

DIRECT MAIL PROGRAM

The Chrysler Capital Preapproved Direct Mail Program is designed to drive quality, preapproved consumers directly to your dealership. Featuring digital access, the program pushes consumers to respond online via a personal webpage. This gives your dealership more exposure and increases your potential leads.

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

Quality: Chrysler Capital analyzes each candidate according to our lending guidelines.

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

“ The Chrysler Direct Mail Campaign continues to be a real success for our store and keeps driving traffic to our BDC department and in-dealership experience. I feel it is a modest investment that produces returns far above the cost. ”

Kirk Van Vesson
Watseka CDJR

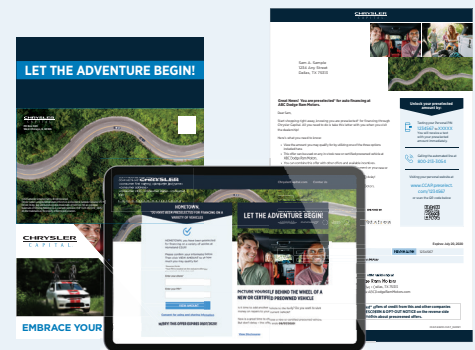
Sample 2020 Results

Dealer State	Quantity	Leads	Sold	ROI*
CA	1,692	31	25	2,470%
GA	5,001	55	57	2,071%
TN	4,778	104	44	1,654%
MO	3,409	105	18	906%

*ROI calculation based on \$2,000 gross revenue per vehicle

Did You Know?

- » You can use your P.A.P. funds to pay for all or part of your campaign. It's FCA US approved and supported.
- » You can pay for the campaign through your parts account. The program is MarketCenter approved.



Consumers Can Respond By:



Calling the toll-free number



Going online:
www.ccappreselect.com



Visiting your dealership

Phone and digital leads feed directly into your CRM

Packages and Pricing

Letter Count	FCA US Dealer		Floorplan Dealer	
	Total Price	Price Per Piece	Total Price	Price Per Piece
3,000	\$3,550	\$1.18	\$2,950	\$0.98
5,000	\$5,475	\$1.10	\$4,475	\$0.90
BEST VALUE 10,000	\$10,400	\$1.04	\$8,400	\$0.84

Order online at www.chryslercapital.com/marketing or call 800.304.8518.
Contact your Dealer Relationship Manager for details.

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