEALER WEBSITE INTEGRATION

Chrysler Capital partnered with FCA US and FCA Digital to offer seamless integration of its online tools for dealership websites. The Chrysler Capital online experience is cohesive with the following providers:

- » Dealer.com
- » Dealer Inspire
- » DealerON
- » Pixel Motion

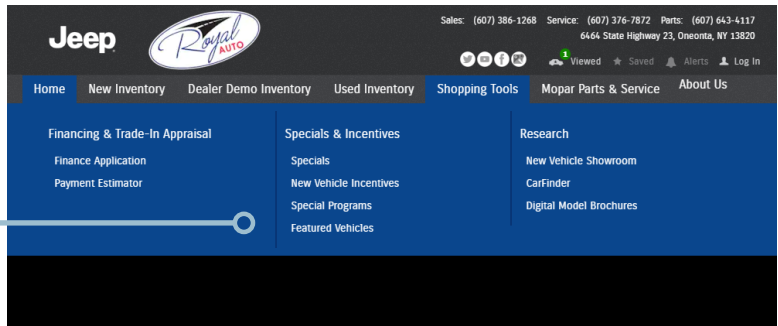
By opting into the program, links are added to your dealer website in a number of strategic areas. These placements are designed to target information-seeking shoppers and drive them to your dealership.

Sign up with FCA Digital to enroll in the program. It's that simple. And, as always, your Chrysler Capital Dealer Relationship Manager is available to answer any questions.

## Integration points on dealer website are below:

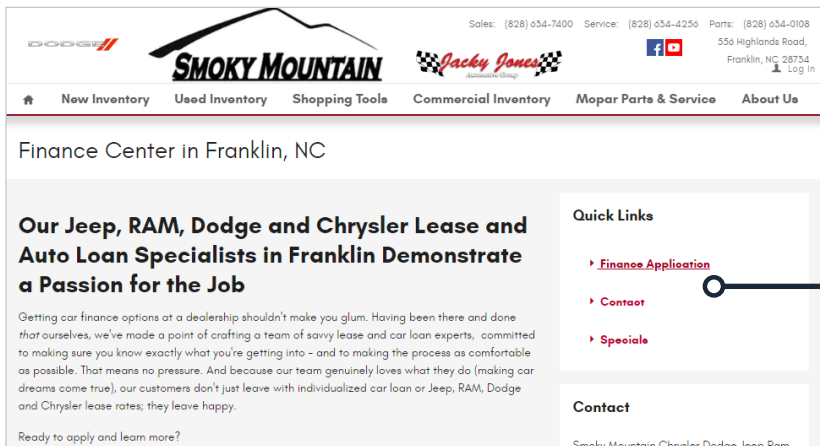
### Shopping Tools

By viewing the Shopping Tools dropdown menu, the consumer will see a link which will take them to that dealer's exclusive Chrysler Capital finance application.



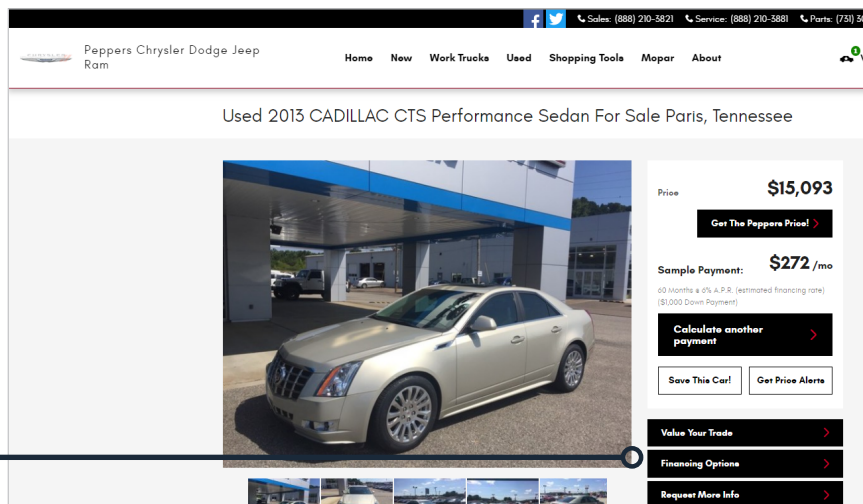
### Finance Center Page

Consumers lower in the purchasing funnel will want to view your dealership's finance page, and they access the Chrysler Capital application for your store by choosing the finance link within the Quick Links panel.



### Vehicle Inventory Pages

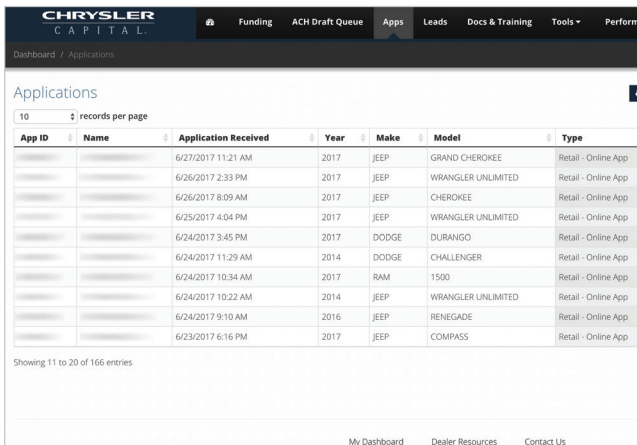
When viewing the new and used vehicles at your dealership, shoppers can reach the Chrysler Capital application by selecting the finance link. Consumers will see that same inventory on the dealer's exclusive finance application.



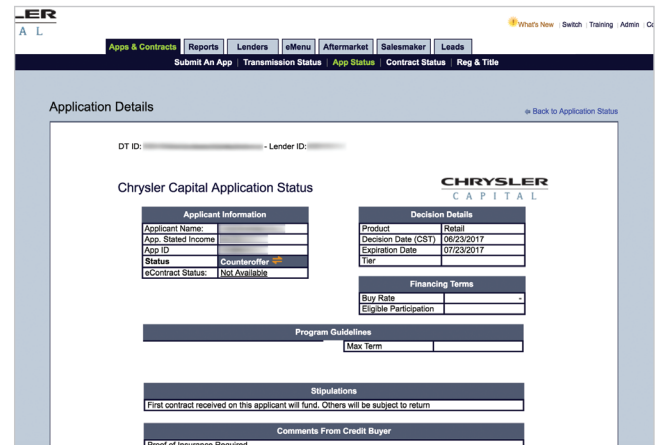


# HOW IS THE REFERRAL INFORMATION PASSED TO MY DEALERSHIP?

For every submission, regardless of the decision, a referral is created and instantly passed to your dealership for immediate follow-up. All Chrysler Capital online leads can be located in your CRM tool and on the Chrysler Capital Dealer Website. Full credit applications are also sent to Dealertrack and RouteOne.



App ID	Name	Application Received	Year	Make	Model	Type
		6/27/2017 11:21 AM	2017	JEEP	GRAND CHEROKEE	Retail - Online App
		6/26/2017 2:33 PM	2017	JEEP	WRANGLER UNLIMITED	Retail - Online App
		6/26/2017 8:09 AM	2017	JEEP	CHEROKEE	Retail - Online App
		6/25/2017 4:04 PM	2017	JEEP	WRANGLER UNLIMITED	Retail - Online App
		6/24/2017 3:45 PM	2017	DODGE	DURANGO	Retail - Online App
		6/24/2017 11:29 AM	2014	DODGE	CHALLENGER	Retail - Online App
		6/24/2017 10:34 AM	2017	RAM	1500	Retail - Online App
		6/24/2017 10:22 AM	2014	JEEP	WRANGLER UNLIMITED	Retail - Online App
		6/24/2017 9:10 AM	2016	JEEP	RENEGADE	Retail - Online App
		6/23/2017 6:16 PM	2017	JEEP	COMPASS	Retail - Online App



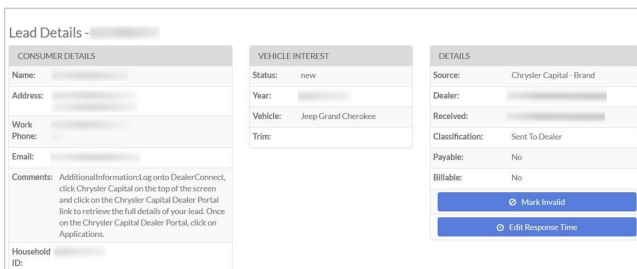
Applicant Information		Decision Details	
Applicant Name:		Product:	Retail
App Stated Income:		Decision Date (CST):	06/23/2017
App ID:		Expiration Date:	07/23/2017
Status:	Counteroffer	Tier:	
eContract Status:	Not Available	Financing Terms	
		Buy Rate:	
		Eligible Participation:	
Program Guidelines			
		Max Term:	
Stipulations			
First contract received on this applicant will fund. Others will be subject to return			
Comments From Credit Buyer			

## Chrysler Capital Dealer Website

Accessing the Chrysler Capital Dealer Website through DealerCONNECT, you can quickly access full credit applications on the Apps tab and soft inquiry consumers on the Leads tab.

## Dealertrack

Application information for full credit applications will be processed and located along with other Chrysler Capital applications in the Dealertrack portal.



CONSUMER DETAILS		VEHICLE INTEREST		DETAILS	
Name:		Status:	new	Source:	Chrysler Capital - Brand
Address:		Year:		Dealer:	
Work Phone:		Vehicle:	Jeep Grand Cherokee	Received:	
Email:		Trim:		Classification:	Sent To Dealer
Comments:	Additional Information: Log onto DealerConnect, click Chrysler Capital on the top of the screen and click on the Chrysler Capital Dealer Portal link to retrieve the full details of your lead. Once on the Chrysler Capital Dealer Portal, click on Applications.				
Household ID:		Payable:	No	Billable:	No



Decision: Conditioned by Chrysler Capital on 06/03/2017 - 02:13 PM		
Deal Recap	Decision	Application
Transaction Type	Payment Call	Payment Call
Vehicle		2014 JEEP PATRIOT
Financed Amount		\$0.00
Minimum Total Debt		\$0.00
Stipulations		
FIRST CONTRACT RECEIVED ON THIS APPLICANT WILL FUND. OTHERS WILL BE SUBJECT TO RETURN		
PROOF OF INSURANCE REQUIRED		
VALID GOVERNMENT ISSUED ID CARD (ALL APPLICANTS)		
Comments		
Standard Stipulations and Conditions		
The dealer is responsible for confirming all incentivized program terms and eligibility requirements thru the incentive configurator on Chrysler DealerCONNECT		
All stipulations and requirements listed on the Rate Sheet and Funding Checklist must be met prior to funding		
Chrysler Capital is a trademark of Chrysler Group LLC and licensed to Santander Consumer USA Inc.		
Please Send Funding Packages to:		
Contract Packages Shipping Address		

## CRM Tool

Your dealership's CRM integration with FCA Digital, Chrysler Capital online referrals will be sent directly to your CRM tool.

## RouteOne

Full credit application details will be found with other Chrysler Capital deals inside the dealership's RouteOne tool.

**If you have any questions, please contact your Dealer Relationship Manager.**