

# CPOV Bonus Buck Program Eligible Dates: **01.01.20 - 01.31.20**

# BUY FROM CHRYSLER DIRECT AND EARN NEW VEHICLE COUPONS!



- » It's easy! Buy on Chrysler Direct, sell as CPOV and get coupons!
- » Provides strategic and tactical flexibility in hitting new-car targets
- » Only for Market Value purchases made through Chrysler Direct

## Coupon Enhancement

For every vehicle purchased at Market Value via Chrysler Direct, and sold as a CPOV, you will get \$250 CPOV Bonus Cash. Plus, if you are the grounding dealer, get an additional \$250, for a total of up to \$500 per vehicle (Type 1/B or L/E).

### Extra CPOV Bonus Cash

Payable for every qualifying vehicle (\$250)

### The CPOV Advantage

Selling certified not only helps preserve residual values and future leasing strategies, it can also help sell more new cars.

# **ELIGIBLE VEHICLES:**



Jeep

All vehicles (excluding FIAT® 500e, Viper and SRT® models) purchased on Chrysler Direct at Market Value (not residual payoff)

# **PROGRAM DETAILS:**

- Coupons will be issued in \$250 increments (\$250 for every purchase and an additional \$250 for grounding purchase)
- » Type 1/B and Type L/E are eligible
- » Coupons are stackable: up to four on Type 1/B or two on Type L/E
- » Coupons expire 60 days from the date of issue
- » Please reference the incentive configurator for program 44CML1 on DealerCONNECT for more details
- » UPDATE: Coupons can only be redeemed on new vehicles, using Chrysler Capital retail or lease financing



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