

# 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:

CHRYSLER

DODGE



Jeep



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

## PROGRAM DETAILS:

- » Off-lease vehicles must be resold as CPOV to earn the coupon
- » 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 44CMR1-4 on DealerCONNECT for more details
- » **UPDATE: Coupons can only be redeemed on new vehicles, using Chrysler Capital retail or lease financing**